

DECISION 11/2014/GB

OF THE GOVERNING BOARD OF THE EUROPEAN POLICE COLLEGE

LAYING DOWN THE ADMINISTRATIVE RULES, COMMITMENTS AND GUIDELINES
FOR ITS WEBINARS

Adopted by the Governing Board
on 20 May 2014

THE GOVERNING BOARD,

Having regard to Council Decision 2005/681/JHA of 20 September 2005 establishing the European Police College (CEPOL)¹, and in particular Articles 7, 15, 16, 17 and 18 thereof;

HAS ADOPTED THIS DECISION:

Article 1

The administrative rules, commitments and guidelines for webinars of the European Police College as detailed in Annex 1 are adopted.

Article 2

Decision of the Director 04/2014/DIR of 07 February 2014 concerning the use of CEPOL webinar account by webinar organisers is superseded by the provisions contained in this decision.

Article 3

The decision shall enter into force on the day following that of its adoption.

Done at Athens, 20 May 2014

For the Governing Board

Vasilios Kontogiannis
Chair of the Governing Board

¹ OJ L 256, 1.10.2005, p. 63.

Annex 1: Administrative rules, commitments and guidelines for its webinars

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1. GENERAL INFORMATION

1.1 Scope of CEPOL webinars

CEPOL's e-learning possibilities have expanded with the introduction of the webinar as an additional instrument in the toolbox for educators. Webinars, short for web seminars, are a contemporary way to interact online with a target audience combining advantages of residential trainings and e-learning tools in short training sessions for which there is no need for trainers and trainees to be together in a classroom. CEPOL's use of webinars has grown since it was initiated in 2011.

Whilst web-based learning cannot and should not indiscriminately substitute face-to-face learning, there is scope for CEPOL to identify broad guidelines that can maximize the impact of webinars as a permanent feature of CEPOL's Training Portfolio. Given the opportunities to maximize the impact of webinars in the overall context of CEPOL's e-learning strategy, the increase in demand for webinars requires a formalised approach to further enhance their use. This can only be achieved via an enhanced role of the CEPOL network in mastering the webinar tool.

CEPOL's webinar software allows for interactive sessions with up to 1,000 persons which can be attended or held right from the computers of the organiser, trainers/experts and the attendees. Within the CEPOL context, webinars can be used for the following purposes:

1. As an activity from the Annual Work Programme, to explore, promote, demonstrate or raise awareness of EU policies, initiatives and themes amongst police and law enforcement officers as well as relevant third party target groups;
2. To cover immediate or emerging ad hoc professionalisation needs;
3. To support CEPOL residential activities (courses, seminars and conferences);
4. To complement CEPOL programmes and projects, such as the European Police Exchange Programme;
5. To provide Member States on a national level with possibilities to support, inform and train national users on selected relevant EU Law Enforcement topics and relevant learning products and services offered by CEPOL.

1.2 Target group for the administrative rules, commitments and guidelines for webinars

The target groups of this decision are mainly CEPOL National Contact Points, webinar organisers, webinar presenters, CEPOL webinars supporters and webinar administrators responsible for webinar organisational matters.

1.3 Common quality standards

CEPOL's training and learning activities are based on agreed standards presented in the document "Quality in 13 Questions" – also known as Q13. CEPOL webinars are part of these activities.

In addition, CEPOL maintains guidelines for webinar organisers and webinar presenters, and makes these available on the LMS.

1.4 Annual Work Programme – annual list of webinars

The list of webinars is based on the outcomes of a webinar needs analysis. In order to identify the need for webinars, this needs analysis shall be conducted annually amongst the Member States and stakeholders in the second semester as part of the annual operational training needs assessment. Particular attention shall be paid to early identification of whether a webinar shall be restricted to a particular type of audience, or whether, in the case of awareness raising webinars in particular, the best multiplier effect could be achieved by means of a public webinar.

The outcomes of the webinar needs analysis is a list of webinar topics appended to the Annual Work Programme, featuring needs justification, target audience, aim, prospective webinar organisers and potential webinar presenters and the links to other CEPOL products. The list is adopted in the context of the approval of the Annual Work Programme by the Governing Board. CEPOL National Contact Points and Organisational Contact Points are responsible for disseminating the list to their potential target groups within their national police forces/institutions or organisation, with a view to maximizing the attendance to CEPOL webinars by the relevant target audiences.

1.5 Application of webinar policy

This policy shall apply in the context of webinars featured in the Annual Work Programme of the Agency. In addition, it shall also apply to:

- The implementation of webinars in recognition of emerging ad hoc needs authorised by the Director;
- The implementation of webinars which are part of projects in which CEPOL is a formally recognised partner;
- The implementation of webinars in support of residential and other activities, such as the European Police Exchange Programme, identified in the Annual Work Programme.

1.6 Webinar roles

The following roles are identified for the CEPOL webinars:

- **Webinar organisers** are appointed by the Member State, Agency or other stakeholder. CEPOL supports webinar organisers through training, coaching and provision of online resources. The webinar organisers are responsible for the time management and the preparation of the webinar, the quality of the online event and the recording of the webinar. They shall keep the CEPOL webinar supporters informed on a regular basis about relevant matters, such as:
 - Preparatory work: (online) meeting;
 - Specification of aim, target audience, programme with speakers and timetables;
 - Experts, trainers and teachers (names, organisation, e-mail);
 - Recording of the webinar.

Webinar organisers have access to the webinar software with a dedicated webinar account.

- Each webinar is supported by a **CEPOL webinar supporter** who is a member of CEPOL staff, assisting for the time management and quality of the webinar content. The CEPOL supporter is the first point of contact for webinar organisers.

