

@QMProgram  
#QMResearch



# QM Research Roundup: Surveys, Supports, and Synergy

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# What does QM Research do?

- Support QM products, tools, processes, & goals
- Provide consultation & training for DL research
- Collaborate with researchers on QM-focused research
- Disseminate, promote, & discuss relevant research



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# Supporting QM

- Provide a lit review for the QM Rubric revision so it is research-supported with latest findings
- Conduct internal data collection, analysis, & reporting for internal continuous improvement
- Create original surveys for member feedback
- Ensure QM PD is research-supported
- Public and searchable Research Library for OL and QM-focused research citations



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# QM Research Landing page

Raising questions. Pursuing answers. Curating and categorizing. That's how we support the QM system.

A founding principle that continues to drive Quality Matters is the need for QM Standards to reflect current academic research on effective learning. The initial standards and subsequent modifications have been based on the insights of teams of experienced online instructors and instructional designers and on the best practices standards promulgated by accrediting bodies and national and international organizations. In addition, the QM Standards have been examined for consistency with the conclusions of the educational research literature regarding factors that increase learning and engagement and that improve learner retention rates.

QM Research is focused on curating and supporting research studies related to the impact and use of the Quality Matters model. Literature reviews to inform members of the Rubric Committees in their effort to assure that the Rubric remains current with the research are also an important component of QM Research activities. If you are looking for guidance on conducting QM-focused research or finding studies to support the use of QM, we recommend starting with the resources listed in this section.



#### QM RESEARCH LIBRARY

Search our curated selection of literature bearing a relationship to the QM Standards by either keyword or the QM Standard number. References on teaching competencies can be found in the Online Instructor and Teaching Competencies Literature Review.



#### RESEARCH TOOLKIT

Get guidance on developing a research question that will make for a solid study and facilitate attaining information significant to online learning stakeholders.



#### QM-RELATED RESEARCH RESOURCES

See a curated list of studies and publications related to the primary categories of QM Research. Need help with your search? Contact QM Research with your questions.



#### Research Webinars

Join the QM Research Colleagues and other researchers from the QM Community for presentations of research on the impact of quality assurance in online learning and other related topics. The webinars are free and open to QM Members as well as non-members.

February 9, 2021 – 1:00 pm to 4:30 pm Eastern

#### QM-Focused Research Highlights

##### QM Digital Accessibility White Paper Series

This white paper series explores QM member institutional improvements in accessibility policies and processes and course design and development tools over a 10-year period, as well as the professional development that would help them achieve accessibility for all students.

##### Changing Landscape of Online Learning (CHLOE) Reports

This multi-year study by QM and Edventures fills an important gap in the research of online learning management trends. Download the latest report – CHLOE 5: The Pivot to Remote Teaching in Spring 2020 to its impact.

##### 5 Tips for Moving from Remote Instruction to Quality Online Learning

This article authored by Kay Skelton, Bethany Stronach and Barbara Birch summarizes guidance from QM members – for building a bridge to quality learning environments.

##### QM-Hosted Research Webinar Recordings

A list of the research-related webinars hosted by QM with recording links. Hear from QM Members on about the online learning and QM-related research being conducted.

##### Challenges and Solutions of Research into the Quality of Online Learning Quality Matters Lens

This paper explores the challenges of educational research and reports on the Quality Matters expert concluding with considerations important in the quest for robust research.

##### QM Impact Summary

Examples of QM impact and the variables associated with research into QM.

##### AJDE

These editions, or individual articles, can be accessed from a subscribing research library.

• 2017 – Vol. 29, Issue 1 of The American Journal of Distance Education (AJDE) is a special issue on QM Matters.

• 2015 – Vol. 29, Issue 1 of The American Journal of Distance Education (AJDE) is a special issue on Quality Matters.

