Program Guide
qualitymatters.org | #QMRegionalConf

“Learner Success Through Quality Initiatives”
April 25 & 26, 2019 | Berkeley College, 12 E 41st St, New York, NY

Sponsored by Berkeley College
Strategies to improve institutional effectiveness, including ways in which to measure analytics and critical resource issues, will be a focus of this presentation. The accreditation process and how to negotiate for internal institutional support and resource development will also be addressed.

Strategies will include how information ascertained from the QM process can tie into several important areas within accreditation standards including: accountability for the delivery and quality of online courses; institutional effectiveness; curriculum and instruction; faculty involvement in curricula development; technological delivery modes; academic resources; accessibility assessments and course evaluation. We will also look at how to use the visibility of QM or other assessments to validate your work and support efforts to obtain the resources you need.

About Meg Benke

Meg has worked at SUNY Empire State College since 1991 in many capacities, including service as acting president, 2012-13; provost, 2011-12, vice provost and dean of online learning. She is a recognized expert in online learning, having built the college’s Center for Distance Learning into one of the foremost open and online systems in the United States. She also taught for the college’s School for Graduate Studies in areas such as Adult Education and emerging technologies. In 2015, Dr. Benke received a Fulbright research award and worked with Waterford Institute of Technology in Ireland.

Meg has received several awards and accolades during her career including the 2017 Noflett Williams Service Award from the National University Technology Network for advancing applications of technology to teaching and learning in higher education, 2013 induction into the International Adult and Continuing Education Hall of Fame and the Most Outstanding Achievement in Online Learning by an Individual from Sloan-C Consortium in 2007. She is also a commissioner and executive committee member of the Middle States Commission on Higher Education (MSCHE) and chairs its Committee on Substantive Change.
QM East Regional Conference Guide
“Learner Success Through Quality Initiatives”

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Quality Matters reserves the right to make changes to this program and to individual sessions and events within the program.
Welcome

Welcome to New York City — a wellspring of innovation, action and energy, and site of this year’s QM East Regional Conference. We’re excited to be here with you and hope that you find this city — and conference — a source of inspiration for your work related to learner success.

Hosted by Berkeley College, this year’s conference explores Learner Success Through Quality Initiatives. Together, we will examine how you can set your learners up for success, including creating learner-centered environments and implementing quality assurance plans. We’ll also bolster your online learning toolkit with innovative ideas, data-driven policies and best practices that remove barriers to online learning and create engaging courses — both of which are critical components to learner success.

You'll find ample opportunity, both during and in between sessions, to network with peers and learn from their experiences and practices. Find out what other institutions are doing to help their learners succeed, and uncover ideas you can implement at your own organization.

After the conference, continue to champion quality assurance initiatives that contribute to learner success. Share what you learned with others and explore other avenues, such as course reviews and professional development workshops, for fostering learner success in online and blended learning.

You are the catalyst that can spark success for learners. And we hope this conference will be the catalyst to move you forward as you work toward creating, implementing or achieving your quality assurance goals and delivering on your online promise. Together, we can make a difference in the lives of learners everywhere.

Dr. Deborah Adair
Executive Director
Quality Matters
General Information

Badges
Upon registration, all conference attendees will receive name tags that should be worn to all general and concurrent sessions and meal functions.

ADA Assistance
The facilities are fully ADA compliant. Please see the reception desk or contact QM staff if you need additional assistance during the conference.

Conference Information and Registration Table
The QM conference team is on hand to answer any questions about program tracks, workshops, session topics, and networking opportunities.

Web Access
Wifi is available in the conference center.

