



Online Tutoring Accreditation

Evaluating transparency in online tutoring

1. Clarity and Accuracy of Marketing Materials

Evaluate the clarity and accuracy of the tutoring company's marketing materials. Consider the following criteria:

- ☐ Claims made in marketing are supported by evidence.
- ☐ Marketing materials accurately represent the services offered.
- ☐ No misleading or deceptive statements are present.
- ☐ Marketing clearly states subject matters, age groups, and any limitations.
- ☐ Testimonials are genuine and representative.

Comments:

Summary:

- ☐ Fully complies with the GOER standard
- ☐ Partially complies with the GOER standard
- ☐ Falls below the GOER standard

Overall Comments:

2. Transparency of Pricing and Payment Terms

Assess the transparency of the tutoring company's pricing and payment terms. Consider the following criteria:

- ☐ Pricing is clearly displayed and easy to understand.
- ☐ All fees and charges are disclosed upfront (e.g., registration fees, cancellation fees).
- ☐ Payment methods are clearly outlined.
- ☐ Refund policies are clearly stated and accessible.
- ☐ Trial periods or introductory offers are explained transparently.

Comments:**Summary:**

- ☐ Fully complies with the GOER standard
- ☐ Partially complies with the GOER standard
- ☐ Falls below the GOER standard

Overall Comments:

3. Disclosure of Service Terms and Conditions

Evaluate the completeness and clarity of the tutoring company's service terms and conditions. Consider the following criteria:

- ☐ Terms and conditions are readily available and easy to find.
- ☐ Clear explanation of the responsibilities of the tutoring company and the student/parent.
- ☐ Policies on cancellations, rescheduling, and no-shows are clearly defined.
- ☐ Intellectual property rights are addressed appropriately.
- ☐ Dispute resolution process is outlined.

Comments:**Summary:**

- ☐ Fully complies with the GOER standard
- ☐ Partially complies with the GOER standard
- ☐ Falls below the GOER standard

Overall Comments:

4. Communication of Tutor Qualifications and Experience

Assess how well the tutoring company communicates the qualifications and experience of its tutors.

Consider the following criteria:

- ☐ Tutor qualifications (e.g., degrees, certifications) are verifiable.
- ☐ Experience in relevant subject areas is clearly stated.
- ☐ Background checks are conducted and disclosed.
- ☐ Process for selecting and training tutors is explained.
- ☐ Information provided is accurate and not misleading.

Comments:**Summary:**

- ☐ Fully complies with the GOER standard
- ☐ Partially complies with the GOER standard
- ☐ Falls below the GOER standard

Overall Comments:

5. Accessibility of Information for Parents and Students

Evaluate how accessible key information is for parents and students. Consider the following criteria:

- ☐ Website is user-friendly and easy to navigate.
- ☐ Information is available in multiple formats (e.g., FAQs, help centre).
- ☐ Contact information is readily available and responsive.
- ☐ Information is accessible on various devices (e.g., computers, tablets, smartphones).
- ☐ Language is clear and avoids jargon.

Comments:**Summary:**

- ☐ Fully complies with the GOER standard
- ☐ Partially complies with the GOER standard
- ☐ Falls below the GOER standard

Overall Comments:

6. Handling of Complaints and Disputes

Assess the process for handling complaints and disputes. Consider the following criteria:

- ☐ Complaints procedure is clearly defined and accessible.
- ☐ Timelines for addressing complaints are specified.
- ☐ Multiple channels for submitting complaints are available (e.g., email, phone).
- ☐ Process for escalating disputes is outlined.
- ☐ Company demonstrates a commitment to resolving complaints fairly and efficiently.

Comments:**Summary:**

- ☐ Fully complies with the GOER standard
- ☐ Partially complies with the GOER standard
- ☐ Falls below the GOER standard

Overall Comments:

Overall Accreditation Score

- ☐ Fully complies with GOER accreditation standards
- ☐ Partially complies with GOER accreditation standards
- ☐ Falls below GOER accreditation standards

Final Comments: