



# Overview and Introduction Presentation to the Quality Matters™ Program

QUALITY MATTERS  
PROGRAM

**QM**

A national benchmark  
for online course design.





- Program Introduction
- QM Basics
  - 2011-2013 Quality Matters Higher Education Rubric
  - Course Reviews and Certification
  - Professional Development and Certification
- QM Implementation
  - Governance
  - Faculty & Staff Roles
  - Capacity Building
- Your Questions



A national benchmark for online course design.

# The Quality Matters Program

Quality Assurance through Faculty  
Development and Course Design



- Quality Matters is a not-for-profit subscription service providing tools and training for quality assurance of online courses
- Developed by MarylandOnline with funding from FIPSE, it was designed by faculty for faculty focused on improving student learning
- Adopted by a large and broad user base, QM represents a shared understanding of quality in online course design



# Quality Matters is .....



- A set of standards (rubric) for the design of online and blended courses
- A peer review process (faculty to faculty) for reviewing and improving online and hybrid courses
- A faculty support tool used by instructional development staff
- A professional development opportunity



## The QM toolset and process

- **A faculty-driven, peer review process that is...**
  - **C**ollaborative
  - **C**ollegial
  - **C**ontinuous
  - **C**entered - in research literature
    - around student learning

# QM's Role in Quality Assurance

- QM looks at course design
  - The harnessing of technology to deliver instruction and promote student learning
- QM provides a process for peer-to-peer feedback for faculty in the continuous improvement of their course and certifies courses as meeting shared standards of best practice
- Quality Matters is not the complete answer to quality assurance for online education, but it can be a critical component

# What QM is NOT



- Not about an individual instructor
- (it's about the **course design**)
  
- Not about faculty evaluation
- (it's about **course quality**)
  
- Not a win/lose or pass/fail test
- (it's a **diagnostic tool** to facilitate continuous improvement of online/hybrid courses)