To connect to wifi, Log on to: BC-QUALITY MATTERS then enter the passcode: m19GrHnK

2019 Program Committee Members

Phoebe Ballard
Columbia University School of Professional Studies

Debbie Beaudry
Teachers College

Ericka Hollis
Regis College

Chimere Jones
University of Maryland University College

Melissa Poole
Quality Matters

Paula Reams
Kettering College

Joseph Scuralli
Berkeley College

Diana Zilberman
Baltimore City Community College
## Schedule at a Glance

### Thursday, April 25

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pre-Conference Workshops</strong></td>
<td></td>
</tr>
<tr>
<td>7:15 AM - 8:00 AM</td>
<td>Breakfast (for those taking two half-day workshops and the QMC meeting)</td>
</tr>
<tr>
<td>8:00 AM - Noon</td>
<td>Morning Workshops and QMC Meeting</td>
</tr>
<tr>
<td>10:00 AM - 10:15 AM</td>
<td>Break</td>
</tr>
<tr>
<td>Noon - 1:00 PM</td>
<td>Lunch (for those taking two half-day workshops and the QMC meeting – red ticket)</td>
</tr>
<tr>
<td>1:00 PM - 5:00 PM</td>
<td>Afternoon Workshops and International Symposium</td>
</tr>
<tr>
<td>3:00 PM - 3:15 PM</td>
<td>Break</td>
</tr>
</tbody>
</table>

### Friday, April 26

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:50 AM - 8:35 AM</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:35 AM - 9:45 AM</td>
<td>Keynote</td>
</tr>
<tr>
<td>9:45 AM - 10:05 AM</td>
<td>Break</td>
</tr>
<tr>
<td>10:05 AM - 10:55 AM</td>
<td>Concurrent Sessions</td>
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<tr>
<td>11:05 AM - 11:55 AM</td>
<td>Concurrent Sessions</td>
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<tr>
<td>11:55 AM - 12:45 PM</td>
<td>Lunch</td>
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<tr>
<td>12:45 PM - 1:10 PM</td>
<td>Concurrent Sessions</td>
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<tr>
<td>1:20 PM - 2:10 PM</td>
<td>Concurrent Sessions</td>
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<tr>
<td>2:10 PM - 2:30 PM</td>
<td>Break</td>
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<tr>
<td>2:30 PM - 3:20 PM</td>
<td>Concurrent Sessions</td>
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<tr>
<td>3:30 PM - 4:20 PM</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>4:30 PM - 5:00 PM</td>
<td>Town Hall</td>
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</tbody>
</table>

## Pre-Conference Day

### Morning Half-Day Workshops and Special Meeting Thursday, April 25, 2019

8:00 AM - Noon

<table>
<thead>
<tr>
<th>Room</th>
<th>Workshop/Special Meeting and Facilitator</th>
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<tbody>
<tr>
<td>702</td>
<td>Strengthening Course Design, Kathy Tally</td>
</tr>
<tr>
<td>704</td>
<td>The ABCs of Quality Online Learning Research: Applied, Beneficial, Centered, Bethany Simunich</td>
</tr>
<tr>
<td>701</td>
<td>QMC Meeting, Melissa Poole</td>
</tr>
</tbody>
</table>

### Afternoon Half-Day Workshops and Special Meeting Thursday, April 25, 2019

1:00 PM - 5:00 PM

<table>
<thead>
<tr>
<th>Room</th>
<th>Workshop/Special Meeting and Facilitator</th>
</tr>
</thead>
<tbody>
<tr>
<td>703</td>
<td>Using Instructional Materials and Technology to Promote Learner Engagement, Kathy Tally</td>
</tr>
<tr>
<td>701</td>
<td>Creating Accessible Documents, Web Pages, and Images, Cecelia Green</td>
</tr>
<tr>
<td>702</td>
<td>Implementing QM and Working Toward Program Certification, Melissa Poole</td>
</tr>
<tr>
<td>Lower Level</td>
<td>International Symposium, Yaping Gao and Deb Adair</td>
</tr>
</tbody>
</table>
## Schedule and Program

### Intended Audience Legend:
- **A**: Administrators
- **F**: Faculty
- **ID**: Instructional Designers
- **N**: New to QM
- **E**: Experienced with QM

