

ASSESSMENT PROCEDURE For E-learning/Web-based Activities

Last update on 1 November 2015

1. General Assessment Procedure

- 1.1** (a) CPD activity providers as specified in Clause 6.1 of the CPD Scheme Guidelines should submit applications to the EAA at least **one month** before the intended commencement of CPD activities.
- (b) Other CPD activity providers should submit applications to the EAA at least **two months** before the intended commencement of CPD activities.
- (c) Application form can be downloaded from the website of the EAA (<http://www.eaa.org.hk>).
- 1.2** The EAA will assess the activity based on the activity content, objective, admission requirements, course design, learning materials, course delivery, learning support, participant tracking mechanism, overall quality assurance mechanism, assessment, as well as provider experience.
- 1.3** The EAA will publish a list of the approved CPD activities and their respective CPD points on its website at <http://www.eaa.org.hk>.
- 1.4** (a) Provided that all relevant information is submitted, CPD activity providers mentioned in the above paragraph 1.1 (a) will normally receive a formal notification of the results of their applications, successful or otherwise, approximately **four weeks** after the date of application.
- (b) Provided that all relevant information is submitted, CPD activity providers mentioned in the above paragraph 1.1 (b) will normally receive a formal notification of the results of their applications, successful or otherwise, approximately **eight weeks** after the date of application.

2. Assessment Criteria

2.1 Content

2.1.1 As specified in the CPD Guidelines, CPD activities that bear a close relationship with estate agency law and practice, compliance or supervisory issues are eligible for **core** CPD points. Other types of activities that may help to raise the standard of practitioners are eligible for **non-core** CPD points. CPD activities should preferably be designed to focus on either the core or non-core category.

2.1.2 The following is a broad classification:

Core Subjects	Non-core Subjects
(C1) Estate Agents Ordinance and EAA guidelines	(N1) Marketing skills and techniques
(C2) Other legal and practical knowledge relating to estate agency work*	(N2) Business management in general
(C3) Professional ethics	(N3) Finance and accounting knowledge
(C4) Management, supervision, governance and due diligence of estate agency business	(N4) Estate agency practice in other jurisdictions
(C5) Surveying, property / facilities management and town planning	(N5) Information technology
	(N6) Socio-economic issues
	(N7) Language skills
	(N8) Other knowledge conducive to raising standards of estate agency practitioners**
<i>*such as conveyancing, tenancy, land search, discrimination legislation, labour legislation, Buildings Ordinance, Residential Properties (First-hand Sales) Ordinance and Personal Data (Privacy) Ordinance</i>	
<i>**such as environmental protection, sustainable development, interior design, occupational safety, behavioural aspects, statistics and data analysis</i>	

- 2.1.3 CPD points may be granted to those activities which aim at enhancing the general performance of the practitioners and are highly relevant to the estate industry.

2.2 Objective

- 2.2.1 The activity objectives should be clearly defined for the target participants.
- 2.2.2 The learning outcomes must be specific and attainable through electronic delivery.

2.3 Admission

- 2.3.1 Prospective learners should be advised of the IT competence, equipment and learning resources (e.g. hardware and software) required prior to commencement of the activity.
- 2.3.2 Entry requirements, if any, should be appropriate to the level and nature of the e-learning mode of CPD.

2.4 Course Design

- 2.4.1 The activity should be specifically designed for delivery through the e-learning mode of study.
- 2.4.2 The e-learning courseware should make appropriate use of tools, such as text, graphics, sound, video as well as asynchronous and synchronous communication technologies.
- 2.4.3 The course design should aim at producing a learning environment that can support both independent and interactive modes of learning.
- 2.4.4 The course design should aim at providing flexible learning tailored to a variety of target participants and variations in learning pace.

2.5 Learning Materials

- 2.5.1 All materials must be ready and available on-line for EAA's inspection, supplemented by additional notes and documents. Clear instructions must be available to guide the participants through the materials on-line, in terms of the recommended order of activity and

number of hours to be spent on different components. Participants must be able to go through the learning process on their own with the instructions provided. On-line help should also be available.

