



What is the Quality Matters Program?

Quality Matters™ (QM) is a faculty-centered, peer review process that is designed to certify the quality of online and blended courses. QM is a leader in quality assurance for online education and has received national recognition for its peer-based approach and continuous improvement in online education and student learning. QM subscribers include community and technical colleges, colleges and universities, K-12 schools and systems, and other academic institutions.

There are three primary components in the Quality Matters Program:

The QM Rubric, the Peer Review Process and QM Professional Development

■ ■ ■ The QM Rubric

Based on research-supported and published best practices, the QM Rubric is a set of standards by which to evaluate the design of online and blended courses. The rubric is complete with annotations that explain the application of the standards and the relationship between them. A scoring system and set of online tools facilitate the evaluation by a team of reviewers.

■ ■ ■ The Peer Review Process

Quality Matters promotes a peer review process and provides a database of trained QM Peer Reviewers eligible for assignment to a peer review team. Any subscribing institution may conduct internal or informal reviews. Official course reviews may be conducted only by eligible subscribers, QM, or its designees.

■ ■ ■ Quality Matters Professional Development

Quality Matters Professional Development supports the other QM program components and is an important part of a quality assurance effort. QM provides on-site, online and Elluminate-based opportunities to a broad audience that includes, but is not limited to, instructional designers, faculty, instructors, teachers, and administrators.

Access to the QM rubric and discounts on faculty development workshops and course reviews are available through a subscription to QM.

For More Information

Visit: www.qmprogram.org

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A national benchmark
for online course design.





Quality Matters™ is a collegial review process in which reviewers provide feedback on course design in two ways: (1) awarding of points for specific review standards, and (2) providing substantial, constructive, and specific comments and suggestions with regard to both course strengths and areas for improvement. In evaluating clarity, organization, and other components of a course, reviewers are asked to take the student's perspective.

The Quality Matters Rubric and review process are dynamic and reflect current research findings and national standards of best practice in online learning.

Courses that successfully meet the QM Rubric standards in an official course review are eligible to carry the QM certification mark.



Quality Matters™ Rubric

1. Course Overview and Introduction
2. Learning Objectives (Competencies)
3. Assessment and Measurement
4. Instructional Materials
5. Learner Interaction and Engagement
6. Course Technology
7. Learner Support
8. Accessibility

The Quality Matters Toolset and Process are

- Based on national standards of **best practice**, the **research findings**, and **instructional design principles**
- Designed to **promote student learning**
- Integral to **continuous quality improvement**
- Part of an **inter-institutional, faculty-driven, peer review process**

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