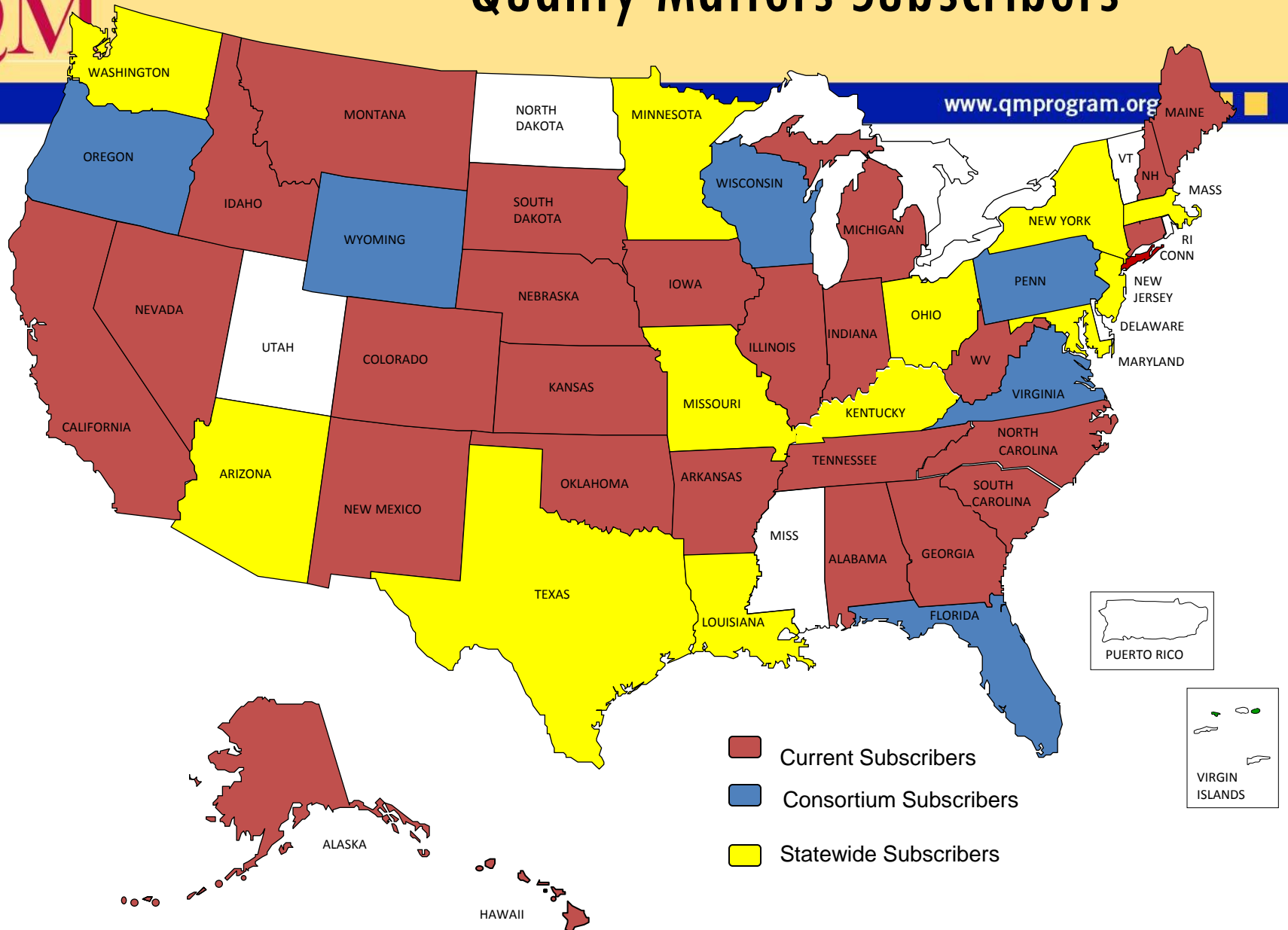
# QM as a National Standard






- 530 + current subscribers
- More than 45 states represented
- QM has trained 10,000+ faculty and instructional design staff
- Recognized by
  - Sloan C Excellence in Online Teaching and Learning Award
  - 2008 USDLA Outstanding Leadership in the field of Distance Learning

# Quality Matters Subscribers

[www.qmprogram.org](http://www.qmprogram.org)



-  Current Subscribers
-  Consortium Subscribers
-  Statewide Subscribers



# QM Basics

More than the sum of its (3) parts

# The Rubric is the Core of QM



- Consisting of:
  - ▣ 8 key areas (general standards) of course quality
  - ▣ 41 specific review standards
  - ▣ Including 21 essential standards
  - ▣ and detailed annotations and examples of good practice for all 41 standards





- Eight standards:
  - ▣ Course Overview and Introduction
  - ▣ **Learning Objectives\***
  - ▣ **Assessment and Measurement\***
  - ▣ **Instructional Materials\***
  - ▣ **Learner Interaction and Engagement\***
  - ▣ **Course Technology\***
  - ▣ Learner Support
  - ▣ Accessibility



**\*Key components must align.**

# Uses of the Rubric



- Reported uses consist of:
  - ▣ Course development checklists for faculty
  - ▣ Faculty development
  - ▣ Faculty engagement with national standards supported by research
  - ▣ Course reviews both internal and for certification
  - ▣ Quality process indicators for accreditation self-studies