2.5.2 The language of learning materials should be keyed to the reading competence of participants (in either Chinese or English).

2.5.3 Links to other websites might be provided for additional learning materials and reference. Permission and copyright of all links and learning materials must be properly addressed.

2.5.4 There must be adequate materials on-line to warrant the minimum number of recommended learning hours for CPD points can be awarded upon completion of the learning activity.

2.6 Course Delivery and Learning Support

2.6.1 Activity providers should have adequate infra-structure for electronic delivery of the activity.

2.6.2 Participants should be given detailed instructions for the activity, and guided to all relevant learning resources on-line. Effective on-line support should be available including prompt and thorough response to enquiries, provision of guidance to individual learners upon request, and provision of information on activity requirements.

2.6.3 Some optional face-to-face components may be used to augment the e-learning mode of study.

2.7 Participant Tracking Mechanism

2.7.1 CPD activity providers must be able to maintain the integrity of student-record keeping through, for example, a front-end log-on and identity-checking system. Identity of participants must be verified. Continual verification is also required. Examples include measures such as the regular prompt for entry and re-entry of participants' personal information.

2.7.2 A tracking system should also be in place to keep track of the participant's log-on time, idle-time and activities undertaken during the entire time logged on. An audit report should be generated and maintained for audit purpose.

- 2.7.3 Activity providers must ensure that all personal data are kept strictly confidential and protected. They are not to be released to any other parties for any other usage.

2.8 Overall Quality Assurance

- 2.8.1 For all activities, there must be a person-in-charge who is responsible for the overall management and quality of the activity. The person should possess relevant training or experience in managing similar activities.
- 2.8.2 **CPD activity providers should have in place a comprehensive mechanism for assuring and monitoring the quality of the activity. The EAA will impose as strict requirements on web-based or e-learning activities as we do on face-to-face mode.**
- 2.8.3 There should be a system of regular review of course content and materials to ensure their quality and currency.
- 2.8.4 Activity providers must maintain back-up and recovery systems for web-based activities in case of system failure and problems.
- 2.8.5 The processes for quality assurance should be well documented and clearly understood by all personnel involved. The EAA reserves the right to inspect these documents.
- 2.8.6 **Learner evaluations should be carried out at the end of CPD activities.** Evaluation results must be maintained and submitted to the EAA upon EAA's request.
- 2.8.7 **Significant change proposed in the activities during the approval period, e.g. changes to learning hours, content, and assessment requirements etc., must have prior approval from the EAA by submitting a change request in writing.** Upon re-assessment and where necessary, the EAA may suspend or revoke the approval status of the activities, or specify conditions to be met.

2.9 Course Assessment

- 2.9.1 It is recommended that assessment component (quiz or test), either an on-line assessment or a face-to-face assessment, be implemented to ensure that the participant accomplishes the learning outcome.
- 2.9.2 Assessment should be valid and reliable in measuring participants' attainment of activity objectives.
- 2.9.3 Assessment must be submitted together with the application for approval.
- 2.9.4 Prior to admission to the activity, participants should be informed of any mandatory assessments.

2.10 Experience of Activity Provider and Person in charge

- 2.10.1 The activity provider / designer should be qualified and experienced in e-learning including its design, delivery and the administration of assessment.
- 2.10.2 The person in charge should preferably have experience in the delivery of e-learning or similar activities.

3. Assessment Outcome

- 3.1** Given that participants are free to spend as long (or as short) a time as they want or need on the activity, providers must specify the minimum number of hours that the participant is expected to spend on the activity in order to master all the materials provided so as to meet the activity objectives. Generally, one hour of participation in e-learning activities will be awarded one CPD point.
- 3.2** The CPD activity provider will receive a letter of outcome, which can be one of the following:
 - (a) The CPD activity is unconditionally approved as presented; OR
 - (b) The CPD activity is approved subject to conditions (In such cases, the EAA will monitor the fulfillment of conditions at the appropriate time.); OR
 - (c) The CPD activity is not approved.