##### Research Inputs and Outputs of Quality Matters

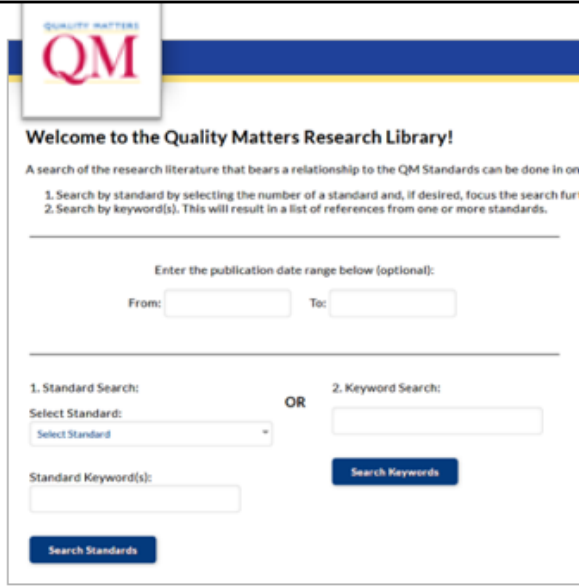
The 2015 update to what We're Learning from QM Focused Research. Read what we've learned from it.



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<https://www.qualitymatters.org/index.php/research>



**Quality Matters**  
**QM**

**Welcome to the Quality Matters Research Library!**

A search of the research literature that bears a relationship to the QM Standards can be done in one of two ways:

1. Search by standard by selecting the number of a standard and, if desired, focus the search further by keyword(s).
2. Search by keyword(s). This will result in a list of references from one or more standards.

Enter the publication date range below (optional):

From:  To:


1. Standard Search: OR 2. Keyword Search:

Select Standard:

Standard Keyword(s):

# The Research Library

- The research that supports the QM Rubric
- Additional related research
- Search by Standard
- Search by Keyword
- Contribute and help it grow!

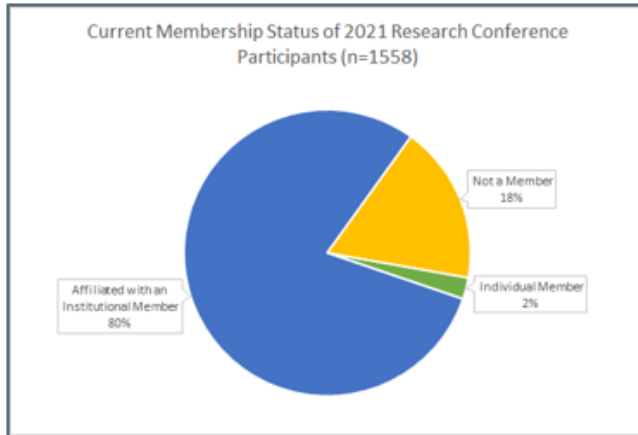


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<https://www.qmprogram.org/qmresources/research/>

# Internal Data Sharing



Example:  
Breakdown of attendees  
at the 2021 QM  
Research Online  
Conference



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# Member Feedback

If using as a guide to revise an existing online course, how did you use the Design Guide?		
Row Labels	Respondents	Respondents2
As a resource to skim, to help prioritize design changes I can make	13	41%
As a resource to read closely, in order to determine the Design Steps to concentrate on for revision	10	31%
N/A - did not use to revise an existing course	7	22%
Other (please specify)	2	6%
<b>Grand Total</b>	<b>32</b>	<b>100%</b>

Example:  
How respondents used the QM Bridge to Quality Design Guide



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<https://www.qualitymatters.org/bridge>

# Consultations & Training

- Consultations by request with doctoral students and faculty/ID researchers
- Publicly available Research Toolkit
- Workshops and presentations on conducting QM-focused research, online learning research, and using QM Data



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# The Research Toolkit

## How to Conduct QM Research

The QM Research toolkit is designed to guide anyone interested in doing research on the impact of Quality Matters. The steps move through the process of conducting a research project, giving an explanation for each step along with examples. The toolkit begins with information on developing a QM-focused research question that will be the basis of the project.

### Who should be conducting research related to QM?

This research toolkit is designed for new researchers, as well as experienced researchers who are unfamiliar with the Quality Matters working principles, processes, and procedures.

