



Dear Colleague

I'm writing to you all as the newly elected President of EADL.

It is worth reminding ourselves that EADL is an international, non-profit-making association which aims to promote and enhance the contribution market-based distance learning can make to enhance the skills and achievements of the people of Europe.

We take the term distance education to include e-learning and blended learning and our members include organisations that offer all these types of delivery.

Whilst EADL has several objectives our overall mission is to encourage good quality education – we are passionate about the need for our students and customers to have a valuable and positive learning experience and our members subscribe to a code of conduct and quality standards that ensure this happens.

The rapid expansion of on line content and mobile learning means today there are numerous ways that people can update and develop their skills. This is both a challenge and an opportunity for us that we must grab to keep our organisations forward looking and relevant.

During my term I hope we can:

- Raise the profile of our quality standards so that EADL membership is the brand customers look for to guarantee quality learning.
- Improve the benefits and profile for member organisations and their employees so EADL continues to be the place to go for authoritative discussions and ideas on the latest trends and pedagogical developments in our field.
- Deepen transnational cooperation and sharing between member organisations.
- Increase our membership base and bring in new types of providers who subscribe to our code and quality standards.

If you are already a member I hope you will get involved in helping me and the EADL committees achieve these goals both directly and through strengthening the various national organisations that support EADL.

If you are not yet a member please come and join us. If you are not sure or convinced about EADL engage with us to discuss how we can work together to benefit your work.

Please contact me directly or any member of the Executive committee. You can also follow us on Twitter and Facebook.

Best wishes

John

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