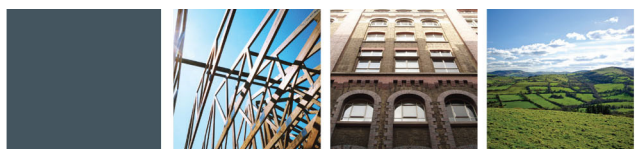


Digital Evolution

RICS Online Academy a joint initiative in continental Europe



10th ERES Education Seminar, Ferrara, 5 December 2014
Kristin Bammel, Training Manager Europe, Russia & CIS

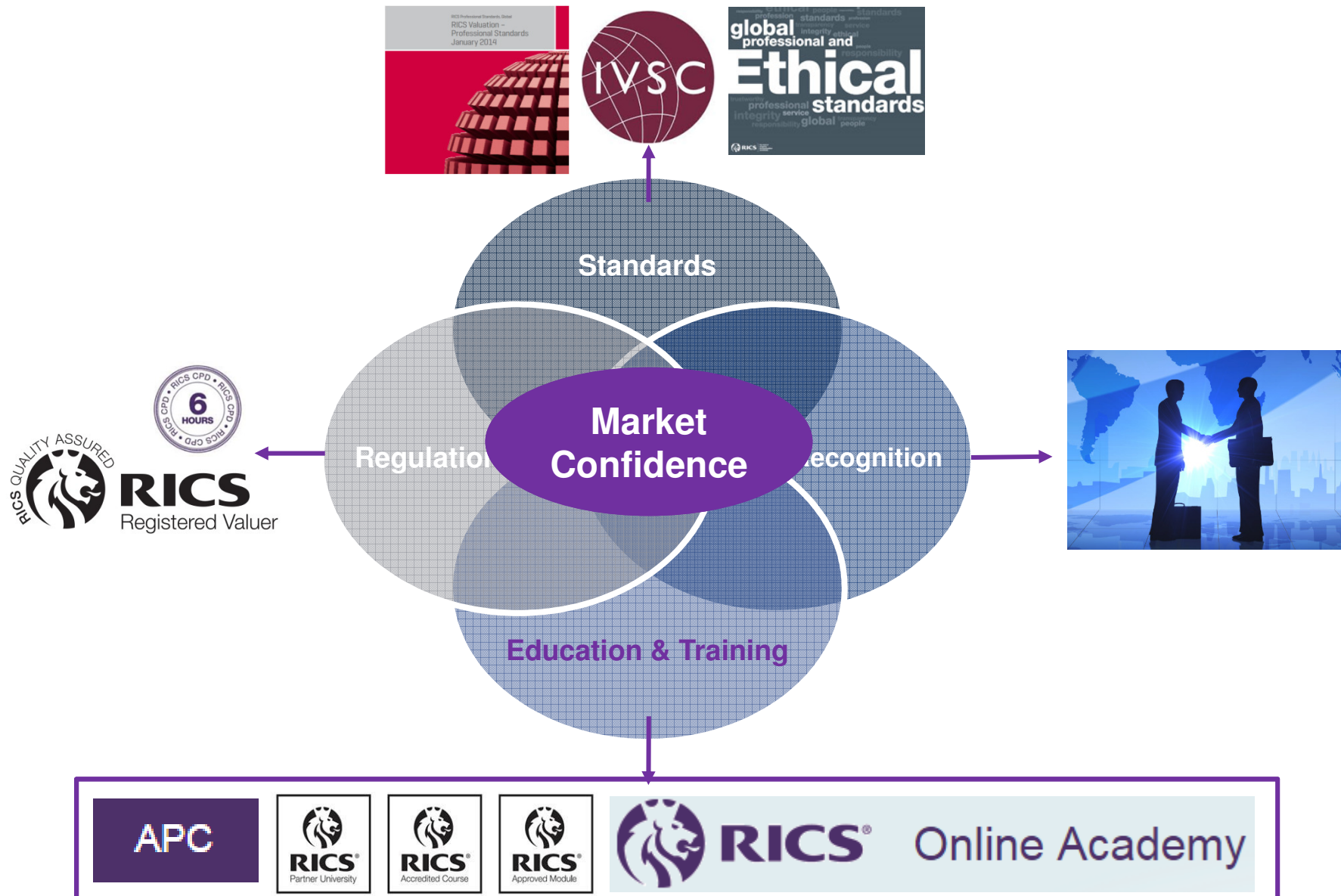


Agenda



- ▶ RICS Educational Standards & Training
- ▶ What is the RICS Online Academy (OLA)
- ▶ RICS E-Learning in Europe
- ▶ Synergies