### Friday, April 26

<table>
<thead>
<tr>
<th>ROOM/TIME</th>
<th>INTENDED AUDIENCE CONCENTRATION</th>
<th>TITLE/PRESENTER(S)/DESCRIPTION</th>
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</thead>
<tbody>
<tr>
<td>4th Floor</td>
<td>Breakfast</td>
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<tr>
<td>7:50AM – 8:35AM</td>
<td></td>
<td>Breakfast</td>
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</tbody>
</table>
| 202-204 | 8:35AM – 9:45AM | Keynote: Navigating Institutional Improvement and Accreditation  
*Meg Benke, Interim Provost, SUNY Empire State College*  
Discover strategies to improve institutional effectiveness, including ways to measure analytics and critical resource issues. Explore the accreditation process and learn to negotiate for internal institutional support. Specifically, see how QM processes tie into accreditation standards — including accountability for the quality of online courses, academic resources, and accessibility assessments — and how making your work with QM visible can validate your efforts and need for resources. |
| 204 | 9:45AM – 10:05 | Break                         |
| 304 | 10:05AM - 10:55AM | Quality and the BOT (Board of Trustees): Creating and Implementing the NCCU Accessibility Policy for Online Course Design  
*Racheal Brooks, Coordinator, Office of e-Learning, North Carolina Central University*  
Explore how QM Peer Reviews led to the NCCU Accessibility Policy for Online Course Design, which was informed by the ADA, sections 504 and 508 of the Rehabilitation Act, WCAG 2.0, the NCCU Web Standards and Procedures, and QM General Standard 8. |
| 702 | 10:05AM - 10:55AM | Domesticating QM: Developing a Quality Assurance Plan at Your Institution  
*Samantha Earley, Associate Director of Collaborative Academic Programs; Hitesh Kathuria, Assistant Vice President for University Academic Programs; and David Becker, Instructional Designer and QM Coordinator, Indiana University*  
Have you been charged with developing a quality assurance plan for online education at your university? Come brainstorm with others, and, hopefully, go home with creative ideas that could lead you to the next stage in your quest for quality! |
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</table>
| 703          | 10:05AM - 10:55AM | A, F, ID, N   | Collaborative Quality Assurance As a Catalyst for Accreditation and Compliance  
Marci Johns, Assistant Provost for Online and Professional Studies; Katrina Mintz, Associate Provost for Assessment and Accreditation; and Bryan Gill, Director, Professional Studies, Samford University  
Learn how to initiate a collaborative self-evaluation process based on Quality Matters and accreditation standards that can result in the development of tools that form the basis for policies, procedures, and new online program development. |
| 303          | 10:05AM - 10:55AM | A, ID, N      | Overcoming Roadblocks to QM Adoption  
Keitha-Gail Martin-Kerr, Associate Dean of Faculty and Staff Development, and James Smrikarow, Instructional Designer, Saint Paul College  
Are you new to QM? Are you wondering what your next steps should be as a new QM Coordinator? Are you having a challenging time with QM adoption on your campus? If your answers to these questions were “yes,” then this session is for you! |
David Becker, QM Course Review Manager and Co-Lead Coordinator; Samantha Earley, Associate Director of the Office of Collaborative Academic Programs; and Hitesh Kathuria, Director of the Office of Collaborative Academic Programs, Indiana University  
Have you wondered how your institution could use Quality Matters to assess whether or not courses meet federal guidelines concerning faculty-initiated interaction and accessibility? Come find out how we assess our courses and how you can do the same. |
| 304          | 11:05AM - 11:55AM | A, F, ID, E   | Taking QM Standards to the Next Level: Program Review Panel  
Barbara Frey and Rae Mancilla, Senior Instructional Designers, and Jonathan Gunnell, Manager of Online Programs, University of Pittsburgh; and Alisha Dewalt, Associate Campus Dean – Online, The Chicago School of Professional Psychology  
This panel discussion focuses on the transition from course to program review. Using the QM foundation of quality assurance and continuous improvement, panelists share information on the design, delivery, and impact of their systematic processes. |
| 702          | 11:05AM - 11:55AM | A, F, ID      | CHLOE 3 and CHLOE 4: Major Findings and New Directions for the Survey  
Ronald Legon, Executive Director Emeritus, Quality Matters; Mughees Khan, Senior Quantitative Analyst, Eduventures Research at ACT; and Eric Fredericksen, Associate Vice President for Online Learning, University of Rochester  
CHLOE 3 advanced our understanding of online enrollment trends, pedagogy, leadership, and quality assurance. This session will report key findings and invite the audience to identify remaining questions and future lines of inquiry in CHLOE 4 and beyond. |
Bethany Simunich, Director, Online Pedagogy and Research, Kent State University  
Are you collecting data on QM efforts? Are you considering doing a QM-focused research project? Maybe you’re a graduate student who’s interested in learning about QM research. Whatever your situation, if you’re interested in ensuring quality in QM-focused research, this session is for you! |
| 303          | 11:05AM - 11:55AM | A, F, ID, N   | Building an Ecosystem of Supports for Higher Education Faculty  
Tammy Waldron, Senior Instructional Designer, The Christ College of Nursing and Health Sciences  
In this session, find out how our college leveraged our institutional quality assurance goals to build an ecosystem of supports for our faculty using policy, PD, and our LMS to scaffold their transition to an eLearning environment. |