### Set yourself up for success

Designing a research study on the impact of Quality Matters requires awareness, comprehension, analysis, synthesis, and evaluation of a scholarly online/distance education knowledge base, as well as a background in the principles and application of the QM process within a system of quality assurance. These reflective processes will better prepare the researcher in making judgments for the development of a study that can inform and continuously improve the QM knowledge base, which, in turn, will improve online/distance education through research and practice.

Interested in learning more about QM-focused research?

Contact [Barbra Burch](#), Manager of Research and Development, or [Bethany Simunich](#), Director of Research and Innovation.

### Have an Idea for a Research Topic?

Get help with selecting measurable outcomes and framing your study in The ABCs of Online Learning Research workshop.

[Learn More >>](#)

Step 1 Step 2 Step 3 Step 4 **Step 5**

Step One: [Develop your research question] What do you want to know?



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<https://www.qualitymatters.org/research/conduct-qm-research>

# Online Research Workshop



## The ABCs of Online Learning Research

Learn how to get started doing research on online learning in this active, applied three-week online workshop. Using QM and the reference, this workshop covers the steps necessary for developing a quality research study related to online learning.

Course Length: Three weeks  
Delivery Mode: Online (Asynchronous)  
Instruction: Facilitated  
Fee with Membership: \$200.00  
Fee: \$300.00

In this workshop, participants are asked to come with a general idea/topic that they'd like to research. Through the course of the workshop, they will grow and refine that idea. Whether you're new to researching online learning or are an experienced researcher, the learning activities in this workshop, along with the feedback and guidance of your peers, will help you avoid some of the pitfalls in online learning research and develop a quality research project to meet stakeholder needs.

### Recommended For

Faculty, teachers, librarians, instructional designers, administrators, adjunct instructors, or anyone interested in conducting research to improve online education.

### Learning Objectives

1. Describe the foundational concepts of Quality Matters and the information and resources for QM-focused research.
2. Create an appropriate research question based on current interests/needs, and refine your question based on a brief literature review.
3. Identify and define the variables in your study, and account for the unique barriers and considerations in online learning research by addressing confounding variables.
4. Draft a research study design with a doable methodology for data collection and analysis.
5. Contribute articles, findings, and ideas to online learning research.



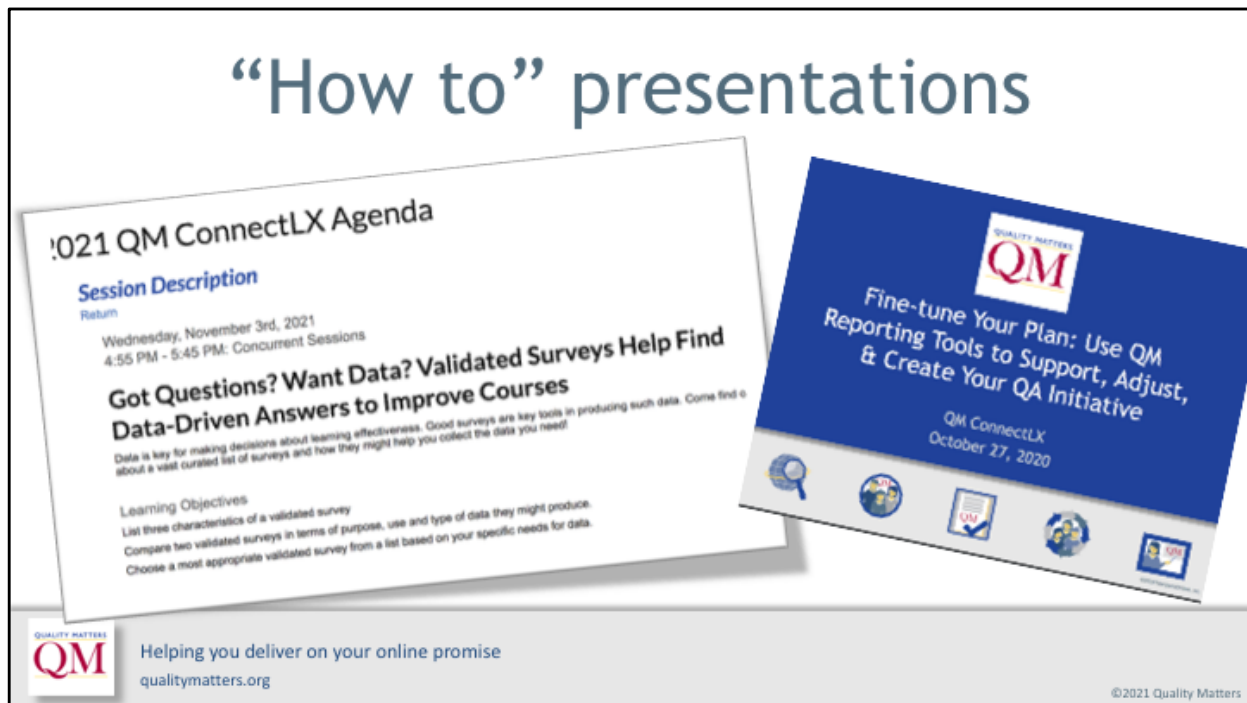
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Pre-conference workshop, great for those who want a general understanding of online learning research and guidance on the research design process:  
<https://ww2.eventrebels.com/er/CFP/AgendaAtAGlance.jsp?CFPID=1233&ScreenID=1038&DisplayPresenterID=290796&DisplayProgramItemID=204940&DisplayProgramSessionID=78783&Token=N9WYEX5XB&PreviousScreens=1037>

