

Quality Matters (QM)

Intended Outcomes

- Participants will be able to describe what QM is and how it evolved.
- Participants will be able to summarize QM's Vision and Mission
- Participants will be able to explain how UWSB benefits from having a QM membership.
- Participants will be able identify the general focus of the QM rubric.

QM History

- **2003-** started by MarylandOnline, Inc (MOL), funded by a FIPSE grant.
- **2006-** QM became a self-sustaining program within MOL, FIPSE grant expired
- **2014-** QM became a standalone non-profit organization with international presence
- **2018-** 60,000+ global members

QM Vision and Mission

- **QM's Vision-** QM is an international organization that is recognized as a leader in quality assurance for online education.
- **QM's Mission-** Promote and improve the quality of online education and student learning nationally and internationally.
- **www.qualitymatters.org**

UWSP and QM

- **CITL purchases a Basic Institutional QM membership annually.**
- **Eric Simkins and Lindsay Bernhagen are the two Quality Matters Coordinators (QMCs) for UWSP.**
 - **Email Eric to have an account setup**
- **Membership Benefits/Services Provided**
 - **QM access for all Faculty and Staff**
 - **Access to the full HE QM Rubric and Course Review Tools**
 - **Discounts on professional development**

QM Focus

- **Seven Areas of Online Quality (as identified by QM)**
 - **Course Design (this is the one area QM focuses on)**
 - Course Delivery
 - Course Content
 - Learner Management System
 - Institutional Infrastructure
 - Faculty Readiness
 - Learner Readiness

UWSP Online Support

Online Course Quality Factor	UWSP Units Involved
Course Design	<ul style="list-style-type: none"> -CITL/UWSP Online (instructional design & tech support) -Faculty (content expertise) -QM professional development and resources
Course Delivery	<ul style="list-style-type: none"> -Faculty/Instructor (instruction) -Departments (instructor support and evaluation) -Colleges (instructor support and evaluation) -CITL/UWSP Online (support)
Course Content	<ul style="list-style-type: none"> -Faculty/Instructor -Departments
Learner Management System	<ul style="list-style-type: none"> -CITL/UWSP Online -IT -UW System
Institutional Infrastructure	<ul style="list-style-type: none"> -CITL/UWSP Online -TLC -IT -Academic Advising -Library -Disability Services -Book Store/Text Rental -Others
Faculty Readiness	<ul style="list-style-type: none"> -CITL/UWSP Online (instructor training) -Faculty/Instructors/Departments (complete training and other PD)
Learner Readiness	<ul style="list-style-type: none"> -CITL/UWSP Online (Online Student Orientation) -Other (ACAC, prior experience, etc.)

QM Alignment Standards

- **Alignment-** critical course elements working together to ensure that students achieve the desired learning outcomes.
- **Direct Alignment between:**
 - Learning Objectives or Competencies (Standards 2.1 and 2.2)
 - Assessments and Measurements (Standard 3.1)
 - Instructional Materials (Standard 4.1)
 - Course Activities and Learning Interaction (Standard 5.1)
 - Course Technology (Standard 6.1)

QM Rubric (update coming 7/1/2018)

- **8 General Standards and 43 specific standards**
 - General Standard 1- Course Overview and Introduction
 - General Standard 2- Objectives
 - General Standard 3- Assessment and Measurement
 - General Standard 4- Instructional Materials
 - General Standard 5- Course Activities and Learner Interaction
 - General Standard 6- Course Technology
 - General Standard 7- Learner Support
 - General Standard 8- Accessibility and Usability

QM Rubric and Scoring

- Annotations are extremely important
- 21 Standards are “essential”
 - A course cannot pass a review if any of the essential standards are not met
 - 3 pts each on the rubric
- 85% rules
 - Courses must earn 84/99 to pass a review (and pass all 21 essential standards)
 - When reviewing, a specific standard is considered “passed” when it is met at 85%.
 - Example: Course has 15 course-level SLOs, 13 are measureable and 2 are not. Most reviewers would pass the course for this standard because it meets the 85% threshold.
- Continual improvement model

QM Reviews

- **Official Reviews**

- Take 4-6 weeks with a 20 week cap
- 3 peer reviewers and the instructor (one reviewer from outside)
- QM-Managed
- Subscriber managed
- Allow courses to be QM Certified

- **Internal Reviews**

- Unofficial reviews handled by the institution
- 3 peer reviewers and the instructor
- Do NOT allow courses to be QM certified

- **Self Reviews**

- Unofficial reviews completed by instructors and/or instructional designers

CITL/QM Resources

- **D2L course templates**
 - 4, 8, and 16 week templates
 - Contain student resources essential to passing a QM review
 - Contain many instructor resources
- **Online Syllabus Template**
 - Contains elements necessary to pass a QM review
 - Is designed to meet Accessibility requirements
- **Weekly Plan Template**
 - Designed to support QM alignment principles
- **SLO Alignment Worksheet**
 - A tool designed to help users apply QM alignment principles to their course
- **One on one help**