Visit QM Website for Presentation Materials
<table>
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<tr>
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<tbody>
<tr>
<td>4th Floor</td>
<td></td>
<td></td>
<td>Visit QM Website for Presentation Materials</td>
</tr>
<tr>
<td>11:55AM - 12:45PM</td>
<td>Lunch</td>
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<tr>
<td>304</td>
<td></td>
<td></td>
<td>Using QM to Establish an Instructional Design Support Framework</td>
</tr>
<tr>
<td>12:45PM - 1:10PM</td>
<td>A, F, ID, E, N</td>
<td>QM and the Education Puzzle</td>
<td>Taylor Dawson, Instructional Designer, The George Washington University</td>
</tr>
<tr>
<td>701</td>
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<td>Going Beyond Standard 8: Linking WCAG 2.1 with the Accessibility and Usability Standard of the QM Rubric</td>
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<tr>
<td>12:45PM - 1:10PM</td>
<td>A, F, ID, E</td>
<td>Applying QM to Regulatory Issues</td>
<td>Antonia Jokelova and Justin Albohn, Instructional Designers, SUNY Empire State College</td>
</tr>
<tr>
<td>702</td>
<td></td>
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<td>Aligning QM Standards with Higher Education Accreditation Hallmarks: A Juxtaposition for Distance Education Gap Analysis and Action Plan Development</td>
</tr>
<tr>
<td>12:45PM - 1:10PM</td>
<td>A, F, ID, E</td>
<td>Applying QM to Regulatory Issues</td>
<td>Mindi Miller, Professor, Department of Nursing, and Mary Nicholson, Professor, Department of Instructional Technology, Bloomsburg University</td>
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<tr>
<td>703</td>
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<td>QM - Putting the Pieces Together for Strategic Visioning and Accreditation Planning</td>
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<tr>
<td>12:45PM - 1:10PM</td>
<td>A, F, ID, E</td>
<td>QM and the Education Puzzle</td>
<td>Christian Pruett, Assistant Professor and Director of Instructional Development and Distance Learning, and Anitra Blake, Instructor in Nursing and Instructional Designer, University of Mississippi School of Nursing</td>
</tr>
<tr>
<td>303</td>
<td></td>
<td></td>
<td>Improving Student User Experience (UX) with Quality Matters</td>
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<tr>
<td>12:45PM - 1:10PM</td>
<td>A, E</td>
<td>Idea Exchange</td>
<td>Kristen Schiele, Assistant Professor, California State Polytechnic University, Pomona</td>
</tr>
<tr>
<td>303</td>
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<td>Student Success Through Outcomes Alignment and Transparent Expectations: Using the Quality Matters Standards</td>
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<td>1:20PM - 2:10PM</td>
<td>A, F, ID, E</td>
<td>Analyzing Your QA Efforts</td>
<td>Elizabeth Crawford, Associate Professor, University of Tennessee at Chattanooga</td>
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This session will discuss my experience implementing QM Standards in a hybrid Digital Marketing course. Findings from surveys and observations show that using QM increased learner satisfaction, student learning, and improved learner accessibility.
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| 702 1:20PM - 2:10PM | A, F, ID, E | A, F, ID, E | Road of Accommodation to Accessibility  
Amanda Ladig, Director of Instructional Design and Technology; Courtney Shull, Associate Dean and Assistant Professor of Psychology; and Jessica Black, Disability Services Coordinator, Indiana Institute of Technology  
As students and technology change, we are tasked to create inclusive learning environments. We’ll share our experience from three perspectives, including speedbumps along the way. You’ll come away with practical tools to help you on your journey. |
| 304 1:20PM - 2:10PM | ID, E, N | ID, E, N | 5 Steps to Incorporate Quality into the Design of Online Learning  
Jennifer Twilley, Senior Manager, Learning Experience Design, Bisk (multiple institutions)  
While incorporating QM into the instructional design process, a new tool was born! This easy-to-use tool clearly indicates the alignment of objectives, activities, and assessments. This session will share the new tool with you. |
| 703 Time: 1:20PM - 2:10PM | A, F, ID, E | A, F, ID, E | Embedding Quality: Which QM SRs Can We Meet by Following LMS Templates?  
Matthew Vaughan and Kayhan Sanyal, Instructional Designers; Jennifer Johnson, Senior Instructional Designer; Justin Saunders, Educational Technologist; and Adrienne Garber, Associate Director of Instructional Design, Columbia University  
In this session, IDs from Columbia University will lead a discussion about the use of LMS templates to increase course quality informed by QM. |
| 701 1:20PM - 2:10PM | A, F, ID, E, N | A, F, ID, E, N | The Division of Labor Should Not Divide Us: Changing Roles in Teaching and Learning with Technology  