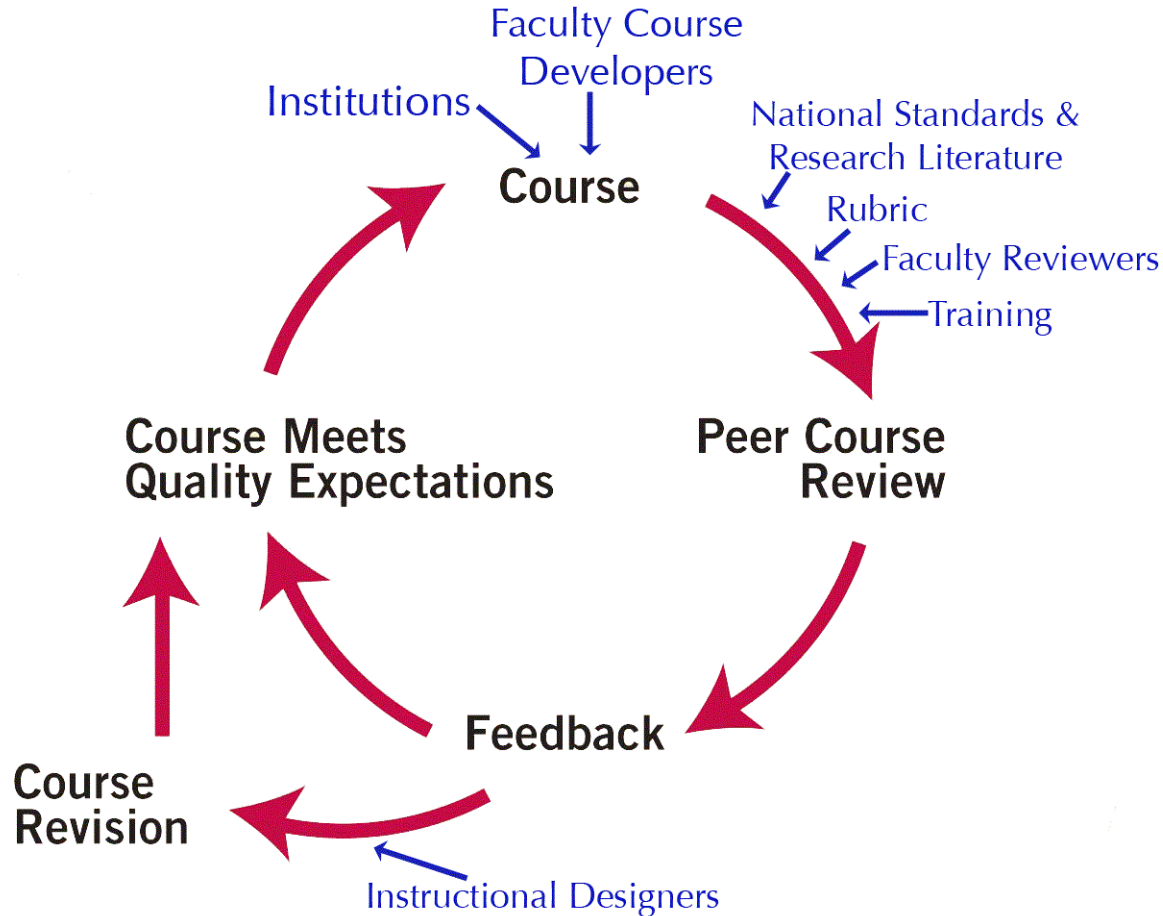


A national benchmark for online course design.

# Course Reviews and Certification

## The Peer Review Process

# The QM Peer Review Process



# Types of Course Reviews



- Unofficial Reviews
  - Internal/Informal subscriber reviews not required to follow QM process
- Official Reviews – follows QM policies/protocols
  - QM-Managed review - QM manages and pays review team
  - Subscriber-Managed review - Subscriber manages and pays review team

# The Peer Review Team



- On an official review, this consists of:
  - ▣ 3 QM-Certified Peer Reviewers
    - Pre-requisite: Current online teaching experience
  - ▣ The chair is a Master Reviewer
    - Peer Reviewer with additional experience and training
  - ▣ One reviewer must be a subject matter expert
  - ▣ At least one reviewer must be external to the institution sponsoring the course



- The peer feedback provided in a course review is collegial in tone and language; however, the reviews are rigorous and even courses that meet standards will benefit from the detailed, specific, and relevant feedback that is provided.

# Rubric Scoring



- ❑ Points are awarded for each of 41 specific standards based on the team majority decision
- ❑ Specific standards have a point value of 1, 2, or 3; the total points possible in a review is 95
- ❑ If 2-3 Reviewers believe that a standard is:
  - met, then the full pre-assigned points are awarded
  - not met, then zero points are awarded
- ❑ A course must receive at least 81 points (85%) and meet all essential standards to be recognized by QM.

