Program Guide
qualitymatters.org | #QMConnect

“Pathways to Excellence”
September 24 - 27, 2017 | Fort Worth, TX | Omni Hotel
Download the Conference App – See page 5 for details
Actual pathways expedite transmission along a given route, whether a trail through the forest, the organizational chart in a company, or the synergy that occurs when two or more concepts align. Connections are the true foundation of learning. In this session we’ll explore the connections that motivate learners, advance concepts, and integrate learning systems and how these connected pathways contribute to enriching the foundation for learning.

**Todd Zakrajsek** (Ph.D., Industrial Organizational Psychology) is an Associate Professor and Associate Director of the Faculty Fellowship in the Department of Family Medicine at the University of North Carolina School of Medicine, and Adjunct Associate Professor of Faculty Development in the College of Veterinary Medicine at North Carolina State University.

Information technology is rapidly changing the way faculty and universities engage learners to ensure student success. The availability of new tools—adaptive learning, early alerts, predictive analytics—offers on demand insights and allows for personalized interventions from educators. The push for personalization challenges notions around quality. Most quality assurance is built around designing for a course or activity versus around student centered design. In this session, we will explore how faculty and advisors are using data to redesign classes. This presentation will force us to think about how technology mediation dynamically changes content, assessment, and activities — and challenges us all to think about what quality in course design and teaching looks like in personalized learning.

**Karen Vignare** (Ph.D., M.B.A) is a strategic innovator leveraging emerging technologies to improve access, success, and flexibility within higher education.
Table of Contents

Welcome............................................................................................................................................................4
General Information........................................................................................................................................5
Pre-conference Workshops ..........................................................................................................................6
Schedule at a Glance ......................................................................................................................................7
Quality Matters Award Winners...................................................................................................................8
Poster Session................................................................................................................................................10
Session Schedule by Concentration..........................................................................................................12
Schedule and Program .................................................................................................................................16
Sponsors and Exhibitors ..............................................................................................................................37
Omni Floor Plan.............................................................................................................................................41

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

Welcome to Ft. Worth! We are delighted to welcome you to the QM Connect Conference on Quality Assurance in Online Education, "Pathways to Excellence."

At this year’s meeting, we are collectively looking at quality assurance in online learning at all levels of an organization. It’s an opportunity to recharge your organizational effort to build a culture of continuous improvement. From ideas for engaging stakeholders to research on the impact of QM, you’ll come away from the conference with connections and ideas to move your organization forward. Pre-conference workshops and a post-conference colloquium will round out the QM Connect Conference.

The agenda includes special sessions on academic rigor. We’ll continue to focus on improving the learning experience and outcomes for our students, exploring what’s happening in educational practices, policies, and research. How do we understand and ensure quality in innovative approaches to the use of technology in teaching and learning?

On Monday morning, our distinguished keynote is TEDxUNC speaker Todd Zakrajsek, Ph.D., who will present "Pathways to Excellence: A Reflection on How Connections Enrich Learning." Tuesday morning features Karen Vignare, Ph.D., Executive Director for the Personalized Learning Consortium, Association of Public and Land-Grant Universities as the keynote plenary session. She will be addressing "Pushing Boundaries: Are You Flexible Enough to Personalize?". The visioning begun by these widely respected and deeply experienced leaders sets the stage for extending and broadening the discussion throughout the conference.

QM staff and the Program Committee have put together an engaging program that presents you with the opportunity to learn from many concurrent sessions, engage with sponsors, and learn from one another.

We hope this conference helps you achieve the professional and personal goals that will advance your work in teaching and learning with technology - online or otherwise. Thank you for coming. Enjoy your stay.

Sincerely,

Deborah Adair, Ph.D.
Executive Director
General Information

Download the Conference App
Connect with other attendees, plan your itinerary, take surveys, and more! Search your play store for EventRebels ERMobile. Use your email and confirmation number to log in. Upload a photo and control the information others see about you by editing your profile in the app.

Web Access
Attendees receive complimentary Wi-Fi in the meeting area. The Network name is QM Connect. When prompted, use qmc2017 as the security key.
Please be considerate of other conference attendees sharing Internet access by limiting activities such as streaming media. We ask that you use no more than one device at a time.

Review the Sessions you Attend
Please take a moment to complete the session surveys. Your feedback is very important to us and the presenters. You can access the session survey in the app.

QM Gives Back - The Annual Book Fair for Students
Quality Matters and Scholastic Books are teaming up to host the seventh annual QM Gives Back event dedicated to the life of Anne Smedinghoff, Johns Hopkins University alumna and U.S. State Department Diplomat. Anne died in the service of her country as she was traveling with a group to deliver books to a local school in the Zabul Province of Afghanistan in 2013. Each year, QM partners with a local school in the city where the annual conference is held. Look for the Scholastic Book fair booth at the conference where you can purchase books for yourself or to donate to Van Zandt-Guinn Elementary School in Fort Worth. Van Zandt-Guinn Elementary School's Principal, Joann Hulquist is focused on literacy. The school is over 51% Hispanic, 47% African American, and 93% Title One. The school has a wish list if you’d like to contribute to it. All proceeds go towards the school. This year, celebrate Anne Smedinghoff’s life and seven years of Giving Back by helping us reach $6,000 in total sales for Fort Worth’s kids.

Badges
Please wear your badge to all general and concurrent sessions, meal functions, and special events. Your badge may be shown at various businesses, including restaurants, in Fort Worth for “Show Your Badge” discounts.

Presenter Ready Room
Check in at the presenter ready room, Black Angus Boardroom on the 15th floor, at least an hour before your presentation. Use this room to check your computer connection to the projector and test slides.

Presentation Materials
Access presentation materials at www.qualitymatters.org/qa-resources/resource-center/articles-resources

Program Committee Members

Co-Chair
Julie Porosky-Hamlin
MarylandOnline

Co-Chair
Alissa Sells
Washington State Board for Community and Technical Colleges

Patricia Abrego
Texas A&M International University

Deb Adair
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Eddie Andreo
Cowley College

Deborah Anne Banker
Tarleton State University

Brenda Boyd
Quality Matters

Barbra Burch
Quality Matters

Steven Crawford
Arizona State University

Rolando Garza
Texas A&M University-Kingsville

Crystal Guiler
Florida Virtual School Global

Kevin Kaatz
California State University-East Bay

Ray Lum
Drexel University

JJ Johnson
Pierce College

Sandy Johnson
New Mexico State University
SUNDAY, SEPTEMBER 24 Pre-Conference Workshops

**Full-Day Workshops, Sunday, September 24**
8:00 AM – 5:00 PM

- Applying the Quality Matters Rubric
  *Mary Wells*
  *Room: Stockyards 1*

- K-12 Improving Your Online Course
  *Christine Voelker*
  *Room: Stockyards 2*

**Morning Half-Day Workshops, Sunday, September 24**
8:00 AM - NOON

  *Brenda Boyd*
  *Room: Sundance 1*

- Connecting Learning Objectives and Assessments (Standards 2&3)
  *Kathy Tally*
  *Room: Sundance 2*

- Addressing Accessibility and Usability (Standard 8)
  *Cecelia Green*
  *Room: Sundance 3*

- Moving Your Program Forward Through Successful Planning and Proposals
  *Chris Sax*
  *Room: Sundance 6*

- DIY Multimedia: Quickly Creating High Quality Online Presentations
  *Steven Crawford*
  *Room: Sundance 5*

- The ABCs of Quality Online Learning Research: Applied, Beneficial, Centered
  *Bethany Simunich and Kay Shattuck*
  *Room: Sundance 4*

**Afternoon Half-Day Workshops**
Sunday, September 24
1:00 PM - 5:00 PM

- Implementing QM and Working Toward Program Certification
  *Melissa Poole and Barbra Burch*
  *Room: Sundance 1*

- Using Instructional Materials and Technology to Promote Learner Engagement
  *Kathy Tally*
  *Room: Sundance 2*

- Designing Your Online Course
  *Eddie Andreo*
  *Room: Sundance 6*

- Improving Your Online Course
  *Cecelia Green*
  *Room: Sundance 3*

- A Multidimensional Approach to Quality Assurance; Enhancing the Learning & Assessment QM Components
  *Ed Bowen and Ronald Carriveau*
  *Room: Sundance 5*