Diana Zilberman, Associate Dean of Learning Resources; Daphne Snowden, Dean of Academic Operations and Services; and Jeremy Harvey, Instructional Technologist, Baltimore City Community College  
This session takes a look at the artisanal and factory models of online course design from the perspective of creating the best possible student experience in online courses. |
| 4th Floor 2:10PM – 2:30PM | | | Break |
| 304 2:30PM - 3:20PM | A, F, ID, E, N | A, F, ID, E, N | A Caring Faculty Environment and Success Online: Staying True to the College Mission  
Karen Crowley, Associate Dean, Associate Professor Online Graduate Nursing, Regis College  
This session will identify the important hallmarks identified by the Higher Learning Commission and the Higher Education Quality Matters Rubric Standards addressing organizational mission and online learning and the relationship to retention. |
| 703 2:30PM - 3:20PM | A F ID E N | A F ID E N | Impact of Quality Matters Professional Development on Course Design and Student Evaluations  
Ginu Easow, Instructional Designer, and Sheri Conklin, Director, Office of eLearning, University of North Carolina Wilmington  
Check out this informative and interactive case study presentation about the impact of professional development on online course design. |
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| 702 2:30PM - 3:20PM | A, F, ID, E, N | How Online Learning Trends Inform Online Program Management (OPM) Companies  
Ronald Legon, Executive Director Emeritus, Quality Matters; Eric Fredericksen, Associate Vice President for Online Learning, University of Rochester; Mughees Khan, Senior Quantitative Analyst, Eduventures Research at ACT; Whitney Kilgore, Co-Founder and Chief Academic Officer, iDesign; Lauren Wright, Director of Program Strategy, Academic Services, Wiley; and Gerald DiGiusto, Director of Strategy, ExtensionEngine  
The CHLOE surveys of chief online officers offer many insights into the utilization of OPMs in online higher education and attitudes toward the industry. A panel of OPM leaders discuss how these findings may help shape OPM services and strategies. |
| 303 2:30PM - 3:20PM | A, F, ID, E, N | Adding Quality Matters to Our Education Puzzle Through Faculty Development  
Catherine Mikelaites, Associate Professor; Jean Marie Digges and Trina Garner, Assistant Professors; and Julie Marsh, Coordinator for Distance Education and Instructional Design, Bon Secours Memorial College of Nursing  
Learn how to create an immersive learning experience to support faculty in earning the Teaching Online Certificate and enhance the online student experience within your institution. |
| 701 2:30PM - 3:20PM | F, ID, E, N | The Importance of Collaborative Multimedia Learning Objects for Learner Interaction and Success in Online Courses  
Hugo Walter, Professor of English and Humanities, and Jarrod Cecere, Senior Instructional Designer, Berkeley College  
In this presentation, we will demonstrate how to enrich the experience in online courses using collaborative learning objects. This includes promoting active learning via learner interaction and using materials that allow multiple means of access. |
| 304 3:30PM - 4:20PM | A, F, ID, E, N | Applying Universal Instructional Design (UID) Principles to Address QM Standard 8 and HEOA 2008  
Ruth Best, Assistant Professor, Touro College  
Interested in discovering how to meet QM Standard 8? Consider attending this session and learn how to create inclusive and accessible distance learning environments while adhering to Universal Instructional Design (UID) principles. |
| 701 3:30PM - 4:20PM | A, F, ID, E, N | Quality Assurance, QM, and Collaboration at Indiana University: Developing Consortial Online Programs with Quality in Mind  
Hitesh Kathuria, Assistant Vice President and Director; Samantha Earley, Associate Director; and David Becker, QM Coordinator, Indiana University  
Is your multi-campus university under-utilizing faculty, duplicating efforts in online education? Wonder how collaboration could drive quality? We showcase Indiana University’s consortial online programs, which use QM as quality assurance. |
Rae Mancilla and Barbara Frey, Senior Instructional Designers; and Jonathan Gunnell, Manager of Online Programs, University of Pittsburgh  
This presentation focuses on QM Standards integrated into the program review process. Data on course design, technology, satisfaction, and faculty support were analyzed. Participants review data collection, sample data, and a report. |
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<td>Online Learning for All—Bridging Accessibility Gaps Through UDL and Technology</td>
</tr>
<tr>
<td>303</td>
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<td>Fast-Tracking New Online Instructors</td>
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<tr>
<td>202-204</td>
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<td>Town Hall</td>
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**Berkeley College Campus Map**

