



## The Quality Matters™ Publisher Rubric 2011 Edition

The **Quality Matters Publisher Rubric** has been created to address the need for a set of standards to guide the evaluation of publisher courses.

Quality Matters collaborated with John Wiley & Sons, Inc. in developing and testing the Publisher Rubric with the goal of developing a set of quality design standards for diverse publisher products provided on Learning Management System (LMS) platforms. The new Rubric is intended to guide publishers in the design of products that can serve as the core of online and blended courses as well as supplements to classroom instruction. Though the QM Publisher Rubric, like other QM Rubrics, is primarily concerned with course design, it places greater

emphasis on the quality of content, as befits publisher provided materials. These standards should also assist instructors and departments in selecting publisher courses based on their adherence to best practice and research-supported standards, and will be particularly meaningful to institutions committed to implementing Quality Matters' standards in the design of their online and blended offerings.

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



The Quality Matters Program is a leader in quality assurance for online education and has received many awards for its peer-based assessments and continuous improvement philosophy. Quality Matters' rubrics for online and blended course design have been adopted by more than 500 colleges and universities, K-12 schools and systems, and other academic institutions, and continue to influence many others. QM design standards are based on widely agreed best practices and supported by a growing body of research.

**Access to the QM Publisher Rubric is available through a subscription to QM.**

### For More Information:

Visit the QM website: [www.qmprogram.org](http://www.qmprogram.org)

Contact: [info@qualitymatters.org](mailto:info@qualitymatters.org)



# The Quality Matters™ Publisher Rubric

## 1: Course Introduction

**The overall design of the publisher course materials is made clear to the student on the opening screens of the course site.**

- 1.1 Instructions make clear to students how to get started and where to find the distinct components of the publisher course.
- 1.2 A statement introduces the student to the purpose of the publisher course and to its components.
- 1.3 Minimum hardware and software requirements to access the publisher materials and basic technical skills expected of the student are clearly stated.

## 2: Learning Objectives

**Learning objectives are clearly stated and explained. They assist students in focusing their effort in the course.**

- 2.1 Learning objectives describe outcomes for the publisher course that are measurable.
- 2.2 The unit-level learning objectives describe outcomes that are measurable and consistent with the course-level objectives.
- 2.3 All learning objectives are stated clearly and written from the students' perspective.
- 2.4 The learning objectives are appropriately set for the scope and level of the publisher course materials.

## 3: Assessment

**Assessment strategies use established ways to measure effective learning, evaluate student progress by reference to stated learning objectives, and are designed to support the learning process.**

- 3.1 The assessments measure the stated learning objectives and align with publisher-provided content, activities and resources.
- 3.2 The publisher course includes a grade book that supports a wide range of grade-related functions.
- 3.3 The assessment instruments provided may be sequenced and varied, depending on the preferences of the instructor.
- 3.4 "Self-check" or practice assignments are provided, with timely feedback to students.

## 4: Resources and Materials

**Instructional materials are sufficiently comprehensive to achieve the stated objectives and learning outcomes of the publisher course, and are prepared by qualified persons competent in their fields.**

- 4.1 The instructional materials in the publisher course contribute to the achievement of the stated course-level and unit-level learning objectives.
- 4.2 The relationship between the instructional materials and the learning activities is clearly explained to the student.
- 4.3 The instructional materials are current and authoritative.
- 4.4 The instructional materials have sufficient breadth and depth for the student to learn the subject.
- 4.5 All resources and materials in the publisher provided learning environment are appropriately cited.
- 4.6 The instructor is able to customize publisher content.
- 4.7 The instructor is able to add content to the publisher course.

## 5: Student Engagement

**Meaningful interaction is employed to motivate and engage students**

- 5.1 The learning activities promote the achievement of the stated learning objectives. (Note: some publishers may refer to learning objectives as learning outcomes.)
- 5.2 Learning activities included in the publisher's course facilitate student to content interaction.
- 5.3 The publisher course enables students to manage their own learning process.
- 5.4 The publisher course facilitates student – instructor and student – student interaction.

## 6: Course Technology

**Navigation throughout the publisher content and the technology employed to access it fosters student engagement and ensures ready access to instructional materials and resources.**

- 6.1 The tools and media support the learning objectives, and are appropriately chosen.
- 6.2 The tools and media support student engagement and guide the student to become an active learner.
- 6.3 Navigation throughout the publisher's course is logical, consistent, and efficient.
- 6.4 Students have ready access to the technologies required to access the publisher's course content.
- 6.5 Instructions on how to access resources at a distance are sufficient and easy to understand.
- 6.6 The course design takes advantage of emerging tools and media.

## 7: Learner and Instructor Support

**Publisher materials include support for both students and instructors.**

- 7.1 The publisher provides technical support for instructors and students.
- 7.2 The publisher website offers additional assistance to the student in mastering the course material.
- 7.3 The publisher course provides resources to assist the instructor in delivering an effective course.

## 8: Accessibility

**The online course strives for accessibility for all students.**

- 8.1 The publisher is committed to providing accessibility to all students.
- 8.2 Course pages and course materials provide equivalent alternatives to auditory and visual content.
- 8.3 Course pages have links that are self-describing and meaningful.
- 8.4 The course website ensures screen readability.

**Total = 35 STDS  
Points = 100**

