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## **IQAT GETS WIKI'D**

### *Benchmarking Tool makes it on Wikipedia Website*



SYRACUSE, NY. – November 3, 2006 - IQAT, the Interactive Quality Assessment Tool, recently reached a milestone---and it has nothing to do with surveys or subscriptions.

Wikipedia, the free encyclopedia on the Internet, published entries about IQAT from a source outside the benchmarking tool's developers. IQAT appears under the entry for "Benchmarking e-learning," and under "IQAT" among the 1,464,634 articles on the English Wikipedia.

The Wikipedia, open-source phenomenon has been working to boost publicity for companies and products since the site launched in 2001. "The Wikipedia community prides itself on making sure all articles have a neutral point of view, and this community can and will sniff out corporate manipulation of entries," said the founders Jimmy Wales and Larry Sanger in the September issue of Advertising Age.

The National University Telecommunications Network (NUTN) and Hezel Associates developed IQAT as a benchmarking and quality assessment tool for distance learning leaders. The Web-based tool was launched formally in June at the NUTN 2006 conference in Minneapolis, Minn. For more information about IQAT, visit [www.iqat.org](http://www.iqat.org) or call 1-866-395-IQAT

IQAT's wikipedia entries can be viewed at:  
<http://elearning.heacademy.ac.uk/wiki/index.php/IQAT> and  
[http://en.wikipedia.org/wiki/Benchmarking\\_e-learning#IQAT](http://en.wikipedia.org/wiki/Benchmarking_e-learning#IQAT).

### **ABOUT NUTN**

The National University Telecommunications Network (NUTN) is committed to providing dynamic leadership and support of applications of new and emerging technologies in distance education. As a premier distance learning professional organization, NUTN provides vision and experience to higher education institutions and professionals serving numerous constituencies and organizations. For further information about NUTN, visit [www.nutn.org](http://www.nutn.org).



### **ABOUT HEZEL ASSOCIATES**

Headquartered in Syracuse, N.Y., Hezel Associates provides research, evaluation and strategic services to national and international clients in higher education. The firm has earned a distinguished reputation as a leading expert in distance education research, positioning strategy and instructional delivery. The U.S. Department of Education, Habitat for Humanity International, the Arizona Board of Regents and Regis University rely on Hezel Associates' strategic recommendations to inform decisions and to guide policy development. Dr. Richard T. Hezel, a leading research-oriented education consultant, founded the company in 1987. For further information about Hezel Associates, visit [www.hezel.com](http://www.hezel.com).



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