# QM Certification of Courses



- Course reviews take 4-6 weeks and there is a 20 week window for reviews, including any amendments, to be completed
- QM recognition is provided by year recognized
- QM logo on course and catalog; registry on QM website



# Uses of course reviews



- Reported uses:
  - ▣ Feedback to faculty on their courses
  - ▣ Quality threshold for new courses
  - ▣ Systematic/objectively improve old courses
  - ▣ Benchmark Master courses
  - ▣ Promotion of programs with QM certified courses
  - ▣ Quality process indicators for accreditation self-studies



A national benchmark for online course design.

# Professional Development and Certification

## QM Training Workshops & Courses

# QM Training: How & Why



- Delivery Options:
  - ▣ Online – virtual, asynchronous
  - ▣ Onsite – face-to-face, synchronous
  - ▣ Elluminate – virtual, synchronous
- Focus:
  - ▣ QM Implementation
    - ▣ Prepare faculty and staff to hold QM roles
  - ▣ Faculty Development Workshops
    - ▣ Prepare faculty to design and improve courses

# Faculty Development Workshops

## Course-focused Workshops

- Applying the QM Rubric\*
- Build Your Online Course
- Improve Your Online Course
- Build Your Hybrid/Blended Course

\*Note: Flagship training is also required for QM Implementation

## Standards-Focused Workshops

- Design that Welcomes Your Students
- Create Measurable Learning Objectives
- Choose and Use Media Effectively
- Addressing Accessibility

## Standards Alignment Workshops

- Investigate Learning Objectives and Assessments
- Link Instructional Materials and Learner Engagement

# QM Implementation: Certifications



- Applying the QM Rubric (APPQMR)
- Peer Reviewer Certification\*
- Master Reviewer Training\*
- Certified Independent Trainer/Facilitator\*
  - F2F CF: For face-to-face delivery of APPQMR
  - COF: For online delivery of APPQMR
- Institution Representative Training\*

**\*Offered online only**



## Implementing Quality Matters

- **Applying the QM Rubric** – pre-requisite for all following
- **Peer Reviewer Certification** – generates official peer reviewers
- **Master Reviewer Certification** – builds more independence, and potentially reduces expense, with own team chairs
- **Independent Trainer Certification** - internal trainer builds internal capacity for course reviews at lower cost
- **Institution Representative/ Course Review Manager** – develops knowledge in implementing QM and lowers cost of running subscriber-managed course reviews

# Uses for QM Training



- Reported uses:
  - ▣ Educate faculty about quality in online courses
  - ▣ Reduce time and labor in designing courses.
  - ▣ Provide professional development opportunities for faculty and staff
  - ▣ Threshold requirement for adjunct faculty
  - ▣ Inform teaching practices related to design and structure for BOTH online and F2F courses
  - ▣ Quality process indicators for accreditation self-studies



A national benchmark for online course design.

# Implementing Quality Matters

## Choices to Make

# Subscription Options



## Full Option

- Benefits:
  - Rubric
  - Subscriber Discounts
  - IR Training
  - MyQM & User's Group
  - Training License
  - Subscriber-Managed Course Reviews

## Basic Option

- Benefits:
  - Rubric
  - Subscriber Discounts
  - IR Training
  - MyQM & User's Group

# Subscription Process



- Submit [Intent to Subscribe](#) form
  - Subscription Agreement and invoice will be emailed
- Return Signed Subscription Agreement
  - Access information for rubric and all online tools emailed
- Create a [MyQM](#) account
  - All users need one. IRs get QM implementation data
- Start using the tools
  - [Sign up for training](#)
  - Use [CRMS](#) for internal reviews

# Scalability in Implementing QM

## Managing Your Reviews

Unofficial (no QM certification)

- Internal QA
- No QM requirements
- No QM fees

Official QM-Managed

- External QA
- Courses must meet submission guidelines
- Fee for Service

Official Subscriber-Managed

- External QA
- Review follows official QM process

## Delivering APPQMR Training

Customized (no QM recognition)