Link to the asynchronous, 3-week workshop, perfect for those who already have a topic in mind: <https://www.qualitymatters.org/professional-development/workshops/abcs-of-qm-focused-research>

# “How to” presentations



Link to information on the upcoming Validated Surveys presentation at QM Connect LX:

<https://ww2.eventrebels.com/er/CFP/AgendaAtAGlance.jsp?CFPID=1233&ScreenID=1038&DisplayPresenterID=283563&DisplayProgramItemID=208109&DisplayProgramSessionID=80610&Token=N9WYEX5XB&PreviousScreens=1037>

Link to Fine tune your Plan slides, which includes the QM Data Google doc for running reports: <https://www.qualitymatters.org/sites/default/files/presentations/Fine-Tune%20with%20Reports.pdf>

# Original QM Research

- Collaborate with researchers at member institutions on QM-focused research and/or OL research that benefits QM and its mission
- Current projects include research on QM implementation
- Using internal data & survey data for original QM-authored research



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Link to a recent article in ODJA:

[https://www.westga.edu/~distance/ojdla/winter234/altman\\_shattuck\\_simunich\\_burch234.html](https://www.westga.edu/~distance/ojdla/winter234/altman_shattuck_simunich_burch234.html)

This article just received the AECT Systems Thinking and Change Division Outstanding Article award.

AJDE QM-focused issue link:

<https://www.tandfonline.com/toc/hajd20/31/3?nav=toCList>

# Research Colleagues

## QM Research Colleagues

Quality Matters Research Colleagues play a leading role in keeping the Rubric current. These dedicated volunteers work with QM Research staff to foster studies that advance the knowledge of QM's impact on learner success. Their activities include tracing, documenting, and analyzing scholarly research that informs the continuing reflection and improvement of the QM Standards. They also discuss, advise on and support the QM research agenda.

### Help Me...

- See publications that QM Res authored
- See recommended reading fr on topics important to educ

## Current QM Research Colleagues

[Barbara W. Altman, Ph.D., Texas A&M University - Central Texas \(since 2016\)](#)



Barbara (Barb) Altman is Associate Dean and Associate Professor of Management for the College of Business Administration at the Texas A&M University. Dr. Altman is interested in research on corporate social responsibility, sustainability, organizational change, public/private partnerships, and course design and delivery. She has over 18 years of teaching experience in online and blended formats. She serves on the Quality Matters Academic

[Deborah Anne Banker, Ed.D., Tarleton State University \(since 2014\)](#)



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<https://www.qualitymatters.org/research/qm-research-colleagues>

# Curated QM-focused Resources

## Curated Resources

The term "QM Research" relates to several different types of research. There is research that supports the QM Rubric and process, research that discusses its use, and research that focuses on its impact.

