

# Standards Component

Content strategy proposal for remote  
e-learning product

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## Introduction

The following documentation is the Standards Component section of the Content Strategy proposal. This section contains the following elements of the strategy:

- Opening scenario
- Compliance requirements
- Content impact
- Context

### Opening scenario

The Resource Development department helps our company accomplish content integration and streamlined product implementation by providing descriptive and concise content that makes the government clients feel fluent and empowered so they can register their employees to the Portal.

## Standards Components

This business operates in an open environment. It is required to comply with the following legislation:

Compliance Requirements	Content Impacts
Legislation imposes the following requirements: 1. AODA requires accessible content for the disabled (Ontario)	Legislation has the following impacts on our content: 1. A – All print documents are accessible B – Web page navigation is WCAG 2.0 compliant
2. PIPEDA requires the protection of all personal information collected and held by the company (Ontario & rest of Canada)	2. A – All content re: privacy policies and procedures are posted and easily accessible on the site B – All personal information content (e.g., registration forms) identify the purpose of collecting information
2. CSA requires that E-Learning content adhere to the Quality Reference Framework (QRF) for E-Learning (Canada)	3. A – All educational content is prefaced by a list of learning objectives B – All content structure and maintenance adheres to the QRF

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## Context

The language learning Portal business is located in Ontario, Canada, and primarily serves government clients. Since the client base of the business is located within Canada, the content must adhere to Canadian quality standards. For privacy and security quality concerns, the content must comply with the PIPEDA standard. The business employs more than 50 people and serves government clients, so AODA requirements must also be observed. In order to comply with AODA accessibility requirements, all content must be WCAG 2.0 compliant before the AODA deadline.

The business specializes in providing English/French language training to the employees of government clients. Since the business operates in an open environment, the content is largely self-regulated. Even though the business is non-federal, the majority federal client base will be better served if the content maintenance framework includes scheduled audits with AODA and PIPEDA. The pedagogical content is structured to provide students with the communication and grammatical skills necessary to advance through the following levels of language acquisition for bilingual positions:

- General second official language qualifications – A, B, or C
- Specific language qualifications requiring Code P

Since students are also expected to take language qualification tests (for levels A, B, and C) on the Portal, it is imperative that the content structure and methodology adhere to the ISO adopted CSA standard for “quality assurance, quality management, and quality improvement” (CSA Group). This standard consists of the Quality Reference Framework (QRF) for E-Learning, and is concerned with the implementation, management, and procedural documentation of E-Learning products.

The QRF Framework standard also has the added benefit of providing a structured approach to content that can include scheduled AODA and PIPEDA audits. By adhering to the CSA standard, the Resource Department will build and maintain a robust documentation practice for measuring and reviewing the quality of the content of the product, and the business will satisfy the needs of the government clients.

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## References:

Canadian Standards Association. 2018. *Information technology — Quality for learning, education and training — Fundamentals and reference framework (CAN/CSA-ISO/IEC 40180:18, Adopted ISO/IEC 40180:2017, first edition, 2017-10)*. Retrieved from the CSA Group website: <https://www.csagroup.org/store/product/CAN%25100CSA-ISO%25100IEC%2040180%3A18/>

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