- 3.3** CPD activity providers may use the following statement in their marketing/advertising/promotional materials/literature of approved CPD activities: “x core and/or y non-core CPD points approved by the EAA for the EAA CPD Scheme”.
- 3.4** The EAA will monitor the progress of the activities and may request CPD activity providers to follow conditions or directions to maintain the activity within the assessment criteria and framework.
- 3.5** A proposed CPD activity may not be approved if in the opinion of the EAA it does not contribute to the professional development of the participants, or which is found to be of sub-standard quality.
- 3.6** In the event of a formal non-approval, CPD activity providers may re-submit as a new application after appropriate improvements and modifications have been made.

4. Approval Period

- 4.1** [This paragraph is deleted]
- 4.2** Only approved activities conducted within the approval period specified in the letters of assessment outcome shall be entitled to claim CPD points. Providers shall not claim their CPD activities as the EAA approved activities after the approval period expires.
- 4.3** [This paragraph is deleted]

5. [This paragraph is deleted]

6. Responsibilities of CPD Activity Providers

6.1 General Responsibilities

- 6.1.1** Log-on and tracking systems should be in place to verify participant identity and keep track of the participant’s log-on time, idle-time and activities undertaken during the entire time activity.

6.1.2 CPD activity providers should submit copies of log-on records to the EAA within seven working days of the completion of the CPD activities, and keep these records for at least 3 years. They may also be required to submit computer readable records in a format specified by the EAA. A sample log-on record should be submitted to the EAA at the time of application.

6.1.3 CPD points will be awarded to the participant who attains the pass mark specified for the assessment of that web-based activity. Providers can impose additional requirements, e.g. the total active log-on time should not be less than 80% of the time recommended by the provider for the participant to complete the learning activity.

6.2 To the EAA

6.2.1 CPD activity providers should liaise closely with the EAA.

6.2.2 CPD activity providers applying for assessment are responsible for providing all necessary and required information to the EAA. The EAA shall bear no responsibility for any delays to the process if any required information or access is not provided.

6.2.3 The EAA reserves the right not to accept any request for assessment of all or any part of the activities proposed.

6.2.4 If at any time during the approval period, CPD activity providers fail to, or are unable or unwilling to comply with any direction or condition stipulated by the EAA, or the guidelines as stated in this document, the EAA may suspend or revoke the assessment status of the CPD activities after a reasonable period of notification.

6.2.5 The EAA shall not be held responsible for any consequences arising from the assessment process including any delays to the validation process or any cessation of the process.

6.3 To the Learners

6.3.1 **A certificate of completion should be provided to all learners on successful completion of a CPD activity.** The certificate should bear the signature and name of a responsible person (e.g. the head of organization), as well as the stamp, of the organization, and shall include the following information :

- Name of the organization
- Title of the activity
- CPD activity code
- CPD points approved
- CPD points earned by the participant

(A sample certificate of completion is available at the Annex I.)

ESTATE AGENTS AUTHORITY
Continuing Professional Development Scheme

CERTIFICATE OF COMPLETION

IMPORTANT: PRINT or TYPE all information in BLACK INK

An authorized representative of the CPD activity provider must sign this certificate. The participant must retain this certificate for a period specified by the Estate Agents Authority.

PARTICIPANT INFORMATION

English Name : _____
Chinese Name : _____
Licence No. : _____

CPD ACTIVITY PROVIDER

English Name : _____
Chinese Name : _____
Phone Number : (for verification if required) _____

ACTIVITY INFORMATION

Title : _____
Reference Code : _____
CPD Points approved : _____ Core CPD points or _____ Non-Core CPD points
CPD Points earned by participant : _____
Remarks : _____

Signature of Authorized Representative

Name (in block letters)
for and on behalf of
(please stamp)

Date