- Adapt for internal needs
- For internal use only
- No QM fees

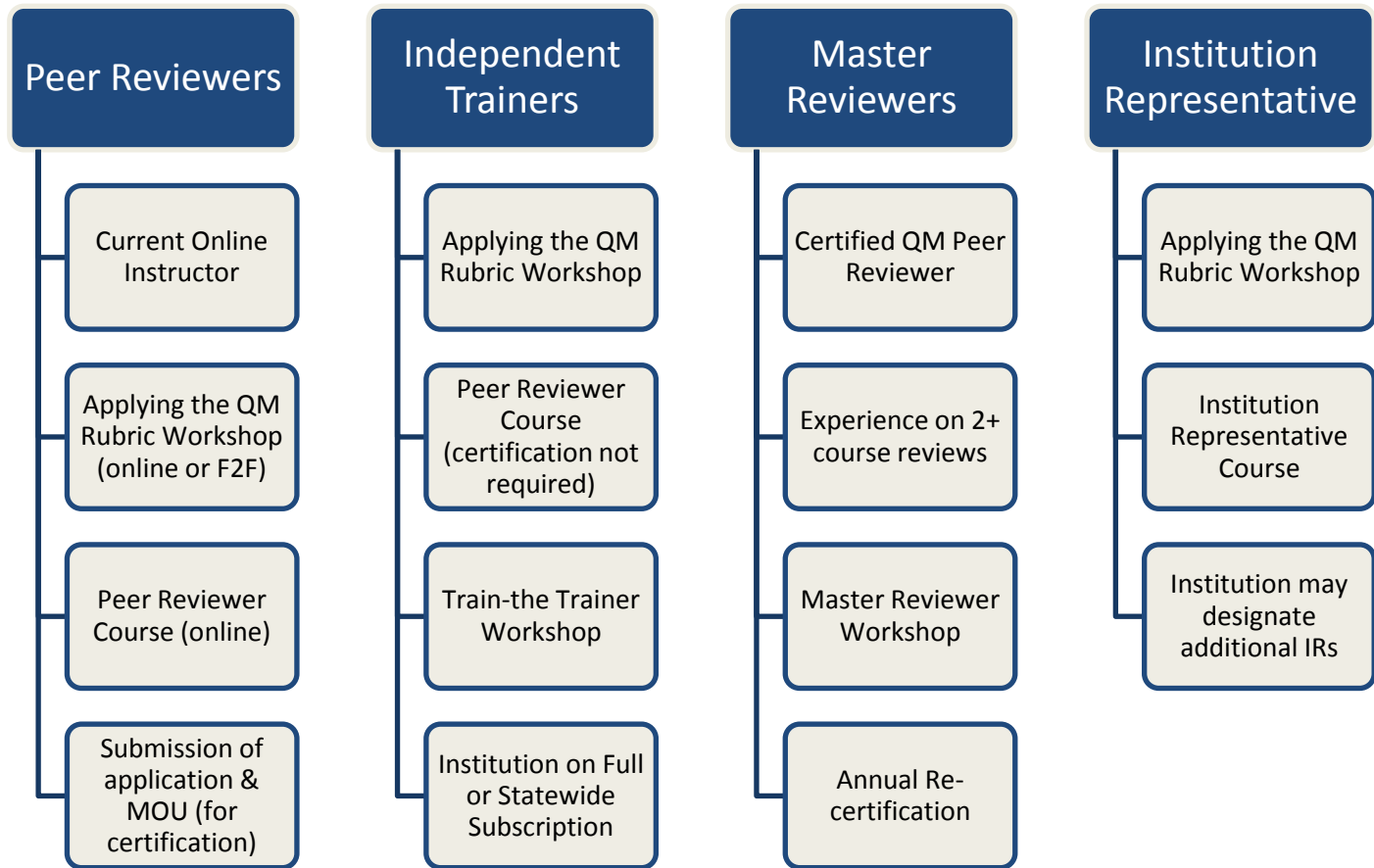
QM-Delivered

- Required for peer reviewer & other QM roles
- Fee for Service

Subscriber-Delivered

- Trainer must be QM certified
- Does not include PRC

# Capacity Building: QM Roles & Criteria



# The Important Role of the IR:



- Primary point of contact for QM for communication
- Knows principles and policies, contract terms and QM roles and criteria.
- Selects appropriate trainings and construct training timeline
- Manages account, uses tools & manages course reviews