- Designing for Presence: QM and the Community of Inquiry Framework
  *Bethany Simunich*
  *Room: Sundance 4*
## SCHEDULE AT A GLANCE

### SUNDAY, SEPTEMBER 24

**Pre-Conference Workshops and Evening Welcome Reception**

- **7:15 AM – 8:00 AM**
  - Breakfast in Fort Worth Ballroom 1-4
- **8:00 AM – 5:00 PM**
  - Pre-Conference Workshops
- **8:00 AM – Noon**
  - Morning Workshops
- **10:00 AM – 10:15 AM**
  - Break
- **Noon – 1:00 PM**
  - Lunch - Full-day and 2 half-day workshop participants (red tickets) in Fort Worth Ballroom 1-4
- **1:00 PM – 5:00 PM**
  - Afternoon Workshops and Full-Day Workshops continue
- **3:00 PM – 3:15 PM**
  - Break
- **6:00 PM – 7:30 PM**
  - Welcome Reception in Texas Ballroom Foyer

### MONDAY, SEPTEMBER 25

**QM Connect Conference Sessions Begin**

- **8:15 AM – 9:00 AM**
  - Breakfast
- **8:15 AM – 9:00 AM**
  - Newcomers Breakfast
- **9:00 AM – 10:30 AM**
  - Keynote
- **10:30 AM – 11:00 AM**
  - Break
- **11:00 AM – 11:50 AM**
  - Concurrent Sessions
- **12:00 PM – 1:00 PM**
  - Lunch
- **1:00 PM – 1:50 PM**
  - Poster Session
- **2:00 PM – 2:50 PM**
  - Concurrent Sessions
- **2:50 PM – 3:20 PM**
  - Break
- **3:20 PM – 4:10 PM**
  - Concurrent Sessions
- **4:20 PM – 5:10 PM**
  - Concurrent Sessions
- **5:20 PM – 6:10 PM**
  - QM IDA Meeting

### TUESDAY, SEPTEMBER 26

**Sessions Continue**

- **8:00 AM – 8:45 AM**
  - Breakfast
- **8:00 AM – 8:45 AM**
  - QMC Networking Breakfast
- **8:45 AM – 10:00 AM**
  - Plenary Keynote Session
- **10:00 AM – 10:20 AM**
  - Break
- **10:20 AM – 11:10 AM**
  - Concurrent Sessions
- **11:20 AM – 12:10 PM**
  - Concurrent Sessions
- **12:20 PM – 1:50 PM**
  - Awards Luncheon
- **2:00 PM – 2:50 PM**
  - Concurrent Sessions
- **2:50 PM – 3:20 PM**
  - Break
- **3:20 PM – 4:10 PM**
  - Concurrent Sessions
- **4:20 PM – 5:10 PM**
  - Concurrent Sessions
- **5:20 PM – 6:10 PM**
  - QM-Certified Facilitator Meeting

### WEDNESDAY, SEPTEMBER 27

**Sessions Continue and NUTN Colloquium Begins**

- **7:15 AM – 8:00 AM**
  - Breakfast
- **8:00 AM – 8:50 AM**
  - Concurrent Sessions
- **9:00 AM – 9:50 AM**
  - Concurrent Sessions
- **10:00 AM – 12:00 PM**
  - Closing Session (break at the beginning)
- **1:30 PM**
  - NUTN Colloquium begins
- **1:45 PM – 2:45 PM**
  - Opening Keynote
- **2:45 PM – 3:15 PM**
  - Break
- **3:15 PM – 5:00 PM**
  - Panel

### THURSDAY, SEPTEMBER 28

**NUTN Colloquium Continues**

- **8:00 AM – 8:45 AM**
  - Breakfast
- **8:45 AM – 10:00 AM**
  - Panel
- **10:00 AM – 10:20 AM**
  - Break
- **10:20 AM – 11:40 AM**
  - Panel
- **11:50 AM – 1:30 PM**
  - Lunch and Closing Panel
Ron Legon Leadership Award for Quality Assurance in Online Education

Purpose
In honor of the extraordinary leadership and innovative ideas of Dr. Ron Legon, Executive Director Emeritus of Quality Matters, Inc., this annual award is to recognize individuals whose conceptual, policy, or operational contributions to quality assurance in online education stand out. The award is to be presented at the QM Conference. The Ron Legon Leadership Award recognizes individuals for their positive impact on and contributions to quality assurance in online teaching and learning, theories and practices in quality assurance, and innovations to further quality assurance in online education. Individuals whose leadership efforts have changed the online education quality assurance paradigm for the betterment of students and educators particularly deserve this award. Lifetime achievements in online education quality assurance will be considered.

Criteria
Individuals with the following leadership qualities are considered for this prestigious award

They:
- are recognized as leaders in online quality assurance
- have had a significant impact on online education quality assurance policy and/or practice in higher education, K-12, publishing, and/or continuing education
- are visionary and innovative, striving to improve the future of online education through quality assurance
- have shown a commitment to continuous quality improvement in online education
- have shifted the paradigm of quality assurance in online education
- adhere to core values and ethical standards
- are exemplary in mentoring future leaders

2017 Award Winner

Dr. Lawrence Ragan, has been active in distance and online education for over 25 years. As part of the leadership of the Penn State World Campus he directed instructional design and faculty development initiatives. His career has focused on the creation of quality learning experiences and leadership development in online learning.
Directors’ Award for Exceptional Service to Quality Matters

The Directors’ Award for Exceptional Service is presented to members of the QM community who have gone above and beyond common service to the organization. These people have made extraordinary contributions to QM’s quality assurance efforts with online and/or blended education at institutions, and for learners. This award is presented at the discretion of the Quality Matters Directors Group and may not necessarily be awarded every year.

Penny Ralston-Berg, Pennsylvania State University, Main Campus

Making a Difference for Students Awards

Quality Matters’ mission is to promote and improve the quality of online and blended education to support learners. This award recognizes individuals or groups that exemplify QM’s focus on learners through the implementation of QM Standards, practices, and processes that have demonstrated impact on learner success. The implementation should be either broadly transformative in impacting the general learner experience in online and/or blended courses or significantly and directly meaningful for a specific subset of learners. Evidence of success – statistical and/or anecdotal – should clearly demonstrate positive outcomes for learners.

Outstanding Impact by an Individual

The Outstanding Impact by an Individual award recognizes individuals whose efforts to champion the Quality Matters process at their institutions have yielded demonstrable impact on the quality of online and/or blended education. The impact may be in the form of specific innovations that have yielded positive outcomes for the institution or in the scale and scope of the adoption of the QM Rubric, process, or program across the organization.

Individual winner: Sherrell Wheeler, New Mexico State University Alamogordo

Outstanding Impact by an Organization

The Outstanding Impact by an Organization award recognizes institutions or groups that exemplify QM’s focus on learners through the implementation of QM Standards, practices, and processes that have demonstrated impact on learner success. The implementation should be either broadly transformative in impacting the general learner experience in online courses or significantly and directly meaningful for a specific subset of learners.

