



qualitymatters.org

Assured quality: the key to delivering on the online learning promise.



CHAMBERLAIN UNIVERSITY: PUTTING DESIRE INTO ACTION WITH QM PROGRAM REVIEWS

Chamberlain's journey to Program Certification began with the institution's desire to "demonstrate exemplary practices in supporting both teaching and learning" for their RN-BSN Online Option. But it is the value that Chamberlain places on students that really drove their decision to pursue Program Reviews. Leadership felt that the reviews strongly aligned with Chamberlain's commitment to student success and its focus on personalized attention that they call Chamberlain Care.®

The benefits were clear. First, the process reinforced the need for the continual collection of data and the analysis of that data to determine best practices for online course delivery and support. Second, it provided Chamberlain with the opportunity to recognize their Student Services team, who provide support to their students. Third, and, perhaps, most importantly, the review process allowed their team to see how they impacted the student experience.



Since 2006 over **170,000** education professionals have participated in QM Professional Development — improving courses and learning to use quality assurance to improve learner outcomes.

Quality assurance that's built-in, interconnected, integral.

Organizations nurture learners with well-conceived, well-designed, well-presented courses and programs that promise environments in which they can improve and grow. The Quality Matters system is designed to help you deliver on that promise. A system that's not added on, but integral to the very core of your courses and programs.

The [QM Certification Mark](#) is more than an achievement — it's evidence of an interconnected, continual process provisioned with tools, support and professional development that helps you develop and provide successful experiences to your learners. To deliver on your promise not just today, but tomorrow.

For all types of online and blended learning

HIGHER EDUCATION

HE Colleges and universities can use QM Standards and tools to develop, evaluate, and improve the quality of course design, create a QA culture, and achieve course certification.

Publishers and service providers can use QM Standards to inform course development and differentiate their courses from the competition by having courses QM Certified.

The QM Certification Mark provides a competitive edge — showing students, stakeholders and accreditors that you are committed to quality learning.

K-12

K-12 QM empowers teachers, staff, schools, and districts to create and adapt effective online and blended courses that serve the needs of their students and improve learning outcomes.

Virtual schools, publishers and districts with online and blended courses use QM Standards, professional development and tools to ensure quality — differentiating their offerings from the competition.

Students enrolled in QM-Certified K-12 courses can be confident they're supported and set up for success through quality course design.

CONTINUING & PROFESSIONAL EDUCATION

CPE Offering professional training and personal development? QM Standards for CPE are used by associations, corporations, community colleges, K-12 districts, and others to evaluate and enhance the quality of non-credit courses and training.

Official Reviews by QM — which can lead to QM Certification for course design — are the gold standard for independent quality assessment. By certifying that you'll deliver quality training and courses that meet client, organization and learner expectations, your offerings will stand out, and you'll receive maximum return on investment.

QM IMPACT ON COURSES

Students logged in

↑ **10%**
more often,
clicked on

↑ **16%**
more links and items,
turned in

↑ **19%**
more submissions,
and spent

↑ **177**
more minutes in the
courses during the
semester.

Source: "The Benefits of Quality Matters Certification: What the Analytics Reveal." FIU Online, Florida International University, July 2016, insider.fiu.edu/qmreport/

On the Path to Engagement & Impact

INTRODUCE QM & QA

Assemble a team and appoint a “go to” person to become a QM Expert. Create momentum and buy-in by requesting QM overviews. Brainstorm goals for your implementation of QM to achieve your quality assurance outcome. Encourage faculty and staff to take workshops on applying QM Rubrics and/or attend QM Conferences.

STRUCTURE THE PROCESS

Fit the QM path to the needs of your staff and organization. Customize it based on the maturity of your online/blended learning courses and programs. Determine the breadth and scope of the initiative. Evaluate QM review tools or send staff through professional development based on desired expected outcomes.

DEFINE & USE DATA

QM tools and reports in MyQM are key in showing what can be – and needs to be – measured and adapted in order to achieve your goals. The QM review process allows your team to use what it learns to inform the continuous improvement of learning environments. These tools allow you to engage faculty and staff in the process and focus on areas for improvement.

CERTIFY & SHOWCASE

When courses meet QM criteria, the QM Certification Mark is displayed – a sign of quality to all. Programs can be reviewed and certified using criteria for measuring quality in program design, teaching support, learner support and learner success. Your achievements can be shared with the larger education community.

SUSTAIN & GROW

As you build a culture of quality assurance, you’ll discover opportunities to re-think policy and practices, and implement strategic changes to support quality. The use of QM can be broadened throughout the organization – extending engagement to all educators through research and application, presentations and publications, and community recognition.



Quality isn't a destination...it's a journey. And at Quality Matters, we're your partners on this journey, at the course level, program level, organization level and as an individual.

Engaging Organizations. Anywhere on the continuum, quality is a focus for your organization. But the farther along you are on the continuum, the more your organization, and your learners, benefit from the continuous improvement of quality assurance through Quality Matters.