### Recent Literature Reviews

#### K-12

- 2019 K-12 Dissertation Literature Review Summary
- 2019 K-12 Article Literature Review Summary
- 2018 Literature Review for revising the National Standards for Quality Online Courses
- 2018 Literature Review for revising the National Standards for Quality Online Teaching
- 2018 Literature Review for revising the National Standards for Quality Online Programs
- Review of K-12 Online and Blended Education Research Literature

#### Higher Education

- 2019 Higher Education Literature Review Summary
- 2017 Literature Review Summary Report in preparation for the Higher Education Rubric, Sixth Edition
- 2013 Literature Review Summary Report in preparation for the Higher Education Rubric, Fifth Edition
- Searchable QM Research Library incorporating references prepared for all editions of the Higher Education Rubric that support and inform it

#### Teaching

- Online Instructor and Teaching Competencies Literature Review
- Online Instructor and Teaching Competencies: Further Analysis of the 2016 Literature Review for Quality Matters

## QM Research Grant Projects

Since 2005, QM has funded small research grants on the impact of QM. We are currently taking a hiatus from accepting proposals. Here is a list of Research Projects by year:

#### 2016

- The Impact of Quality Matters Professional Development on Teaching Across Delivery Formats

#### 2014

- A Study of the Relationship Between Quality Matters General Standard 5, Level of Interaction, and Academic Performance Online

#### 2013

- Analyzing Predictors of Faculty Behavior to Engage in Peer Review
- Effect of Student Readiness on Student Success in Online Courses
- Measuring Online Course Design: A Comparative Analysis
- Measuring the Impact of Student Engagement in the Application of Quality Matters Standards on Blended Course Design



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<https://www.qualitymatters.org/research/curated-research-resources>

# Disseminate & Discuss

- Sponsored white papers on relevant topics, such as academic rigor & accessibility
- “What the Research Says” QM blog posts
- Annual Research Online Conference with QM and OL-focused research presentations
- Changing Landscape of of Online Education (CHLOE) report



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# Articles and Information

## Frequently Requested Resources

[Accessibility Policy Creation Guidelines](#) ▼

[How to Reference & Use QM in Research](#) ▼

[Streamlining Accreditation Preparation with Program Review](#) ▼

## Recent Articles

[Evaluating Online Course Quality: A Study on Implementation of Course Quality Standards](#) ▼

[Student Perceptions of the Impact of Quality Matters-Certified Online Courses on Their Learning and Engagement](#) ▼

[Class Size in Online Courses: What the Research Says](#) ▼

[Video Length in Online Courses: What the Research Says](#) ▼



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# Research Webinars

Research Webinars  
Join the QM Research Colleagues and  
on the impact of quality assurance  
*QM Members as well as non-members*

## Research Webinar Archives

FREE for QM Members and non-members, these QM-hosted Research webinars take place several times a year. For recorded sessions, select the webinar title for the description and select "view recording" for the recording.

[Digital Accessibility: Benchmarking QM Institutional Policies and Practices in 2020](#)

Presented: June 9, 2020  
Awareness of digital accessibility in higher education has increased in the past decade and to date, 200 QM coordinators completed a benchmarking survey that reported on the policies, practices, and training opportunities. This webinar presents the preliminary findings of this study, touching on roles and training opportunities.

