



QM Overview





Origins & Principles

History of QM

- 2003-06 US DoE Grant
- 2006-07 Bootstrapped non-profit
- 2014 Separation from parent org



The QM Underlying Principles

- Collaborative
- Collegial
- Continuous
- Centered



Factors Affecting Online Quality



- Course Design
- Course Delivery
- Course Content
- Institutional Infrastructure
- LMS
- Faculty Readiness
- Student Readiness



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QM as an International Standard

- 1,000+ Member institutions
- 48 states + D.C. in the U.S.A.
- 2 U.S. Territories
- 8+ Countries
- 60,000+ Faculty & staff
- 3,500+ QM-Certified Reviewers



QM Partners & Memberships

Educational Non-Profits

- Fudan University (China)
- ITC
- CAEL
- UPCEA
- iNACOL
- Educause (ELI)
- IMS Global
- Presidents' Forum

Leadership Collaborative

- Collaborative for Quality in Alternative Learning (CQAL)
- WCET
- International Network for Quality Assurance Agencies in Higher Education (INQAAHE)
- International Council for Open and Distance Education (ICDE)





Setting Quality Assurance Goals

Who Cares About Quality?

- Accreditors
- Administrators
- Faculty
- Staff
- Learners
- Parents
- Legislators
- Taxpayers
- Employers

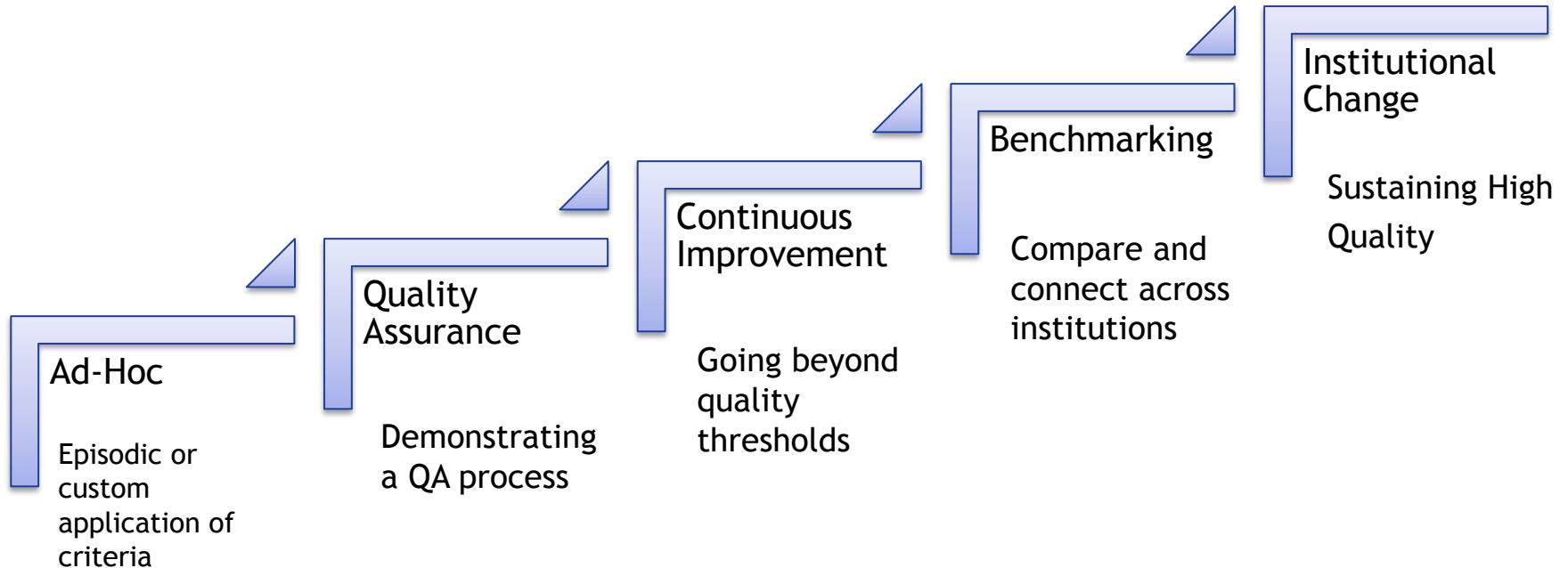


What are Your QA Goals?