Institution winner: St Petersburg College

K-12 winner: Michigan Virtual University
# Poster Session 1:00 PM – 1:50 PM Monday, Texas Ballroom Foyer

### Intended Audience Legend:
- **A**: Administrators
- **F**: Faculty
- **ID**: Instructional Designers
- **K-12**: K-12
- **R**: QM Peer Reviewers & QM Master Reviewers
- **QMC**: QM Coordinators
- **N**: New to QM
- **I**: Intermediate Knowledge of QM
- **E**: Experienced with QM

<table>
<thead>
<tr>
<th>Intended Audience</th>
<th>Title, Presenters, Brief Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A, F, ID, K-12, R, QMC, N</td>
<td><strong>The Power of QA</strong>&lt;br&gt;Map Your Way to a Quality Course: Course Mapping&lt;br&gt;Beth Apodaca, Instructional Consultant, and Kerry Forsythe, Web Developer, New Mexico State University&lt;br&gt;Do your course activities go along with your learning objectives? You need course mapping to align your course components and meet QM Standards! This poster will break down course mapping into easy steps, share tips, provide samples and templates, and give you hands-on course mapping practice.</td>
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<tr>
<td>A, F, ID, N</td>
<td><strong>Engagement Strategies</strong>&lt;br&gt;You Can Run but You Cannot Hide: Building Social Presence in Online Learning Through VoiceThread&lt;br&gt;Marianne Bickle, Department Chair of Retailing, University of South Carolina&lt;br&gt;Using VoiceThread in online courses stimulates student-learning engagement and promotes a sense of social presence. Student-to-student interaction positively influences communication, the learning process, a sense of social presence, and the ability to form an online community.</td>
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<tr>
<td>A, F, ID, K-12, R, QMC, I</td>
<td><strong>Achieving Sustainability</strong>&lt;br&gt;Integrating Quality Matters into University of Southern Indiana’s Online Course Development Program&lt;br&gt;Laura Cole, Online Learning Consultant, Larissa Cremeen, and Yuhan Li, Instructional Designers, University of Southern Indiana&lt;br&gt;Join us to see how we developed a holistic, all-encompassing program that integrates QM Standards. We would like to introduce our Online Course Development Program. This poster displays the professional development cycle from course blueprint to program evaluation.</td>
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<tr>
<td>A, F, ID, K-12, R, QMC, I</td>
<td><strong>Engagement Strategies</strong>&lt;br&gt;Engaging the Entire Campus Through the QM Faculty Fellows Program&lt;br&gt;Shanna Coles, Senior Program Manager, and Enoch Park, QM/Online Learning Specialist, University of North Carolina at Charlotte&lt;br&gt;Does your institution plan to introduce, integrate, or expand QM programs to the entire campus? The collegial nature of the QM Faculty Fellows Program helps spread QM and provides fellows with guided support to build and apply their QM knowledge and skills.</td>
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<tr>
<td>F, N</td>
<td><strong>Engagement Strategies</strong>&lt;br&gt;A Survey of Tried and Tested Technology Tools in Undergraduate Online Business Courses&lt;br&gt;Esmeralda de los Santos, Marketing Professor, and Ana Gonzalez, Director of Instructional Technology, University of the Incarnate Word&lt;br&gt;Selecting the appropriate technology tools can sometimes be hit-or-miss for the first-time online teacher. In this poster session, we will review the process for aligning technology with the pre-determined course learning objectives in introductory economics and marketing courses.</td>
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<td>A, F, ID, R, I</td>
<td><strong>The Power of QA</strong>&lt;br&gt;Implementation with Intention: An Integrative Framework for Quality Assurance in Online Higher Ed&lt;br&gt;Patrick Dempsey, Lead Instructional Teaching Specialist, and Veena Radhakrishnan Instructional Designer, Johns Hopkins Carey Business School&lt;br&gt;The Teaching &amp; Learning unit at a research university developed a sustainable QA program for online courses based on: (1) identification and application of various elements of QA at respective points in course development and (2) augmentation of the QA process with context-sensitive dynamics.</td>
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<td>A, F, ID, R, N</td>
<td><strong>Fresh Ideas</strong>&lt;br&gt;A Model for Course Redesign: A Spanish Course Before and After QM IYOC&lt;br&gt;Falvia Belpoliti, Assistant Professor and Director, Texas A&amp;M University-Commerce&lt;br&gt;Embarking on a journey to improve her online Spanish course, a faculty member completed the QM Improving Your Online Course (IYOC) workshop and entered the world of Quality Matters and continuous improvement.</td>
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<tr>
<td>A, F, ID, K-12, R, QMC, I</td>
<td>How Does Student Engagement in Quality Matters Courses Compare to Traditionally Designed Courses? Teresa Gaston, Clinical Assistant Professor, University of North Carolina Charlotte Evaluate the impact of Quality Matters on student engagement in online nursing courses. Student engagement will be compared in traditionally designed online nursing courses versus Quality Matters-designed online nursing courses. This research study is a retrospective data analysis.</td>
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<tr>
<td>A, F, ID, I</td>
<td>Course Design, Motivation, and Online Learner Performance Joseph Harris, Graduate Student, Louisiana State University This poster will present findings from a study of how QM use relates to learner outcomes. It will demonstrate whether the use of QM results in increased learner motivation and performance, as well as whether the Rubric varies in effectiveness depending on learners’ individual characteristics.</td>
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<td>A, F, ID, QMC, I</td>
<td>Planning a Focused Faculty Learning Community to Address Standard 2.2 Michelle Kosalka, Instructional Support Services Manager, and Caran Howard, Instructional Development Specialist, University of Northern Iowa Learn about our plan to build a focus group into a faculty-driven Faculty Learning Community, from our initial questions to developing our mentoring model. Our presentation will appeal to instructional developers, administrators, and faculty.</td>
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<tr>
<td>A, F, ID, R, QMC, I</td>
<td>I Have Taken My First QM Training, Now What? Patrick Dempsey, Lead Instructional Teaching Specialist, Johns Hopkins Carey Business School Even experienced online instructors find it overwhelming after the first QM training (e.g., APPQMR). This study explores the challenges and best practices of scaffolding novice QM instructors as they design their courses. It provides valuable insights on what training and support work and why.</td>
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<td>A, F, ID, K-12, R, QMC, N</td>
<td>Feedback Loop QM Style: Research and the Rubric Kay Shattuck, Director of Research, and Barbra Burch, Manager of Research and Development, Quality Matters Walk around the edge of the QM Research pool to see what it looks like - and then dive in for a true understanding of what’s under the surface. Get comfortable in the water so you can take a dip whenever you like.</td>
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<tr>
<td>A, F, QMC, N</td>
<td>Measuring Your Steps Toward Optimal Implementation of QM Kay Shattuck, Director of Research, Quality Matters: Barb Altman, Coordinator of Accreditation/COBA, Texas A&amp;M University–Central Texas; and Bethany Simunich, Director, Online Pedagogy and Research, Kent State University Every institution is unique, but all institutions want to improve the quality of their online courses and programs. Learn about the steps in QM implementation and the actions that will move your institution up to the level where it wants to be!</td>
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<tr>
<td>F, ID, N</td>
<td>Designing Student-Friendly Courses with Templates and a Variety of Technology Valerie Yu, Assistant Professor, Fort Hays State University Understanding the need for online graduate nursing courses to be student friendly while exemplary in content, this Midwestern university incorporated standards for course design into their graduate courses. We will discuss a course template design and technology used to stimulate learning.</td>
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<tr>
<td>A, F, ID, K-12, R, QMC, I</td>
<td>Examining Effective Ways to Achieve Learning Objectives Through Discussion Board Ginny Zhan, Professor, Kennesaw State University QM General Standard 5 requires learner interaction and engagement that helps achieve learning objectives. This poster discusses key factors identified by students in online psychology classes that contribute to the effectiveness of regularly scheduled, graded discussions.</td>
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### Session Schedule by Concentration

#### Measuring the Impact of QM

**Monday**
- 1:00 PM – 1:50 PM: Examining Effective Ways to Achieve Learning Objectives Through Discussion Board (Poster)
- 1:00 PM – 1:50 PM: How Does Student Engagement in Quality Matters Courses Compare to Traditionally Designed Courses? (Poster)
- 1:00 PM – 1:50 PM: Course Design, Motivation, and Online Learner Performance (Poster)
- 1:00 PM – 1:50 PM: Feedback Loop QM Style: Research and the Rubric (Poster)
- 1:00 PM – 1:50 PM: Measuring Your Steps Toward Optimal Implementation of QM (Poster)
- 3:20 PM – 4:10 PM: The 3R’s of QM: Reading, Research, and Rubrics
- 4:20 PM – 5:10 PM: The Intersection of Quality Matters and the Greater University Quality Enhancement Landscape

**Tuesday**
- 10:20 AM – 11:10 AM: QM Statewide Systems Talk Data: Inputs, Outputs, and Outcomes
- 11:20 AM – 12:10 PM: Can the Iron Triangle of Access, Cost, and Quality be Flexible?
- 2:00 PM – 2:50 PM: “How Can We Help?” QM’s Role in Research and Supporting You
- 3:30 PM – 4:10 PM: Quality Online Education: What’s Rigor Got to Do with It? Part 1
- 4:20 PM – 5:10 PM: Quality Online Education: What’s Rigor Got to Do with It? Part 2
- 4:20 PM – 5:10 PM: QM Peer Review: Past, Present, and Future