# Decisions in Customizing QM



- Governance –
  - By whom? Where will it report?
- Engagement –
  - How will you gain faculty commitment?
- Rubric Use –
  - For course improvement, development, assessment?
- Course Reviews –
  - Mandatory or optional, official or informal? Which courses
- Training Criteria & QM Roles
  - Who will take which trainings? What roles?

# Getting Started

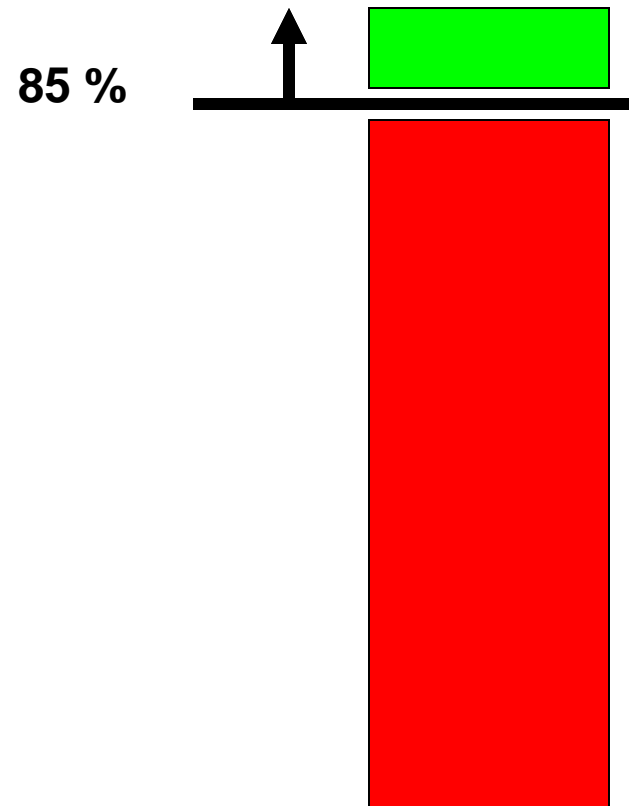


- Train IR
- Introduce & promote QM internally as national standard & faculty resource – by faculty, for faculty
- Develop implementation plan
- Familiarize faculty and gain support
- Develop cadre of faculty/staff – early adopters
- Share the workload
- Build internal capacity for self-sufficiency

# QM is adaptable to your goals



- Improved courses
- Engaged faculty
- Reduced course development time
- Ongoing faculty development
- Quality benchmarking
- Awareness & support for online learning
- Institutional improvement



# Your Questions?

Please contact the appropriate QM representative – available to you via email, Skype or phone.



# We are here for you! QM Contacts:



- Deb Adair, Director:  
[dadair@qualitymatters.org](mailto:dadair@qualitymatters.org)
- Grace Hall, Communications Manager:  
[ghall@qualitymatters.org](mailto:ghall@qualitymatters.org)
- Angela Heath, Training Administrator:  
[aheath@qualitymatters.org](mailto:aheath@qualitymatters.org)
- Michelle Pierpont, Subscriber Services Manager  
[mpierpont@qualitymatters.org](mailto:mpierpont@qualitymatters.org)
- Melissa Poole, Course Review Manager  
[mpoole@qualitymatters.org](mailto:mpoole@qualitymatters.org)
- Heather Libonate, Technology Coordinator,  
[hlibonate@qualitymatters.org](mailto:hlibonate@qualitymatters.org)



QUALITY MATTERS  
PROGRAM

QM

A national benchmark  
for online course design.

[www.qmprogram.org](http://www.qmprogram.org)

1997 Annapolis Exchange Pkwy, Suite 300  
Annapolis, MD 21401

©2011 MarylandOnline, Inc.