Presented by Barbara Frey, D.Ed., Assistant Professor, School of Education, Point Park University  
Rehabilitation Sciences Office of Online Learning, University of Pittsburgh

[View Recording >>](#)

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<https://www.qualitymatters.org/qa-resources/resource-center/articles-resources/research-webinars-archive>

A Quality Matters Event  
QM Research  
Online  
Conference

# Active/Applied Research on Online Learning and Quality Assurance

February 9, 2021

Join the community of people that believes quality matters | [qualitymatters.org/events](https://www.qualitymatters.org/events)

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[https://www.qualitymatters.org/qa-resources/resource-center/conference-presentations?field\\_conference\\_target\\_id=351&keys=](https://www.qualitymatters.org/qa-resources/resource-center/conference-presentations?field_conference_target_id=351&keys=)

# White Paper Series on Accessibility



Administrative Supports for Digital Accessibility: Policies and Processes



Course Design for Digital Accessibility: Best Practices and Tools



Professional Development for Digital Accessibility: A Needs Assessment



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<https://www.qualitymatters.org/qa-resources/resource-center/articles-resources/accessibility-white-paper-series>

# CHLOE Report



## 2021 CHLOE 6: Online Learning Leaders Adapt for a Post-Pandemic World

The COVID pandemic constituted a stress test on how online learning could respond to an externally driven emergency requiring its rapid expansion and how such an experience, encompassing the entirety of higher education, might change its scope, image and future direction. CHLOE 6 establishes that the pivot to remote learning increased the reach and accelerated the adoption of online learning, and increased the influence of chief online officers.

### Key CHLOE 6 Survey findings:

- All sectors of higher education invested in ed tech in 2020 and 2021, amounting to the biggest investment jump ever. This included largely in-person schools that had not previously made significant investments in online learning-related technologies.
- Two-thirds of surveyed institutions relied on their chief online officer to coordinate their institution's response to the COVID-19 pandemic, including course conversion, faculty training, student preparedness, technology capability, and quality assurance.
- When asked about future online undergraduate enrollment, only 13% of Chief Online Officers (COOs) expected the moderate growth seen in pre-pandemic years, while 77% predicted some or major acceleration in this trend.

Report authors conclude that institutions would be well-advised to capitalize on the momentum or positivity generated by the pandemic's forced shift into fully-distanced learning.



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<https://www.qualitymatters.org/index.php/qa-resources/resource-center/articles-resources/CHLOE-project>

# 2021 QMC Surveys



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# “Flex” Survey

**RQ: How are QM Higher Ed members “flexing” the Rubric & Reviews?**

- Invitations sent to 1,083 HE members; 176 responses

There were **no significant differences** with our sample versus our population on the following characteristics:

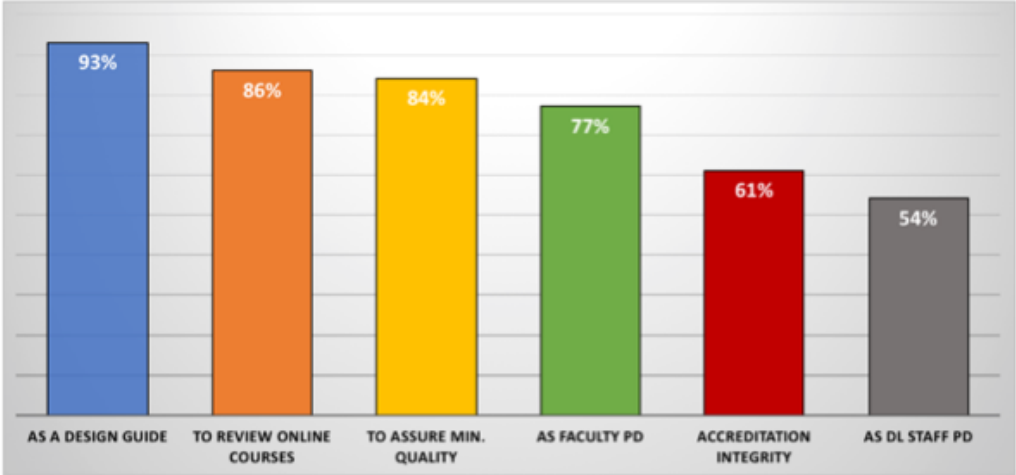
- Institutional type A (Public vs Private)
- Institutional type B (2-year vs. 4-year)
- Geographic region
- Length of membership (in years)
- Number of QM Certified Course Reviews