#### Achieving Sustainability

**Monday**
- 11:00 AM – 11:50 AM: “A Rose by Any Other Name Smells as Sweet”: Introducing QM to Reluctant Faculty
- 1:00 PM – 1:50 PM: Integrating Quality Matters into University of Southern Indiana’s Online Course Development Program (Poster)
- 4:20 PM – 5:10 PM: Cultivating a Sustainable Quality Assurance Program

**Tuesday**
- 10:20 AM – 11:10 AM: How Goldilocks and the Three Bears used QM to Bolster their Quality Assurance Programs
- 11:20 AM – 12:10 PM: Woah: With a Template You’re Halfway There
- 2:00 PM – 2:50 PM: A Journey Through QM Design and Development: Intertwined Stories of a Faculty and a Developer
- 3:20 PM – 4:10 PM: QM in Action: Creating a Gamified Faculty Workshop That Teaches QM and the LMS Simultaneously

**Wednesday**
- 8:00 AM – 8:50 AM: Connecting the Dots to Create a Quality Map for Online Programs

#### The Power of QA

**Monday**
- 1:00 PM – 1:50 PM: Map Your Way to a Quality Course: Course Mapping (Poster)
- 1:00 PM – 1:50 PM: Implementation with Intention: An Integrative Framework for Quality Assurance in Online Higher Ed (Poster)
- 1:00 PM – 1:50 PM: Follow the Yellow Brick Road to Quality Assurance! (Poster)
- 2:00 PM – 2:50 PM: Operational Quality Assurance - Ensuring Quality Across an Organization!
- 2:00 PM – 2:50 PM: Feeling Out of Alignment?: Make QM Your Course Chiropractor
Quality Assurance in Online Learning

**Tuesday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
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<tbody>
<tr>
<td>10:20 AM – 11:10 AM</td>
<td>Mapping the Course Path to QM!</td>
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<tr>
<td>10:20 AM – 11:10 AM</td>
<td>Regular and Substantive Interaction: Does Standard 5.2 Need an Update?</td>
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<td>10:20 AM – 11:10 AM</td>
<td>Creating QM-Aligned Curricula with the AlignEd Tool</td>
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<td>11:20 AM – 12:10 PM</td>
<td>Map the Forest and the Trees</td>
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<td>2:00 PM – 2:50 PM</td>
<td>Ensuring Quality After the Review is Over</td>
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<td>2:00 PM – 2:50 PM</td>
<td>Master of the Universe! Utilizing Master Course Templates in Course Design</td>
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<td>2:00 PM – 2:50 PM</td>
<td>To Know Where You Are, It Helps to Know Where You Were: Why Maps Are Vital for Sound Assessment (Quality Talk)</td>
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<td>2:00 PM – 2:50 PM</td>
<td>An Ode to QA: Teaching an &quot;Old&quot; ID New Tricks (Quality Talk)</td>
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<td>2:00 PM – 2:50 PM</td>
<td>Standardizing the Standards! A One-Stop-Shop for General Standard 7 (Quality Talk)</td>
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<td>2:00 PM – 2:50 PM</td>
<td>The Hidden Power of Alignment in Quality Matters Standards (Quality Talk)</td>
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<td>4:20 PM – 5:10 PM</td>
<td>Moving Beyond Compliance: A Collaborative and Context-Specific Framework for Internal QM Reviews</td>
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<td>4:20 PM – 5:10 PM</td>
<td>The Instructional Designer as Project Manager</td>
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**Wednesday**

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<th>Time</th>
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<tr>
<td>8:00 AM – 8:50 AM</td>
<td>Click It for Parents</td>
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<tr>
<td>8:00 AM – 8:50 AM</td>
<td>Create-Your-Own Quality, Interactive Digital Curriculum to Engage Students Across All Subjects (Vendor Showcase)</td>
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<tr>
<td>9:00 AM – 9:50 AM</td>
<td>Is What You Say You Teach What Your Students Learn? Using Strategic Design in Learning &amp; Assessment</td>
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**Leadership Exchange**

**Monday**

<table>
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<tr>
<th>Time</th>
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<tr>
<td>2:00 PM – 2:50 PM</td>
<td>Quality Matters to NMU's Online Teaching Fellows</td>
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<td>3:20 PM – 4:10 PM</td>
<td>Developing a QM Culture During Course Design</td>
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<td>Journey Toward an Effective Program Review - Lessons Learned for Future Reviews</td>
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<td>Piloting a QM-Inspired Quality Assurance Process for All Online Course Offerings</td>
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<td>3:20 PM – 4:10 PM</td>
<td>CHLOE 2017 and 2018 - A Deeper Dive into Trends in Online Education</td>
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<td>4:20 PM – 5:10 PM</td>
<td>QM's Role in Driving Change to Deploy Web-Enhanced Learning at the University Level</td>
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**Tuesday**

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<tr>
<td>2:00 PM – 2:50 PM</td>
<td>Cornerstones of Quality: A Departmental Initiative to Improve Online Course Quality (Quality Talk)</td>
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**Wednesday**

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<th>Time</th>
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<tr>
<td>8:00 AM – 8:50 AM</td>
<td>Adapting QM Standards to Culturally &amp; Pedagogically Different Education Systems: The China Case</td>
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<tr>
<td>8:00 AM – 8:50 AM</td>
<td>Preparing for a Formal QM Review: Comparing Three Models</td>
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<tr>
<td>9:00 AM – 9:50 AM</td>
<td>Using the CPE Rubric as a Cattle Guard</td>
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# Session Schedule by Concentration

## Engagement Strategies

### Monday

<table>
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<td>Do Something NEW with Tools in Your Online Classes</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>Celebrate Collaboration! An Internal Round Table QM Review Team Model</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>Planning a Focused Faculty Learning Community to Address Standard 2.2 (Poster)</td>
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<tr>
<td>1:00 PM</td>
<td>I Have Taken My First QM Training, Now What? (Poster)</td>
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<tr>
<td>1:00 PM</td>
<td>A Survey of Tried and Tested Technology Tools in Undergraduate Online Business Courses (Poster)</td>
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<tr>
<td>1:00 PM</td>
<td>You Can Run but You Cannot Hide: Building Social Presence in Online Learning Through VoiceThread (Poster)</td>
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<tr>
<td>1:00 PM</td>
<td>Engaging the Entire Campus Through the QM Faculty Fellows Program (Poster)</td>
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<td>Creating the Pathway to Engage Faculty Throughout the Institution</td>
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<td>Get a Grip on a Digital HIP: Service-Learning in Online Courses</td>
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<td>Using Face-to-Face Strategies for Active Learner Engagement in Online and Hybrid Courses</td>
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<tr>
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<td>Keynote Conversation Continuation</td>
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### Tuesday

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<tbody>
<tr>
<td>10:20 AM</td>
<td>Baby Steps: Ways to Build QM Interest in a Research University Without Breaking the Bank</td>
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<tr>
<td>10:20 AM</td>
<td>Breaking Bad with QM Standard 8: Ensuring an All Access Pass for Learners</td>
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<tr>
<td>11:20 AM</td>
<td>Coach Metacognition in Highly Interactive Asynchronous Discussion Boards</td>
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<tr>
<td>11:20 AM</td>
<td>Everything I Need to Know about Student Engagement I Learned from a Rabid Sports Fan</td>
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<tr>
<td>11:20 AM</td>
<td>Implementing Strategies for Online Courses: Support of Master Course Template, Peer Team, and LMS</td>
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<tr>
<td>11:20 AM</td>
<td>Course Design - It's a Dirty Job, but Somebody's Got to Do It</td>
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<tr>
<td>2:00 PM</td>
<td>Who Needs QM? We're Already Good! The Challenges of Adopting QM for a Legacy Online Program</td>
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<td>3:20 PM</td>
<td>SoTL from the Start, Incorporating QM Standards</td>
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<td>3:20 PM</td>
<td>Engaging a Campus and Its Faculty: QM Relevance</td>
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<td>3:20 PM</td>
<td>Meeting QM Standard 5 of Engaging Students Through Different Types of Learning Activities</td>
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<tr>
<td>4:20 PM</td>
<td>Three Essential Targets for Establishing a Culture of Continuous QA Improvement</td>
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<td>4:20 PM</td>
<td>Technology vs. Innovation: Strategies to Build an Engaging Online Course</td>
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### Wednesday