- The **webinar administrator** at CEPOL manages the webinar software and the accounts for webinar organisers. The webinar administrator manages and maintains all the components of the Webinar Resources on the LMS.
- **Webinar registrants** are the persons registered for the webinar (prospective attendees). Webinar registrants receive a link to access the webinar at the e-mail address used for the registration. Persons can register themselves for webinars via:
 - The open platform Webinar Resources through the webinar catalogue and links to registration;
 - Invitation mail for registration, sent to members of the target audience of the webinar by a National Contact Point or Organisation Contact Point;
 - Notification through the CEPOL public website and social media (applicable in case of public webinars only).
- **Webinar attendees** are the persons attending a webinar. For statistical purposes, CEPOL keeps records of the names and e-mail addresses of the webinar attendees. The relevant data protection provisions adopted by CEPOL shall apply.
- **Webinar presenters** are the trainers, teachers or content experts presenting at the webinar. Webinar presenters have resources and guidelines available online in support of the preparation and implementation of their webinar contributions.

1.7 Webinar resources

The Webinar Resources is an open platform on the Learning Management System of CEPOL e-Net and functions as the central platform for CEPOL webinars. The webinar Resources can be accessed by all e-Net users who have access to the Learning Management System. The platform provides the following webinar essentials:

1. The CEPOL webinar catalogue;
2. Links to registration forms for each webinar;
3. Database of recorded webinars;
4. Webinar news and announcements forum;
5. Guidelines and resources for webinar educators.

1.8 Issuance of webinar attendance certificates

CEPOL shall make technical provisions on CEPOL e-Net for webinar attendees to download/print webinar attendance certificates. Upon availability of these provisions, certificates shall be issued to those who attended the live webinar, have an e-Net account and have access to the Learning Management System.

2 TIMELINES FOR PREPARING AND ORGANISING WEBINARS

2.1 Identification of potential webinar organisers

Identification of potential organisers for each webinar by the Member States and stakeholders in the context of a webinar needs analysis shall take place in the year prior to the webinar.

Member States can nominate webinar organisers to CEPOL on a voluntarily basis. The establishment of a formal selection procedure to designate webinar organisers and for the selection of Members States being partners of the Agency for the implementation of

webinars is to be decided at a later stage by the Governing Board should the necessity arise.

2.2 Identification of date, time, experts and programme

Webinar organisers, together with the assigned CEPOL supporter and CEPOL webinar administrator shall set the date, time of the webinars (N -10 weeks).

The webinar organiser identifies the expert(s) for the webinar. CEPOL's Lecturers, Researches and Trainers Database can be consulted via the National Contact Point (N -10 weeks).

The programme and the content of the webinar are established by the webinar organiser and the expert(s) in close cooperation with the CEPOL webinar supporter (N -8 weeks).

2.3 Set up of the event in the CEPOL webinar software

The webinar organiser sets up the event in the CEPOL webinar software through the organiser account (N -6 weeks).

Together with CEPOL, the webinar organiser will publish the webinar in the webinar catalogue featured in the Webinar Resources on the LMS. The webinar is now open for registrations. (N -4 weeks).

2.4 Promotion of and invitation to register for the webinar

The webinar organiser promotes the webinar by sending invitations to register for the online event via the National Contact Points for dissemination to their target groups within their national police forces, institutions or organisation. It is in the interest of the CEPOL network that webinars are promoted and made visible within the means available at national level.

The webinar organiser places a message on the Webinar news forum of the Webinar Resources (LMS) announcing the webinar and inviting members of the target group to register for the online event.

CEPOL will prepare a banner for the webinar to use for the promotion. CEPOL will announce webinar on social media. (N -4 weeks).

2.5 Test webinar

The webinar organiser sets up a test webinar for all the experts. Items to be covered at the test webinar:

- Internet connection and hardware used;
- Going through the presentation;
- Setup and finalise the webinar interactivity.

CEPOL supporter is available for this test. See the Guidelines for Webinar Organisers for further details (N -1 week).

2.6 Live webinar

Implementation of the webinar (N).

2.7 Webinar evaluation and report

A template webinar evaluation form is added to each webinar. CEPOL will collect the evaluation data. This data is available for webinar organisers through the webinar software. (N +1 week)

The webinar organiser produces a webinar flash report to be distributed to the National Contact Points and Organisation Contact Points. (N +1 week).

2.8 Recorded webinars

Webinars which are recorded by the webinar organisers shall be edited and published on the recorded webinars database of the Webinar Resources in the LMS. (N +2 weeks).

3 WEBINAR SOFTWARE ACCOUNTS

3.1 Provision of accounts to webinar organisers

For the purpose of online training through webinars CEPOL holds licences of dedicated webinar software. Account is the arrangement under these licences by which a user (CEPOL, CEPOL network partner and stakeholder) is given access to webinar software by logging in with a username and password.

A webinar administrator's account is set up at CEPOL and is managed by the e-Learning Officer and Seconded National Expert.

A Webinar Organiser account is set up at CEPOL for the purpose of organising webinars in cooperation with other CEPOL network partners and stakeholders. The webinar organiser account is managed by the CEPOL webinar administrator, who is a member of the CEPOL staff.

3.2 Webinar Software Account Use and Management

The use of the account for the organisation and implementation of webinars shall be authorised by the Director or the relevant Head of Department/Head of Unit at the Agency.

It is recommended that webinar organisers are registered in the CEPOL Lecturers, Trainers and Researchers Database.

3.3 Webinar request form

A request form for the organisation and implementation of webinars shall be submitted via the CEPOL National Contact Points.

3.4 Platform use at national level for CEPOL purposes

Webinar organisers in the Member States can organise webinars on a national level for the purpose of supporting, informing and training CEPOL national users on the various learning products and services offered by CEPOL.