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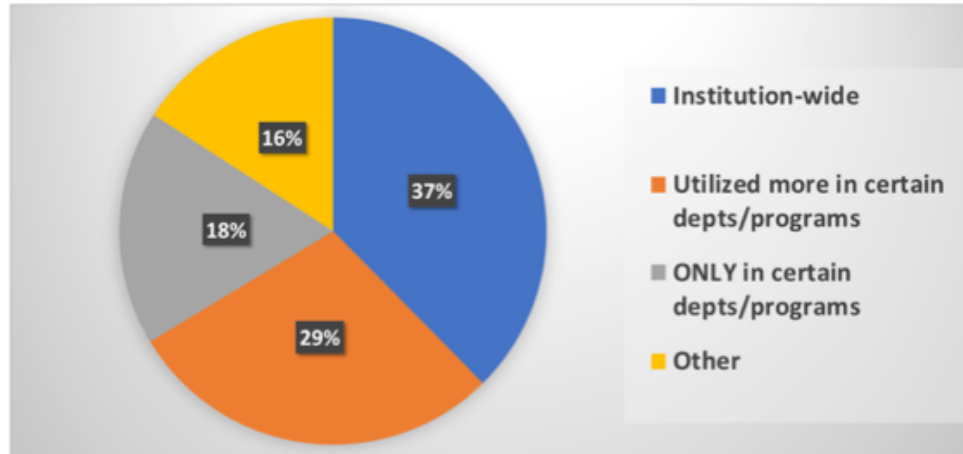
# For what purposes/goals do you use the Rubric?



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## Where are you using the QM Rubric?



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How do you think the current edition of the QM Rubric can be used to review courses in different modalities?

There should be additional information for synchronous or <u>HyFlex</u> courses, at least for certain standards (similar to the additional annotation information for "Blended Courses" and "Competency-Based Courses").	46%
The existing QM Rubric is sufficient as-is for review of all types of partially or fully online courses.	23%
There should be a separate QM Rubric for other modalities, such as synchronous online courses or <u>HyFlex</u> courses.	16%
Unsure	11%
Other (please specify)	4%



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# QM Implementation Research

- Mixed-methods design
- 109 = population
- 43 = survey respondents
- Response rate = 39%
- 17 = qualitative interview respondents
- Population and sample comparisons showed no significant difference



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# QM Implementation Research

- **RQ1:** *What goals, supports, people, policies, and processes are related to higher implementation activity on internal reviews, QM Certified reviews, and QM faculty professional development?*



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# QM Implementation Research

- **RQ2:** *What supports, people, policies, and practices were key drivers for QM quality assurance implementation at your institution?*
- **RQ3:** *What effect did QM implementation have on your institutional culture?*
- **RQ4:** *What barriers to QM implementation did you experience, and how did you address them?*



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## Institutional Supports

- 70% had a course quality implementation plan
- 63% had a committee of stakeholders invested in online learning
- 90% reported that IDs were knowledgeable about how QM was being used at the institution
- 75% offered LMS templates; 70% offered syllabus templates
- 77% had faculty dev staff knowledgeable in online pedagogy



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## Internal Course Review Correlations

- Ensuring that faculty teaching online receive a minimum level of professional development/preparedness for online learning
- Celebrating faculty achievements related to QM
- Recognizing faculty's QM work in RPT
- The availability of online course syllabus templates
- Having clearly articulated minimum quality standards for online learning

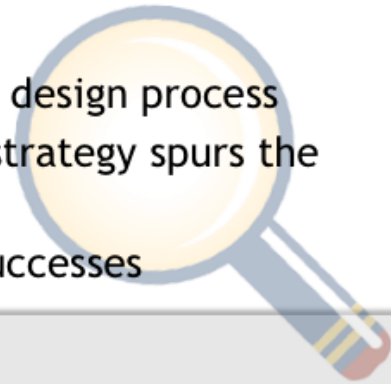


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# Recommendations

- Choose the right person to lead the effort; include stakeholders via collaborative efforts
- Center faculty-inclusive practices & approach
- Administrative and financial support
- Support faculty with templates, good design process
- Multiple stakeholders + Institutional strategy spurs the creation of a Culture of Quality
- Recognize the effort and celebrate successes



