



Quality Matters

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Improving Outcomes Through Quality Standards

The Hyatt Lodge, at McDonalds Corporate Campus
Oak Brook, Illinois

June 11-13, 2010



Sponsored by:

Ashford University ■ University of the Rockies
John Wiley & Sons ■ Waypoint Outcomes ■ SoftChalk
Soomo Publishing ■ INTELECOM ■ Sloan-C

Dear Colleagues,

On behalf of the Quality Matters Program, welcome to the Second Annual Quality Matters Conference: Improving Outcomes Through Quality Standards. Building on the success of our first conference last June, this event will be an opportunity for even more faculty, instructional designers, distance learning leaders, and enterprise partners to share what they have accomplished with the QM Rubric and tools.

We want to thank the Program Committee for putting together an exciting program. You will be challenged to choose among the many session topics. As the conference title suggests, the focus will be on our accumulating experience with implementing the Quality Matters standards and observing their impact on students, faculty and staff at the more than 400 schools that have adopted QM. The presentations will be both useful and inspirational, beginning with Penny Ralston-Berg’s keynote address on what students are looking for in online learning. You will also have the opportunity during the Sunday morning tabletop discussions to engage on at least two different issues that matter to you. In the closing plenary session, we will share QM’s near term plans and invite you to share ideas about the future direction of the Quality Matters Program.

Our goals in hosting this conference are to strengthen the QM community, enlist your support for the future development of the movement, and send you home with increased confidence in the effectiveness of the QM approach to course design and some fresh ideas you’ll want to try at your own institution. We also hope that you take advantage of the many opportunities to meet colleagues from around the country and beyond, explore common ground, and form friendships and partnerships.

Enjoy the meeting and the beautiful setting in Oak Brook, Illinois.

Sincerely,

Ron Legon, Executive Director
 Deb Adair, Director of Administration
 The Quality Matters Program

Ron Legon
 Executive Director,
 Quality Matters



Deborah Adair
 Director of Administration
 Quality Matters



Program Committee Members

Brenda Boyd
 Antioch University

Sharon Guan
 DePaul University

Julie Hamlin
 MarylandOnline

Jurgen Hilke
 Frederick
 Community College

Ron Legon
 The Quality Matters
 Program

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 Campus

Sharon Rifkin
 Broward Community
 College

Chris Sax
 Shippensburg
 University

Kay Shattuck
 The Quality Matters
 Program

Mary Wells
 The Quality Matters
 Program

Badges

Upon registration, all conference attendees will receive name tags that should be worn to all general and concurrent sessions, meal functions, and special events.

Presenter Check-in

Presenters must check in at the registration desk upon arrival at Hamburger University to confirm session schedule, room location, etc. At this time, they will be given final instructions on their presentations and distributing any handouts.

Web Access

Attendees receive complimentary wifi at their hotel. At Hamburger University, wireless access is restricted but limited access will be provided near the QM registration desk.

Exhibits

Exhibit tables are located at Hamburger University beginning, Friday, June 11.

Transportation

The Hyatt Conference Center offers shuttle service in a 5-mile radius. You may call the front desk to arrange for pickup or drop off. The Marriott Hotel has a shuttle designated for Conference attendees who are staying at that property and will run at specific times during the conference. Please check with QM staff for the schedule.

ADA Assistance

The facilities are fully ADA compliant. Please see the reception desks or contact QM staff if you need additional assistance during the conference.



Friday, June 11, 2010

7:00 AM	HU 2nd Floor Foyer	On-Site Conference Registration and Check-In
7:00 - 8:00 AM		Continental Breakfast
8:00 - 4:00 PM	HU 264	<i>Full-Day Workshop:</i> Applying the Quality Matters Rubric
8:00 - 11:30 AM	HU 226	<i>Morning Workshop:</i> Addressing Accessibility (Standard 8)
	HU 278	<i>Morning Workshop:</i> Building your Hybrid Course
11:30 AM - 12:30 PM	HU 134	Lunch for Workshop Participants
12:30 - 4:00 PM	HU 278	<i>Afternoon Workshop:</i> Applying the Grades 6–12 Edition of the Quality Matters Rubric
	HU 226	<i>Afternoon Workshop:</i> Learning Objectives and Assessments (General Standards 2 & 3)
1:00 - 3:00 PM	HU 248	Quality Matters Overview
5:00 - 6:00 PM	Prairie Foyer	Welcoming Reception for Annual Conference <i>All are welcome</i>
6:00 - 7:00 PM	Prairie Ballroom	Opening Banquet
7:00 - 8:30 PM		<i>Keynote:</i> QM Awards and Keynote Speech: Do Quality Standards Matter to Students?