- Improve Course Design
- Create professional development opportunities
- Demonstrate a QA Process
- Continuous Improvement
- Benchmarking
- Institutional Change



Implementation Approaches



QM is Adaptable

- Strategic goals
- Quality benchmarking
- Organization culture
- Governance structure
- Size and resources
- Ongoing faculty development
- Improved courses





Quality Assurance

From K-12 to Continuing Education

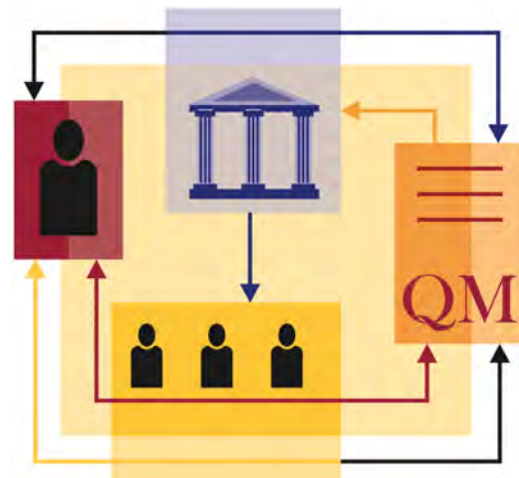
What is Quality?

- More than average
- Better than “good enough”
- 85% level
- Research supported best practices
- Progress, not perfection

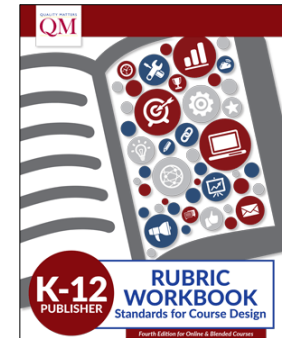
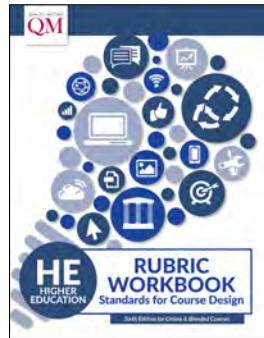


Why QM?

- Credible
- Adaptable
- Flexible
- Turn-key



QM Rubrics



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Course Design Standards

- Many ways to meet
- Community input
- Updated regularly
- Research supported
- Best practices
- Rich Annotations



General Standards

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



Specific Review Standards

- Inter-related
- Holistic
- Number vary by Rubric
- Support CBE
- Technology & LMS agnostic



Alignment Builds a Solid Course



Submitted by James Fowlkes and Brenda Boyd



QM Reviews

Course Design & Program

Types of Course Reviews

Internal Reviews



Official QM Reviews for Certification



Internal Course Reviews



Self Review Tool Internal Reviews in CRMS My Custom Reviews (MyCR)

- Not required to follow the official QM process
- May use selected Standards
- Take QM Professional Development to prepare

Official QM Reviews for Certification



QM-Managed Subscriber-Managed

- Follows QM policies & procedures
- Attains QM Certification
- QM Coordinators must complete QMC Training



Course Certification

Demonstrate your quality assurance commitment



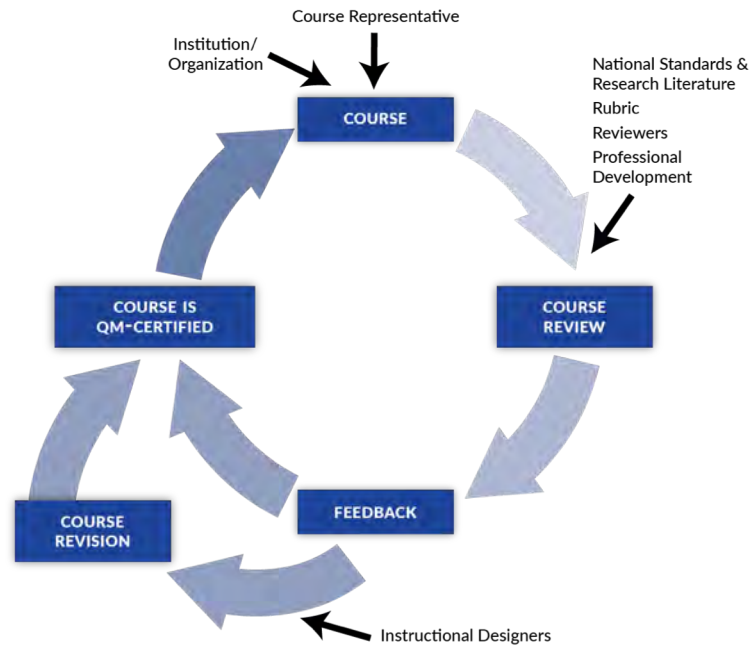
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Preparatory Course Reviews

- Prepare for official course reviews
- QM-Managed
 - » Single Master Reviewer, SME, External



The QM Peer Review Process



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Official Course Review Teams

QM-Certified Course Reviewers

- 2-3 Reviewers depending on type of Review
- Must attend QM PD
- Subject Matter Expertise (SME)
- Master Reviewer/Team Chair

+ The Course Representative

- Access to the Rubric prior to review
- Involved in pre-review discussions
- Consulted during the review