Gaining market confidence



Educational Standards Department

- ▶ 3 full-time staff
- ▶ 42 accredited courses + 1 modular course accredited
- ▶ 14 countries
- ▶ 1 Board: Continental European Educational Standards Board (CESB)

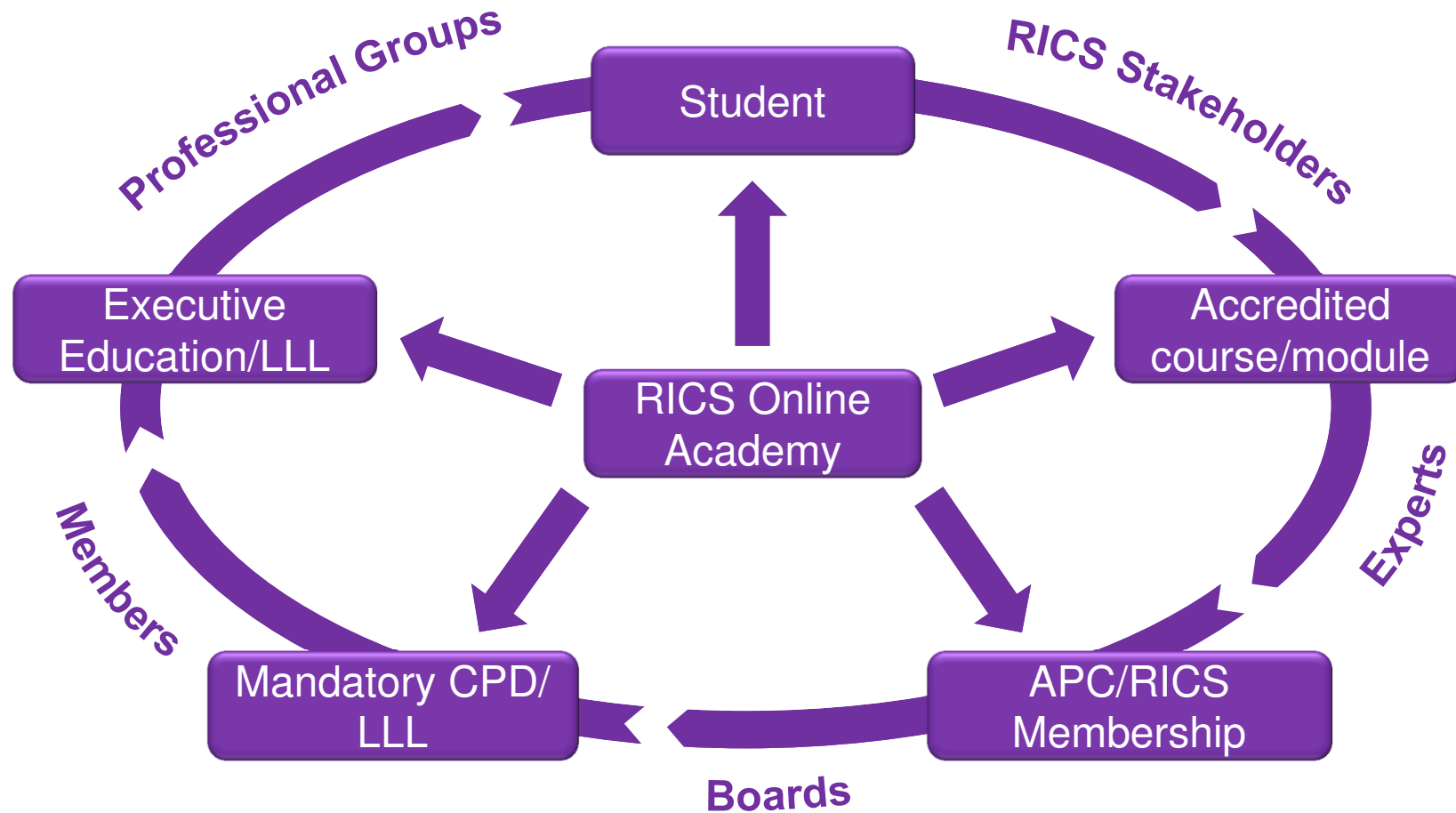
Educational Standards

- ▶ Course & modular accreditation
 - ✓ Rigorous accreditation process for degree & executive courses (ECTS)
 - ✓ On-going quality assurance
 - ✓ Dedicated RICS Education Board (CESB) involved
- ▶ Assessment of Professional Competence (APC) – to become RICS Member
 - ✓ Strict entry route criteria
 - ✓ Rigorous pre-assessment submission documentation
 - ✓ FA interview to show capability to practice as chartered surveyor

RICS Education & Training



RICS Educational Life Cycle



LLL: Lifelong Learning

CPD: Continuous Professional Development


What is it ?