Saturday, June 12, 2010

7:00am	HU Table 1	On-Site Conference Registration and Check-In
7:00 - 8:00 AM	HU 2nd Floor	Continental Breakfast
8:00 - 8:50 AM	HU 248	QM Standards for Middle & High School Course Design
8:00 - 8:50 AM	HU 224	Exploring Pathways for Addressing Accessibility and Meeting QM Standard 8
8:00 - 8:50 AM	HU 226	An Integrative Approach – Becoming a QM Institution
8:00 - 8:25 AM	HU 222	The Impact of QM Standards on Learning Experiences in Online Courses
8:25 - 8:50 AM		How QM Disseminates Throughout a Large, Multi-Campus System
9:00 - 9:50 AM	HU 224	The Key to Successful QM Implementation?... Faculty, of Course!
9:00 - 9:25 AM	HU 248	CyberWatch – A Development Template to Support QM
9:25 - 9:50 AM		Using <i>Illuminate Plan!</i> to Implement QM Standards in Synchronous Online Learning
9:00 - 9:50 AM	HU 226	Building Quality Courses Through “Online Faculty Mentors” Using QM
9:00 - 9:50 AM	HU 222	Accessibility for Everyone
9:50 - 10:20 AM	HU 2nd Floor Foyer	Break <i>Meet the Sponsors</i>
10:20 - 10:50 AM	HU 224	From the Beginning: Integrating QM from Course Development through the Formative Evaluation Process
10:50 - 11:10 AM		Using QM at All Levels of Course & Program Development
11:10 - 11:50 AM		Implementing QM at North Park University Online
10:20 - 10:50 AM	HU 248	Enhancing the QM Rubric with Culturally Inclusive E-learning Design
10:50 - 11:20 AM		Extending the Model: Cultural Inclusiveness and Collectivist Cultures
11:20 - 11:50 AM		Internationalizing the QM Process & Tool Set

HU = Hamburger University

Saturday, June 12, 2010 (continued)

10:20 - 10:50 AM	HU 226	Applying the QM Rubric Online Workshop
10:50 - 11:20 AM		Missouri & Kansas Working Together to Apply the QM Rubric
11:20 - 11:50 AM		Taking QM a Step Further: The Learning Process
10:20 - 11:05 AM	HU 222	The Transforming Power of the QM Grant Project
11:05 - 11:50 AM		Results of a Statistical Analysis of 2006 - 2009 Rubric Data
11:50 AM - 1:10 PM	Grand Oaks Hyatt Lodge	Luncheon Barbecue
1:10 - 1:55 PM	HU 224	It's Not Fair: QM Implementation & Faculty
1:55 - 2:40 PM		Implement QM Right the First Time, and Earn the Trust of Union Faculty
1:10 - 1:55 PM	HU 226	Why We Love QM - From Blind Date to Long Term Relationship
1:55 - 2:40 PM		Creative Collaboration: QM & "Technology Stewardship" in Washington State
1:10 - 1:40 PM	HU 224	The Interactive Rubric
1:40 - 2:10 PM		Designing an Online Course Template Based on QM Standards
2:10 - 2:40 PM		Quality By Design: Getting It Right the First Time
1:10 - 1:55 PM	HU 248	The Relationship Between Course Design and Learning Processes
1:55 - 2:40 PM		Application of Community of Inquiry (CoI) Framework to Analysis of the QM Rubric's Effects on Student Learning
2:40 - 4:00 PM	HU 2nd Floor Foyer	Sponsors' Reception and Demonstrations
4:00 - 4:50 PM	HU 224	Modeling QM-based Curriculum Design in Faculty Development Programs
4:00 - 4:50 PM	HU 226	Is QM Only for Online Courses? Absolutely Not!
4:00 - 4:25 PM	HU 224	Creating a Model Course in ANGEL to Introduce Faculty to QM
4:25 - 4:50 PM		Plan of Action: KCKCC's Fully Online Applying the QM Rubric Course
4:00 - 4:50 PM	HU 248	QM + Research: Updates and a New Web 2.0 Tool for You
4:50 PM		End of Saturday Program - Evening Free

Sunday, June 13, 2010

7:30 - 9:30 AM	Prairie Foyer	Hot Breakfast Buffet
7:30 - 8:30 AM	Prairie Foyer & Ballroom Hyatt Lodge	<p>Tabletop Topics</p> <p>Attendees may choose one of the following tabletop topics:</p> <ol style="list-style-type: none"> 1. Getting Started with QM 2. Developing an Implementation Plan 3. Keeping Faculty Engaged with QM 4. Ideas for the Next Rubric Revision 5. QM Trainers 6. QM Reviewers 7. QM and Course Delivery 8. QM and Accreditation 9. QM and K-12 10. Building QM Alliances 11. QM Standards for Online Programs 12. Adapting QM to Cultural Standards
8:30 - 9:30 AM	Prairie Foyer & Ballroom Hyatt Lodge	<p>Tabletop Topics</p> <p>Attendees may choose one of the following tabletop topics:</p> <ol style="list-style-type: none"> 1. Getting Started with QM 2. Developing an Implementation Plan 3. Keeping Faculty Engaged with QM 4. Ideas for the Next Rubric Revision 5. QM Trainers 6. QM Reviewers 7. QM and Course Delivery 8. QM and Accreditation 9. QM and K-12 10. Building QM Alliances 11. QM Standards for Online Programs 12. Applying QM to Publisher Materials
Travel to Hamburger University (HU)		
10:00 - 10:50 AM	HU 224	Implementing QM in Campus Policies
10:00 - 10:50 AM	HU 248	A Body Without A Head
10:00 - 10:50 AM	HU 222	Can An E-learning Quality (eQ) Project Create Systemic Change?
10:00 - 10:50 AM	HU 226	QM Rubric: Good for Online-Good for Face-to-Face
11:00 AM - 12:00 PM	HU 224	Closing Panel: The Year Ahead for QM: Staffing, Services & New Initiatives



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Quality Matters' Mission Statement

Promote and improve the quality of online education and student learning through:

- Development of research-supported, best practice-based quality standards and appropriate evaluation tools and procedures.
- Recognition as experts in online education quality assurance and evaluation
- Fostering institutional acceptance and integration of QM standards and processes into organizational improvement efforts focused on improving the quality of online education.
- Provision of faculty development training in the use of QM rubric(s) and other quality practices to improve the quality of online/hybrid courses.
- Provision of quality assurance through the recognition of quality in online education



Hyatt Lodge at McDonald's Campus Hamburger University