12 East 41st St., New York, NY 10017
Floor Plan
Berkeley College
12 East 41st St., New York, NY 10017

SECOND FLOOR

THIRD FLOOR

Note:
- Full Sprinkler Coverage
Floor Plan
Berkeley College
12 East 41st St., New York, NY 10017

FOURTH FLOOR

SEVENTH FLOOR
Help the QM Community Achieve Excellence

Have QM-Certified courses?
Create a short video about best practices you used to meet QM Specific Standards for course design.

Here’s how it works:
• Choose a Specific Review Standard for a focus
• Explain the best practices employed
• Create the video with captions
• Upload to YouTube and use the form to submit for sharing

See videos, get guidelines and access submission form at ida.qualitymatters.org/showcase-of-best-practice

Show Your QM Pride

Celebrate your quality assurance achievements with men’s and women’s apparel and QM gear.

• Water Bottles, Blankets & Caps
• T-Shirts, Polos & Pullovers
• Mugs & Stickers
• Notepads, Pens, & More!

qualitymatters.org/QM-Store

Save the Date for QM Connect 2019

Committing to Excellence for Learners

A great opportunity to share your ideas, connect with your peers and work to solve QA challenges. Concentrations include:

• Research/Tracking Quality Assurance
• Sustaining Quality
• Quality Assurance: Theory to Practice
• Leading Quality Assurance
• Engagement Strategies for Learners
• Engagement Strategies for Faculty
• Engagement Strategies for Administrators and Institutions

Submit your presentation proposal by June 14
Registration opens May 15
Get the details at qualitymatters.org/events
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.