- ▶ Global e-learning & training platform for non-/RICS members and firms incl. website, shop, learning management system (LMS)
- ▶ Product portfolio:
 - **60** e-learning courses
 - **120** web classes
 - **18** distance learning courses
 - growing resource area
- ▶ Source for efficient Continuous Professional Development (CPD) on demand
- ▶ **60,000** users registered (RICS members and external public)
- ▶ **22** technical and administrative staff working on the Online Academy worldwide (excluding professors and trainers)


Homepage: www.rics.org/onlineacademy




The screenshot shows the RICS Online Academy homepage. At the top, there is a navigation bar with the RICS logo, the text "Online Academy", a search bar with the placeholder "Search courses...", and a "My Courses" button. Below this is a secondary navigation bar with links: Home, E-Learning, Web Classes, Distance Learning, Subscriptions, About, Resource Centre, Help, and RICS.org. The main content area features a large purple banner with the text "Latest E-Learning courses". Below this banner is a message: "More courses added regularly, please view the latest courses available". A "Latest Courses" button is visible on the left. The bottom section is titled "Online Academy products:" and contains four columns, each with a city skyline illustration, a title, a description, and a button:

Product	Description	Action Button	
 E-Learning Flexible learning solutions to progress in your role or change your career. Gain valuable CPD from a variety of topics.	Distance learning Blended, online, interactive courses from foundation to advanced levels available to study at a time and place to suit you.	Web Classes Live, interactive, professional training sessions online without the unnecessary travel expense and time out of the office.	Subscriptions Gain essential CPD hours with a subscription. From Web Classes to an unlimited package, there's something for everyone.
Browse courses	Browse courses	Browse courses	Browse subscriptions

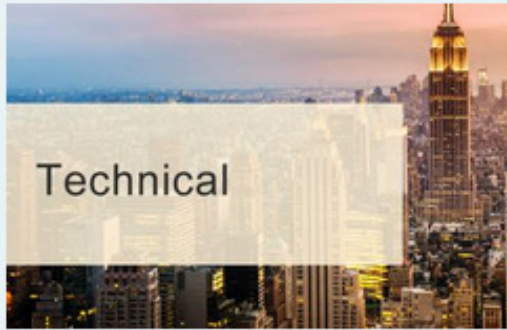
Sample: e-learning topic range




Membership




Professional
Ethics




Technical




Dispute
Resolution




Key Business
Skills




Project
Management



Leadership and
Management



Client Care



Personal
Development

Our approach

1. Introduce RICS Online Academy with **existing online learning** offer
2. Analyse training needs and skill gaps at **cross-national level**
3. Start **web class development** according to cross-/national demand

Establish: **Real Estate Learning & Training Panel**

- Group representing regions; connected to national/regional and professional groups
- Aim:
 - ✓ share training and education knowledge
 - ✓ identify real estate learning gaps at regional/national level
 - ✓ anticipate trends in the lifelong learning environment
 - ✓ provide guidance on up-coming trends and relevant real estate topics

- ▶ Online, mobile and hybrid learning is in demand
- ▶ Importance of accreditation & learning standards increasing
- ▶ Wide RICS network of groups and experts
- ▶ Good university relationships
- ▶ Sources for free of charge content
- ▶ Looking for other experts to join
- ▶ Adding value to membership and the real estate industry

We want to



Develop e-learning content that sets the standards for real estate online training in co-operation with the RICS network of members and experts.

Offer relevant content in suitable formats for our key markets and close the skill gaps by linking academic and lifelong learning in continental Europe.

Click to learn



New learning perspectives: Questions?

Where do you see synergies with online learning / the RICS Online Academy ?



Thank you!



**Please feel free to send your comments
and thoughts to kbammel@rics.org**