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<tr>
<td>8:00 AM</td>
<td>Learner Engagement: Out-of-the-Box Engaging Ideas!</td>
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<tr>
<td>8:00 AM</td>
<td>Are Your Discussion Boards Falling Flat? 5 Easy Assignment Makeovers</td>
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<td>8:00 AM</td>
<td>Increasing Connectivity Through Technology</td>
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<tr>
<td>8:00 AM</td>
<td>Getting Faculty to Say &quot;I Do&quot; - Engaging Faculty in Quality Online Course Development</td>
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<tr>
<td>8:00 AM</td>
<td>The Next Steps in the March for Best Practices, Yavapai College Style!</td>
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<tr>
<td>9:00 AM</td>
<td>Starting Off Right: Engaging Activities for Facilitating the Writing of Learning Outcomes</td>
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<tr>
<td>9:00 AM</td>
<td>Turning Points: Using Quality Matters to Direct Improvements in Online Nursing Programs</td>
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<td>9:00 AM</td>
<td>Debating Online Debate: Merits Across Disciplines to Enhance QM Standards</td>
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<tr>
<td>9:00 AM</td>
<td>Starting Small, Gaining Big: The Accessible Syllabus Project</td>
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### Fresh Ideas

#### Monday

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<tr>
<td>11:00 AM</td>
<td>Using Curriculum Mapping for Alignment-Based Course Development</td>
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<tr>
<td>11:00 AM</td>
<td>Exercising your Brain</td>
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<tr>
<td>11:00 AM</td>
<td>Defining Quality: Competency-Based Education and the Path to Excellence</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>Designing Student-Friendly Courses with Templates and a Variety of Technology (Poster)</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>A Model for Course Redesign: A Spanish Course: Before and After QM IYOC (Poster)</td>
</tr>
</tbody>
</table>
Quality Assurance in Online Learning

2:00 PM – 2:50 PM  Sending the Right Signals with QM: A Competency-Based Educational Model
2:00 PM – 2:50 PM  Get a Twitter Account, Join the #QMConnect Conversation (Quality Talk)
2:00 PM – 2:50 PM  Creating Readable, Accessible Visual Design That Meets Standard 8.4 (Quality Talk)
3:20 PM – 4:10 PM  AccessAbility: 5 Steps to an Accessible Syllabus
4:20 PM – 5:10 PM  Cut it Out! Slashing Course Material Costs in Higher Ed Without Sacrificing Quality
4:20 PM – 5:10 PM  We’re in This Together: Leveraging Online Collaboration
4:20 PM – 5:10 PM  A System-Wide Implementation of QM Learner Support Standards
4:20 PM – 5:10 PM  Preparing for a Series of Official QM Reviews - Pitfalls and Plans

Tuesday
10:20 AM – 11:10 AM  Calming the Waves, Navigating a Sea of Reluctance
10:20 AM – 11:10 AM  Getting the Most from Your ID - What Can Designers Do for Me?
10:20 AM – 11:10 AM  Reverse Engineering the QM Rubric to Inform Face-to-Face Course Design
11:20 AM - 12:10 PM  Idea Round-up: Promoting Collaboration and Providing Support
11:20 AM - 12:10 PM  General Standards 4/5 and Open Educational Resources: The What, the Why, and the How!
11:20 AM - 12:10 PM  Teaching Naked Online
2:00 PM - 2:50 PM  Teaching in the Tower of Babel: Creating World Language/English Language Learning Activities
2:00 PM - 2:50 PM  Why Don’t Students Read My Syllabus?: Just-in-Time Design Using Alignment and Your LMS
2:00 PM - 2:50 PM  Master the QM Rubric: 6 Tips to Curate Comprehensive Instructional Materials for Student Success
2:00 PM - 2:50 PM  Creating Engaging, Interactive, and Accessible Online Courses
3:20 PM - 4:10 PM  Design Thinking: A Method for Bringing Innovation and Creativity to Online Course Design
3:20 PM - 4:10 PM  Reimagining the 5 Ws: Online Course Quality and Alignment
3:20 PM - 4:10 PM  Introducing ViVo: How Our Institution Makes Quality Video-Based Content Accessible and Informative
3:20 PM - 4:10 PM  How to Gamify Your Quality Matters-Based Course
3:20 PM - 4:10 PM  From Papyrus Scrolls to Virtual Screens: Adapting to Changing Times
4:20 PM - 5:10 PM  Using QM to Further Encourage Ownership Through Student Orientation
4:20 PM - 5:10 PM  Keep Calm, Caption On . . .
4:20 PM - 5:10 PM  Ensuring Accessibility Through Peer-Developed Courses
4:20 PM - 5:10 PM  Increasing Interaction and Engagement with OER

Wednesday
9:00 AM – 9:50 AM  What is Open? Adopting and Liberating an Open Music Appreciation Textbook
9:00 AM – 9:50 AM  Student ID Verification-Implementation Success Tips from TCC District Connect Campus (Vendor Showcase)
9:00 AM – 9:50 AM  Pathways to Excellence: Assessing Student Success in Writing

News You Can Use from QM

Monday
11:00 AM – 11:50 AM  Quality Matters Overview
11:00 AM – 11:50 AM  Master Reviewer Meeting
3:20 PM – 4:10 PM  QM International Outreach Updates & iQM Association Membership Gathering
5:20 PM – 6:10 PM  QM-IDA Membership Meeting

Tuesday
8:00 AM – 8:45 AM  QMC Breakfast
5:15 PM – 6:05 PM  QM-Certified Facilitator Meeting

Wednesday
9:00 AM – 9:50 AM  QM Teaching Online Certificate Earners Panel
Schedule and Program

“Pathways to Excellence,” Omni Hotel, Fort Worth, Texas

Intended Audience Legend:
A: Administrators
F: Faculty
ID: Instructional Designers
K-12: K-12
R: QM Peer Reviewers & QM Master Reviewers
QMC: QM Coordinators
N: New to QM
I: Intermediate Knowledge of QM
E: Experienced with QM

MONDAY
Monday, September 25

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<th>TIME/ROOM</th>
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<tr>
<td>8:15 AM - 9:00 AM</td>
<td>Texas Ballroom A-F</td>
<td>Breakfast</td>
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<tr>
<td>8:15 AM - 9:00 AM</td>
<td>Stockyards 1</td>
<td>Newcomers Breakfast</td>
<td>Yaping Gao, Senior Academic Director: Programs &amp; Services, and Christine Voelker, K-12 Program Director, Quality Matters</td>
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</table>
| 9:00 AM - 10:30 AM | Texas Ballroom A-F | Keynote: Pathways to Excellence: A Reflection on How Connections Enrich Learning | Todd Zakrajsek, Associate Professor and Associate Director of the Faculty Fellowship in the Department of Family Medicine, University of North Carolina School of Medicine
Actual pathways expedite transmission along a given route, whether a trail through the forest, the organizational chart in a company, or the synergy that occurs when two or more concepts align. Connections are the true foundation of learning. In this session we’ll explore the connections that motivate learners, advance concepts, and integrate learning systems and how these connected pathways contribute to enriching the foundation for learning. |
| 10:30 AM - 11:00 AM | Texas Ballroom Foyer | Break | |
| 11:00 AM - 11:50 AM | Sundance 3 | Quality Matters Overview | Brenda Boyd, Senior Academic Director, Program Services, Quality Matters
The QM Overview session is designed for faculty, staff, and administrators who are new to QM. Come join us for a quick introduction to QM: how it works, what’s in it for institutions, and how QM can support efforts to help students succeed. |
| 11:00 AM - 11:50 AM | Sundance 1 | Defining Quality: Competency-Based Education and the Path to Excellence | Deb Bushway, Consultant, Lumina Foundation, and Lisa McIntyer-Hite, Executive Director of Product Innovation, Walden University
The Competency-Based Education Network (C-BEN) gathered leading CBE program designers and experts in accreditation and quality assessment to create the Quality Standards for Competency-Based Programs. Join some of these experts to learn about the Standards and how to apply them in a CBE program. |

News You Can Use from QM
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### Master Reviewer Meeting

**Presenter(s):** Melissa Poole, Director of Quality Assurance, Quality Matters

**Description:**
Network and meet fellow Master Reviewers to discuss participation in course reviews.

### This One is Going to Need Some Work: Building Relationships Through Difficult Conversations

**Presenter(s):** Lucy Kefauver, Director of Distance Education, West Liberty University

**Description:**
How many times have you had to deliver the news that a course needs improvement when working with faculty in online course development? Do you dread it? You don't have to! This session will help you identify strategies for building relationships through these difficult conversations.