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# Share QM Research

## Printable PDF

The screenshot displays the QM Research Library website with several sections:

- QM RESEARCH LIBRARY:** Search our curated selection of literature bearing a relationship to the QM Standards by either keyword or the QM Standard number. References on teaching competencies can be found in the Online Instructor and Teaching Competencies Librarians' Home.
- RESEARCH TOOLKIT:** Get guidance on developing a research question that will make for a solid study and facilitate accessing information significant to online learning considerations.
- QM RELATED RESEARCH RESOURCES:** See a curated list of studies and publications relevant to the primary categories of QM Research. Need help with your search? Contact QM Research with your questions.
- Research Webinars:** Join the QM Research Colleagues and other researchers from the QM Community for presentations of research on the impact of quality assurance in online learning and other related topics. The webinars are free and open to QM Members as well as non-members.  
**February 5, 2021 – 1:00 pm to 4:30 pm Eastern**  
**QM Research Online Conference: Active/Applied Research on Online Learning and Quality Assurance**  
A variety of presenters will disseminate research findings during this virtual conference.  
Join your colleagues as they present on a variety of topics ranging from accessibility to data collection for improving quality to teaching presence and self-efficacy. The half-day event allows you to select one session in each time slot and come away with elements that can be applied to your practice.  
Here are just a few of the presentation options:
  - Developing a Framework for Quality Online Course Wilson: What Does the Research Say?
  - Student perspective 2.0: Where do we go from here?
  - Enhancing Accessibility of Online Courses: Course Development Practices and Tools
  - Implementing High Impact Practices on Campus and Online: Research, Resources, and ReportsLearn More Register Now
- Learning: A Quality Matters Lens:** This open explores the challenges of educational research and reports on the Quality Matters experience, concluding with considerations important to the quest for robust research.
- QM Impact Summary:** Examples of QM impact and the activities associated with research are QM.
- AJSE:** These editors, or individual articles, can be accessed from a subscribing research library.  
• 2021 – Vol. 31, Issue 1 of the American Journal of Distance Education (AJDE) is a special issue on Quality Matters.  
• 2020 – Vol. 30, Issue 1 of the American Journal of Distance Education (AJDE) is a special issue on Quality Matters.
- Research Inputs and Outputs of Quality Matters:** The QM updates to what we're learning from QM Research Research. Find what we've learned from more than 10 years of QM.
- EDUCAUSE:** QM and the EDUCAUSE Learning Initiative co-hosted a virtual QM Emerging Online Learning Forum: Higher Organizational Structures and Models in March, 2021.
- The Online Instructor and Teaching Competencies Librarians' Review:** Analysis of the QM Teaching Competencies Librarians Review, January 2021. By Dr. William C. Cook, the faculty report a positive study for by Jürgen Müller in 2021.
- The Impact of Quality Matters:** Professional Development on Teaching across Delivery Formats in Context: Needs and Key Research Study Investigated QM Impact across delivery formats.
- Internet Learning:** The special issue of the online journal "Internet Learning" from Spring 2020 features articles based on presentations from the 2020 QM Annual QM Conference.

**Frequently Requested Resources:** Accessibility Policy Creation Guidelines | Assessing the State of Online Learning Using the QMCL Summary | [View the References & Citations in Research](#)

**Recent Articles:** [Assessing the State of Online Learning Using the QMCL Summary](#)

**Share QM Research with Your Colleagues:** Send them a link to the Research page on Research



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# Thank you for attending



If you have questions or comments, please email us at:  
[Research@qualitymatters.org](mailto:Research@qualitymatters.org)



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## About Quality Matters

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.



*Looking forward. Transforming now.*

November 3-5, 2021 – Online



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QM Research  
Webinar

## Propose a Chapter

### Digital Accessibility Book Chapter Proposals Are Being Accepted!

Due: October 1, 2021

See the call for proposals for information:

<https://bit.ly/3xySQXI>



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<https://bit.ly/3xySQXI>