Measuring Your Steps Toward Optimal Implementation of QM

Barb Altman and Bethany Simunich

Texas A&M – Central Texas and Kent State University

5 Stages of QM Implementation

QM Executive Director Deb Adair has identified 5 stages of QM implementation, shown on the center graphic. The significance of this model is to provide a practical framework for programs and institutions for the purpose of:

- Identifying where they fall within the model and what "lies ahead"
- Moving more systematically forward in continuous improvement of online education
- Establishing the institutional context when designing QM impact studies

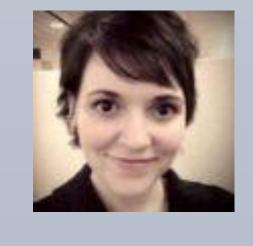
These 5 stages have been identified based on close observation of member use of QM over the course of QM's existence. In addition, Innovation Diffusion Models (e.g. Capability Maturity Model) and the organizational change literature have informed the model's development.

Validation of the Stages

The QM Research Colleagues are designing a Research Study that will validate the stages of the model and provide detail on the benchmarks that define each stage.



Barb Altman, DBA, MPA
Associate Professor of
Management,
Director of QA &
Accreditation,
College of Business
Administration,
Texas A&M UniversityCentral Texas



Bethany Simunich, PhD
Director of Online Pedagogy
Research,
Kent State University

Where does your institution fall?

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.

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.



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.

STRUCTURE THE PROCESSThese tools allow you to engage faculty and staff in the process and

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.



Help us refine the model

Please fill out the survey after reviewing the model. Tell us:

- 1. How might the model help you?
- 2. Where do you see your institution on this Model?
- 3. Why did you place it at that spot?



References

Optimal Implementation of QM: https://www.qualitymatters.org/why-quality-matters/process

Capability Maturity Model:

https://en.wikipedia.org/wiki/Capability_Maturity_Model_Integration

Questions?

Contact Barb Altman at altman@tamuct.edu

or

Bethany Simunich at bsimunic@kent.edu

OR Come by the Research Colleagues table here at the Conference

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 workships on applying QM Rubrics and/or attend QM Conferences.