### Celebrate Collaboration! An Internal Round-Table QM Review Team Model

**Presenter(s):** Katie Mercer, Distance Learning Coordinator and Public Health Instructor, Georgia Southern University

**Description:**
The focus of this session is a six-step process for performing an internal collaborative round-table QM review: Course Selection; Recruitment of Internal QM Reviewers; Logistics of Review; Review; Report Findings to Course Representative/Instructor; and Follow-up on Course Updates.

### "A Rose by Any Other Name Smells as Sweet": Introducing QM to Reluctant Faculty

**Presenter(s):** Wren Mills, Assistant Director, and Alicia Pennington, Instructional Designer, Center for Innovative Teaching and Learning, Western Kentucky University

**Description:**
Do you have faculty who balk at learning about Quality Matters? Come to this session to learn how and why we created a faculty learning community to help faculty refresh and revise courses using the QM Rubric as a basis but did not reveal that was what we were doing until the very last gathering.

### Exercising Your Brain

**Presenter(s):** Ed Bowen, QM Academic Advisory Council Member

**Description:**
Is your brain fit? Just like endurance, strength, and agility; your memory, perception, and cognition can be improved through exercise. Ready for a work out? Come and enjoy a session that shows ways to improve brain fitness and improve course design.

### Using Curriculum Mapping for Alignment-Based Course Development

**Presenter(s):** Lynn Wahl, Instructional Designer II, University of North Carolina Charlotte

**Description:**
Alignment is hard, but it doesn't have to be incomprehensible. Whether you're an instructional designer consulting with faculty on the alignment process or a faculty member needing to develop a course, this session will provide you with strategies and tools to demystify the alignment process.
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**Monday, September 25**

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Sherrell Wheeler, Director of Quality Assurance; Karen May, Adjunct Instructor; and Noel Romero, Assistant Professor of IT, New Mexico State University Alamogordo |
| 12:00 PM – 1:00 PM | Texas Ballroom A-F | | | Lunch  
Birds of a Feather tables |
| 1:00 PM – 1:50 PM | Texas Ballroom Foyer | | | Poster Session  
See details on pages 10 and 11 |
| 2:00 PM - 2:50 PM | Sundance 3 | A, F, ID, R, QMC, E | Engagement Strategies | Get a Grip on a Digital HIP: Service-Learning in Online Courses  
Jennifer Campbell and Lynnda Brown, Associate Professors/Instructional Designers, and Kristen Marangoni, Assistant Professor/Service-Learning Coordinator, Tulsa Community College |
| 2:00 PM - 2:50 PM | Texas Ballroom GH | A, F, ID, K-12, I | The Power of QA | Operational Quality Assurance - Ensuring Quality Across an Organization!  
Crystal Guiler, National Curriculum Manager, Florida Virtual School |
| 2:00 PM - 2:50 PM | Fort Worth Ballroom S | A, F, ID, K-12, I | The Power of QA | Quality Talks  
Let Me Introduce Myself . . .  
Reba-Anna Lee, Director of Online Program Development, School of Professional Studies, Northwestern University |
| | | A, F, ID, K-12, R, QMC, N | Fresh Ideas | Get a Twitter Account, Join the #QMConnect Conversation  
Keith O’Neal, Instructional Designer, Lipscomb University |
| | | A, F, ID, K-12, R, QMC, I | The Power of QA | Fast Track to K-12 Standard 8 Alignment  
Kristi Peacock, Instructional Designer, Michigan Virtual University |
| | | A, F, ID, K-12, R, QMC, N | | |
| | | A, F, ID, K-12, R, QMC, I | | |

Don't miss this interactive session to demonstrate tools that specifically address Standard 6.2. Learn how to make your course interactive, increase instructor presence at no cost, and look at options for authentic assessment. Bring your devices to play along while we learn together!

Explore how to increase student engagement (QM Standards 5.1 and 5.2) in your online course through the high-impact practice of service-learning.

Decisions, decisions! How do we make them with quality assurance in mind? Let's learn! This presentation will provide both examples of successful quality-driven operational decisions and the tools to make quality-driven decisions that lead to sustainable and measurable outcomes.

Are you an online introvert? Do you feel shy getting to know your students online, or are your students already in a cohort and you are the new kid on the block? This session will show some quick tips and tricks for online introductions, icebreakers, and team-building techniques.

Twitter is the largest Professional Learning Network in existence, and we need to get QM attendees plugged in. What does #QMConnect mean??? Come find out and learn how to keep up to date with @QMProgram all year long. We will also discuss whom to follow, Twitter tips, and more. Join the #QMConnect discussion.

This session will offer a quick presentation on the hints, tips, and tricks that one organization has gleaned on its journey to accessibility.
## Monday, September 25

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Elizabeth McMahon, Statewide Lead QM Coordinator, Minnesota Online Quality Initiative |
| Fort Worth Ballroom 4 | A, F, ID, I | Sending the Right Signals with QM: A Competency-Based Educational Model  
J. Cody Moyer, Instructional Technologist; Anna Butler, Mathematics Faculty, Department Coordinator; and Jacobus Valk, Science Faculty, Polk State College |
| Fort Worth Ballroom 1-3 | A, F, ID, R, QMC, I | Creating the Pathway to Engage Faculty Throughout the Institution  
Marsha Orr, Distance Education Faculty Liaison; Sinjini Mitra, Assistant Professor ISDS Department; and Su Swarat, Director of Assessment and Educational Effectiveness, California State University, Fullerton |
| Texas Ballroom 1J | A, F, ID, I | Feeling Out of Alignment?: Make QM Your Course Chiropractor  
Jacklyn Pierce, Assistant Professor, Lake-Sumter State College |
| Sundance 1 | A, F, ID, N | Quality Matters to NMU's Online Teaching Fellows  
Matthew Smock, Director, Center for Teaching & Learning, Northern Michigan University |
| Sundance 2 | F, ID, I | Using Face-to-Face Strategies for Active Learner Engagement in Online and Hybrid Courses  
Rayne Vieger and Susan Fein, Instructional Designers, Oregon State University |
## Monday, September 25