Engaging Individuals. Not only does QM support the individual in making classes, courses, and programs better, but we work to make you better, too. From serving as a QM Expert within your organization to working with QM in a role such as a reviewer, facilitator or coach, there are many ways to invest in yourself.

QM Memberships & Partnerships

- CAEL
- Aurora Institute
- ICDE
- INQAAHE
- ITC
- DLC
- WCET
- EDUCAUSE
- UPCEA
- VLLA
- NCOE
- Eduventures



QM Activities Learn, share, connect with the QM community – 110,000+ individuals strong, and over 1,500 member institutions in the US and internationally.

EDMENTUM: MEETING CUSTOMER NEEDS WITH QM COURSE REVIEWS

Edmentum — a QM member since 2013 — is a leading provider of digital curriculum, assessments and educational services 8,000+ districts in all 50 states and schools across 75 countries.

Knowing that quality is top of mind for its customers, Edmentum works with Quality Matters to review, revise and certify courses with Official Course Reviews.

“Each year, we find more schools and districts across the nation requesting the QM Certification Mark for their own peace of mind when selecting quality courses from vendors for their students,” shared Edmentum’s State & Federal Programs Manager Dr. Shane Dennison. “Our objective is to serve each state’s needs the best we possibly can. The QM Rubric, process and reviewers put us in a position to meet that goal.”

With 100+ QM-Certified courses in 2020, Edmentum confidently displays the QM certification mark in its catalog for states that require it.



Since 2006 over **11,000 courses** have met QM Standards through QM Official Reviews — leading to positive data for stakeholders, and more funding and resources invested back in programs.

RUBRICS & STANDARDS



To deliver your promise of quality online learning, you need everyone to agree on what the expectations are.

You need research-supported standards that foster objective feedback on course design. QM Rubrics and Standards were created to help course developers, teachers, faculty, entire organizations, and — most importantly — students. The General Standards and Specific Review Standards in QM Rubrics are intended to guide the development, evaluation, and improvement of your online and blended courses. Meeting these quality expectations through a robust review process is key to certifying the quality of your courses and programs.

QM REVIEWS & TOOLS



QM Reviews benefit all stakeholders, from learners to parents to faculty and staff to governments and accrediting agencies.

QM Official Reviews provide data and feedback that members use in a variety of ways — focus for improvement, benchmarking, certification of quality.

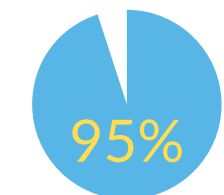
The array of review types and tools available to QM Members aids the process of collaboration between course designers and faculty — culminating in improved courses for learners. QM Official Review teams are composed of individuals trained and certified to serve on review teams — a professional milestone to many.

Ready to begin delivering on your promise? Contact us today.

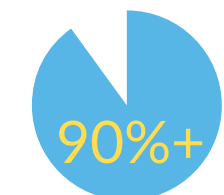
Quality assurance can be a vague and confusing world. But just as you are experts in educating your learners, we are experts in quality assurance. More to the point, we’re experts at making quality assurance not just an “add on” to your institution, but a core tenet—helping you deliver on your online promise of excellence to your learners. To find out more about quality assurance and Quality Matters, visit our website at qualitymatters.org/deliver or call us at the number below.

[QUALITYMATTERS.ORG/DELIVER](https://qualitymatters.org/deliver) • 866-851-4984 • [INFO@QUALITYMATTERS.ORG](mailto:info@qualitymatters.org)

CHIEF ONLINE EDUCATION OFFICERS AND THEIR ONLINE PROGRAMS



have adopted or plan to adopt quality standards



provide or plan to provide training based on quality metrics

over 50%

of two- and four-year public institutions seek external certifications of quality

“Study.com was looking for the gold standard in Quality Assurance when we requested QM as the QAE on this [EQUIP] project. QM’s background and experience made the organization the best choice for this project and we are excited and pleased to work with QM.”

ADRIAN RIDNER, CEO AND CO-FOUNDER OF STUDY.COM

“Students we talked with said this gives them confidence that there is truth to what is stated on our website and within our advertising. They thought the quality standard shows that we are exceptional at the services we provide. We’re really proud of the work we do and appreciate the certification we have achieved through Quality Matters.”

STACI DAVIS, EXECUTIVE DIRECTOR OF OPERATIONS FOR BALL STATE’S DIVISION OF ONLINE AND DISTANCE EDUCATION

Source: *The Changing Landscape of Online Education (CHLOE)* by Quality Matters and Eduventures

QM MEMBER INSTITUTIONS/ORGANIZATIONS

As of December, 2020



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Quality Matters (QM) is the global organization leading quality assurance in online and innovative digital teaching and learning environments. It provides a scalable quality assurance system for online and blended learning used within and across organizations. When you see QM Certification Marks on courses or programs, it means they have met QM Course Design Standards or QM Program Review Criteria in a rigorous review process.

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