Formal Review Timeline

| Phase | Pre-Review | | Active Review | | | Post-Review | |
|-------|--|---|-----------------------------|---|---|--|--|
| Weeks | 1 | 2 | 3 | 4 | 5 | 6 |  14 |
| | Course Worksheet Pre-review call Team calendar set | | Reviewers review the course | | | Review Finalized Post-review call Amendments | |



Course Review Benefits

- Continuous improvement
- Recognition internally & externally
- Quality benchmark
- Positive outcomes for faculty
- Helps learners



QM Program Certifications

- Online Program Design
- Online Teaching Support
- Online Learner Support
- Online Learner Success



Program Certification Benefits

- External evaluation
- Preparation for reaffirmation
- Institutional commitment to quality
- Improve programs



Exemplary Program Designation



Attain all four QM Program Certifications within three years



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Program Candidacy Pathway

- Enables intentional approach
- Provides a structure
- Engages whole organization





Professional Development

Professional Development Supports Your Goals



- Build campus capacity
- Grow QM Reviewers
- Conduct Subscriber-Managed Course Reviews
- Develop a culture of continuous improvement



Workshops for Improvement

- Applying the QM Rubric
- Improving Your Online Course
- Designing Your Online Course
- Designing Your Blended Course
- General Standards Focused



Certification Courses for Implementation



- Peer Reviewer Course
- Master Reviewer Certification
- Course Review Manager Certification
- Applying the QM Rubric Face-to-Face Facilitator Certification
- Applying the QM Rubric Online Facilitator Certification
- Online only



Professional Development Modalities

- Online
- Face-to-Face
- QM Live!
- Dedicated





A Community for Quality

QM Community



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Special Interest Groups

QUALITY MATTERS
Instructional Designers Association



QM Instructional Designers Association

- ~ 700 Members
- #QMIDACHAT - monthly Twitter chats @TheQMIDA
- Instructional Designers' Learning Exchange



iQM: International Quality Matters

- ~ 150 Members
- Read/Write/Speak Languages other than English
- Help promote QM in other countries



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QM Success Stories

- Free
- Monthly Webinars
- By QM Members, for QM Members
- MyQM Reference Library



QM Colleagues

- Colleagues who have implemented QM
- Matched with your organization size & type
- Helpful advice





Grounded in Research

Research Colleagues

- Community of volunteer Researchers
- QM Research Library
- Assist with Research agenda
- Determine research projects



Research Library

- Free
- Updated regularly
- Search friendly
- Online learning research
- Over 1000 curated articles



Research Projects

- Support QM initiatives
- Explore trends (CHLOE)
- Extend research with important findings





Teaching Online

Implementing Design

QM Teaching Online Certificate



Technology Skills
Self-Assessment



Evaluation of
Course Design



Policy
Awareness



Orienting
Learners



Connecting
Theories
to Teaching
Strategies



Creating
Presence



Learner
Assessment

Teaching Standards

- Execution of course design
- Delivery-based Standards
- Community input
- Research supported





Subscription Options

Becoming a Member

Organizations

- All faculty & staff included
- Access to fully annotated QM Rubric
- Supplementals available



Higher Education: Basic v. Full

Basic

- I. Current HE Rubric
- II. Suite of QA tools, resources, & reports
- III. Member rates on PD, course and program reviews, events

Full

All **Basic** benefits plus:

- I. License to facilitate APPQMR
- II. Subscriber-Managed QM-Certified Course Reviews
- III. Small Program option
- IV. Optional IYOC license



Higher Ed: Consortium v. System

Consortium

- I. 3+ Organizations with Full Memberships
- II. All Full Membership benefits
- III. 25% off
- IV. Same membership cycle

System

- I. Lead and Affiliate Organizations
- II. All Full Membership benefits plus:
 - A. Ability to collaborate on QA efforts with affiliates
 - B. Enhanced reporting tools



K-12 Memberships

Basic

- I. One Organization
- II.K-12 Secondary Rubric
- III.K-12 Publisher Rubric
- IV.Member rates on all services & events

Consortium

- I. 2+ Organizations
- II.All Basic benefits plus:
 - A. Course Review Management System
 - B. My Custom Reviews
 - C. Ability to collaborate on QA efforts with affiliates



Supplementals

- Other QM Rubrics
- K-12:
 - » CRMS License
 - » Training License
 - » Subscriber-Managed Reviews
- Improving Your Online Course workshop
- QM for Students



QM Coordinators

- Key to success
- Liaison between QM & organization
- Free QM Coordinator Training
- Free online community of QMCs
- Quarterly meetings





Deb Adair
Executive Director



Brenda Boyd
Senior Academic
Director: Program
Services



Yaping Gao
Senior Academic
Director: Member
Services & Partnerships



Christine Voelker
K-12 Program Director

Your Questions?