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| 2:00 PM - 2:50 PM | Fort Worth Ballroom 6-8 A, F, ID, K-12, R, QMC, I Engagement Strategies | **Keynote Conversation Continuation**
Todd Zakrajsek, Associate Professor and Associate Director of the Faculty Fellowship in the Department of Family Medicine, University of North Carolina School of Medicine
Join keynote presenter Dr. Todd Zakrajsek to continue talking about how connections enrich learning. |
| 2:50 PM – 3:20 PM | Texas Ballroom Foyer | Break |
| 3:20 PM - 4:10 PM | Fort Worth Ballroom 5 A, F, ID, I Leadership Exchange | **Piloting a QM-Inspired Quality Assurance Process for All Online Course Offerings**
Savilla Banister, Associate Professor, Bowling Green State University
This session shares the far-reaching impact a QM Consortium relationship can have on a large university campus, leveraging the expertise of faculty who had participated in the APPQMR and the access to QM support that a statewide consortium provides. |
| 3:20 PM - 4:10 PM | Fort Worth Ballroom 4 A, F, ID, K-12, R, N The Power of QA | **Welcome to Pasta 401: Bring Your Appetite for Creating Course Alignment**
Larissa Cremeens, Instructional Designer, and Laura Suero-Cole, Online Learning Consultant, University of Southern Indiana
Are you hungry for course alignment? In this session, you'll practice the fundamental process of designing an aligned course from "scratch." Using the tools created by the USI Instructional Designer team as your main ingredient, you will end up with a delicious course recipe. |
| 3:20 PM - 4:10 PM | Sundance 2 A, F, ID, K-12, R, QMC, I News You Can Use from QM | **QM International Outreach Updates & iQM Association Membership Gathering**
Yaping Gao, Senior Academic Director, Member Services & Partnerships; Deb Adair, Executive Director; and Fernando Senior, International Representative, Quality Matters
Hear updates about QM international initiatives and share your ideas on how QM can expand its impact in non-English speaking regions. This is the second annual meeting for the iQM Association, a group of QM experts with foreign language expertise and cultural knowledge. It's not too late to join iQM! |
| 3:20 PM - 4:10 PM | Stockyards 1 A, F, ID, K-12, R, QMC, I Measuring the Impact of Quality | **The 3R's of QM: Reading, Research, and Rubrics**
David Meabon, Faculty, and Wade Lee, Associate Professor, Electronic Research Librarian, The University of Toledo
Members of a research team at a Midwestern university will provide a brief overview of the findings from their 12-month comprehensive analysis and criticism of the scholarly literature detailing published research about online higher education within the last three years. |
| 3:20 PM - 4:10 PM | Sundance 1 A, F, ID, K-12, QMC, I The Power of QA | **Learner Success from the Get-Go: Two Types of Orientation Set the Stage**
Pamela Morris, Faculty, and Usha Venkat, Director of Information Technology, Alamo Colleges-San Antonio College, and Renee Drabier, Director of Alamo Colleges Online (ACOL), Alamo Colleges District
Does your online program/course include two types of orientation? Discover the importance of each type; and research findings and how others design, deliver, and track learner activity in an orientation for online learners and an orientation for an online course. |
### Monday, September 25

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| 3:20 PM - 4:10 PM | Sundance 3 A, F, ID, QMC, E Leadership Exchange | Journey Toward an Effective Program Review - Lessons Learned for Future Reviews  
*Enoch Park, QM/Online Learning Specialist; and Shanna Coles, Senior Program Manager, Distance Education and Summer School, University of North Carolina at Charlotte*  
Is your institution or program interested in QM Program Review? Are you prepared for the review process? For your new journey, the panel in this session will answer questions, share their experience, and clarify the potential myths through a fun discussion. |
| 3:20 PM - 4:10 PM | Fort Worth Ballroom 6-8 A, ID, QMC, I Leadership Exchange | Developing a QM Culture During Course Design  
*Stella Porto, Learning & Knowledge Management Specialist, Inter-American Development Bank*  
What if QM Standards could be more easily enforced during the design and development phases? Participants will go through the motions of identifying how the QM Rubric can be used for the design and development phase of a new course. |
| 3:20 PM - 4:10 PM | Texas Ballroom GH A, F, ID, K-12, N Fresh Ideas | AccessAbility: 5 Steps to an Accessible Syllabus  
*Alissa Sells, Program Administrator, eLearning & Open Education, Washington State Board for Community & Technical Colleges*  
Are you interested in meeting QM Standard 8.3 by improving the accessibility of your course syllabus? Join me for this hands-on session where we’ll explore the accessibility features in Microsoft Word. You’ll have plenty of practice time during the session, so please bring your own computer. |
| 3:20 PM - 4:10 PM | Texas Ballroom IJ A, F, ID, QMC, N Leadership Exchange | CHLOE 2017 and 2018 - A Deeper Dive into Trends in Online Education  
*Ron Legon, Senior Advisor for Knowledge Initiatives and Executive Director Emeritus, Quality Matters, and Richard Garrett, Chief Research Officer, Eduventures*  
| 4:20 PM - 5:10 PM | Sundance 1 A, F, ID, R, I Leadership Exchange | QM’s Role in Driving Change to Deploy Web-Enhanced Learning at the University Level  
*Bandar Al-Amer, Dean, and Mostafa Elgharbawy, Instructional Design Team Leader, Imam Abdulrahman bin Faisal University*  
This presentation will tackle the university’s attempt to adopt selected QM Standards for F2F academic programs. It will address (a) background, (b) the eLearning pilot project, (c) eCourse design and development templates, (d) leadership support, (e) results and samples, and (f) achievements and future plans. |
| 4:20 PM - 5:10 PM | Texas Ballroom IJ A, F, ID, K-12, I Fresh Ideas | We’re in This Together: Leveraging Online Collaboration  
*Luis Alvarado and Erika Huezo, Instructional Designers, Florida International University Online*  
One of the great debates that professors/instructors have is whether or not to incorporate a group assessment. Many concerns exist related to collaborative activities, but there is research to suggest that student-to-student interaction is beneficial to student learning outcomes. |
### Monday, September 25

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| 4:20 PM - 5:10 PM | Texas Ballroom GH | **Toss Those Cookie Cutters! Grappling with Quality, Consistency, Scalability, and Academic Freedom**  
Debra Canavan, QM Coordinator, eLearning Instructional Specialist, and Adjunct Faculty, University of Alaska Anchorage and Kodiak College, and Heather Nash, Associate Director for Academic Innovations & eLearning, University of Alaska Anchorage  
Throw away the cookie cutter course models! Let's examine the ingredients for collaboratively designed, QM-integrated, centrally developed courses that include spices of quality, consistency, scalability, academic freedom, and unique teaching styles. |
| 4:20 PM - 5:10 PM | Fort Worth Ballroom S | **The Intersection of Quality Matters and the Greater University Quality Enhancement Landscape**  
Jenelle Hodges, Instructional Design Specialist, and Jenna LaChenaye and Claire Mowling, Assistant Professors, University of Alabama at Birmingham  
Through discussion of ongoing research, the intersections between teaching, participant, and course design quality will be explored through relationships between Quality Matters practice and parallel university quality enhancement initiatives. |
| 4:20 PM - 5:10 PM | Sundance 3 | **A System-Wide Implementation of QM Learner Support Standards**  
Xuemei Li, Blackboard Administrator, and Dorothy Jones, Dean of the School of Extended Learning, Norfolk State University  
In April 2016, the SEL (School of Extended Learning) at Norfolk State University applied a system-wide approach for all courses to meet the Quality Matters Rubric General Standard 7: Learner Support. In this presentation, we will share our design, the implementation, and the pros of our approach. |
| 4:20 PM - 5:10 PM | Fort Worth Ballroom 6-8 | **Preparing for a Series of Official QM Reviews - Pitfalls and Plans**  
Ken Muessig, Instructional Designer, and Hilda Benton, Instructor of Spanish, University of Arkansas  
We have completed four official QM course reviews. The first review was halted because the objectives did not align with the assessments. The next three courses met Standards without amendments and took less time to prepare. We cut the prep time by two-thirds. We found shortcuts. |
| 4:20 PM - 5:10 PM | Fort Worth Ballroom 1-3 | **Cut it Out! Slashing Course Material Costs in Higher Ed Without Sacrificing Quality**  
Lergia Olivo, Instructional Design Manager, Florida International University, and Maikel Alendy, Lead Instructional Designer, FIU Online  
Participants will learn about our institution's Affordability Counts program and how it has impacted course material costs in our courses. Let's discuss how to design your course with both cost and quality in mind and the resources at your disposal. |
| 4:20 PM - 5:10 PM | Fort Worth Ballroom 4 | **Cultivating a Sustainable Quality Assurance Program**  
Dionne Thorne, Director, Instructional Design and Online Learning; Sarah Barnhardt, Associate Professor, ESOL; and Stephen Kabrhel, Associate Professor, Department Chair, Physical Sciences, The Community College of Baltimore County  
Quality Matters certification ensures high standards for online courses. However, what if the institution is unable to financially afford certification for all online courses? The panel shares the story of how one college created an internal review process based on QM. |
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<tr>
<td>4:20 PM - 5:10 PM</td>
<td>Stockyards 1</td>
<td>The Thrill of the Hunt: Find and Evaluate OER to Personalize and Differentiate &lt;br&gt;Christine Voelker, K-12 Program Director, Quality Matters  &lt;br&gt;Refreshing your class with engaging materials that are current, authoritative, appropriate, and (best of all) free is easier than ever! Learn how to find and incorporate these resources into your course with strategies for ensuring they align to your objectives, activities, and assessments.</td>
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<tr>
<td>A, F, ID, K-12, QMC, N</td>
<td>The Power of QA</td>
<td>QM-IDA Membership Meeting &lt;br&gt;Penny Ralston-Berg, Senior Instructional Designer, Penn State World Campus; and Sandra Johnson, Lead Instructional Consultant, New Mexico State University &lt;br&gt;Join the QM-IDA Leadership Team for an overview of what the Quality Matters Instructional Designers Association is, an update on the past year’s accomplishments, and plans for the coming year. Current and potential members are welcome to attend.</td>
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<td>5:20 PM - 6:10 PM</td>
<td>Texas Ballroom IJ</td>
<td>News you can Use from QM</td>
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## Tuesday, September 26

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<tr>
<td>8:00 AM - 8:45 AM</td>
<td>Texas Ballroom A-F</td>
<td>Breakfast</td>
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<td>8:00 AM - 8:45 AM</td>
<td>Stockyards 1, QMC, I</td>
<td>News You Can Use from QM</td>
<td>QMC Breakfast</td>
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<td>8:00 AM - 8:45 AM</td>
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<tr>
<td>8:45 AM - 10:00 AM</td>
<td>Texas Ballroom A-F</td>
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<td>Keynote Plenary Session: Pushing Boundaries: Are you Flexible Enough to Personalize?</td>
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<tr>
<td>8:45 AM - 10:00 AM</td>
<td>Fort Worth Ballroom S, F, ID, I</td>
<td>The Power of QA</td>
<td>Creating QM-Aligned Curricula with the AlignEd Tool</td>
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<td>10:00 AM - 10:20 AM</td>
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<td>Break</td>
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<tr>
<td>10:20 AM - 11:10 AM</td>
<td>Fort Worth Ballroom S, F, ID, I</td>
<td>The Power of QA</td>
<td>Reverse Engineering the QM Rubric to Inform Face-to-Face Course Design</td>
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<tr>
<td>10:20 AM - 11:10 AM</td>
<td>Sundance 3, F, ID, K-12, R, QMC, E</td>
<td>Achieving Sustainability</td>
<td>How Goldilocks and the Three Bears Used QM to Bolster Their Quality Assurance Programs</td>
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<td>Texas Ballroom IJ</td>
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<td>How Goldilocks and the Three Bears Used QM to Bolster Their Quality Assurance Programs</td>
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### Keynote Plenary Session: Pushing Boundaries: Are you Flexible Enough to Personalize?

**Karen Vignare, Executive Director, Personalized Learning Consortium at the Association of Public and Land-Grant Universities**

Technology is rapidly changing learner engagement. New tools, adaptive learning, early alerts, and predictive analytics allow for timely, personalized interventions. This session will explore how learner data is used to design courses that are more student-centered – with a focus on how technology use impacts course content, assessment, and activities – and will challenge existing perceptions of quality course design and instruction.

### Creating QM-Aligned Curricula with the AlignEd Tool

**Erin Breitenbach, Associate Professor, A. T. Still University**

Discover a tool that streamlines curriculum development while also ensuring QM alignment. Use it with your team to create, update, analyze, and make informed decisions about curricula that meet QM Standards. Bring a laptop and your curriculum components to apply the tool or watch an example.

### Reverse Engineering the QM Rubric to Inform Face-to-Face Course Design

**Steven Crawford, Associate Director for Academic Innovation, Arizona State University**

How might we creatively use the QM Rubric to inform the design and/or review of our face-to-face courses? What are the barriers to using the Rubric in this manner? Could a new Rubric be developed that is specific to face-to-face course design?

### How Goldilocks and the Three Bears Used QM to Bolster Their Quality Assurance Programs

**Karyn Holt, Associate Clinical Professor, and Ray Lum, Professor, Drexel University**

Using two QM fairy tales, this session will explain the various scenarios of QM integration into a quality assurance program and their ability to absorb disruptions and shocks to preserve the integrity of quality assurance.
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| 10:20 AM - 11:10 AM |                  | **Baby Steps: Ways to Build QM Interest in a Research University Without Breaking the Bank**  
*Darrin Jones, Quality Matters Coordinator, Iowa State University*  
Growing a QM program takes time, and, in research institutions, you may find that your funding is limited. This session will focus on ideas that need your time, meeting spaces, and, hopefully, a Quality Matters subscription, but very little financial investment on the part of your department. |
| Fort Worth Ballroom 6-8 | A, QMC, I | **Mapping the Course Path to QM!**  
*Natasha Lindsey, Assistant Professor and Instructional Designer, and John McGee, Director, Educational Technology Services, University of North Alabama*  
This session will discuss using course maps to help faculty and designers work together to conceptualize goals for instruction, to help students understand the purpose of course goals and instructional materials, and to design instruction that satisfies accrediting bodies and QM alignment. |
| 10:20 AM - 11:10 AM |                  | **Breaking Bad with QM Standard 8: ensuring an All-Access Pass for Learners**  
*Don Lourcey, School Support Consultant, and Chris Smith, Instructional Designer, North Carolina Virtual Public School*  
Creating an online course that is accessible to diverse learners can be challenging. This session explains the what, why, and how of providing all students access to content and activities so they can easily navigate and interact with online course modules. |
| Stockyards 1 | ID, K-12, R, I | **Regular and Substantive Interaction: Does Standard 5.2 Need an Update?**  
*Renée Petrina, Principal Online Instructional Designer, Indiana University; David Becker, Instructional Design & Technology Specialist, Indiana University Southeast; and Julia Sanders, Principal Online Instructional Designer, Indiana University - eDS*  
Interaction is a major compliance issue, but Department of Education guidelines aren't clear. So we developed a QM-style "interaction standard" to guide our faculty. Come learn from our experiences and discuss whether SRS 5.2 needs an update. Bring your own device to take part in the discussion. |
| 10:20 AM - 11:10 AM |                  | **Getting the Most from Your ID - What Can Designers Do for Me?**  
*Penny Ralston-Berg, Senior Instructional Designer, Penn State World Campus, and Eddie Andreo, Associate Vice President for Distance Learning, Cowley College*  
Faculty responsibilities in higher ed continue to grow. At the same time, there are more instructional designers in higher ed than ever before. How can these two groups of professionals collaborate for a more productive and higher-quality course design - making the best use their time? |
| Fort Worth Ballroom 1-3 | A, F, ID, K-12, R, QMC, N | **Calming the Waves, Navigating a Sea of Reluctance**  
*Elizabeth Rodriguez, Director, Center for Distance Learning, Laredo Community College*  
Are you bogged down with the prospect of applying the Quality Matters Rubric to the design of your online course(s)? Come see what one institution did to help faculty get started using the QM Rubric in their online course design. |
### Tuesday, September 26

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<td><strong>10:20 AM - 11:10 AM</strong>&lt;br&gt;Sundance 2&lt;br&gt;A, F, QMC, I&lt;br&gt;<em>Measuring the Impact of Quality</em>&lt;br&gt;Kay Shattuck, Director of Research, Quality Matters; Ashley Skylar, Quality Assurance Manager and Brett Christie, Director of Quality Learning and Teaching, California State University; Elizabeth McMahon, Statewide Lead QM Coordinator, Minnesota Online Quality Initiative; Robin O’Callaghan, Senior Instructional Designer, Winona State University; and Bethany Simunich, Director, Online Pedagogy &amp; Research - Kent State Online, Kent State University&lt;br&gt;Data on QM implementation: statewide systems have a lot of it. See how data needs are determined by their desired outcomes, what is collected and tracked - and how. Leave with plans for your own system's meaningful data collection.</td>
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<td><strong>11:20 AM - 12:10 PM</strong>&lt;br&gt;Fort Worth Ballroom 5&lt;br&gt;A, F, ID, N&lt;br&gt;<em>Engagement Strategies</em>&lt;br&gt;Eddie Andreo, Associate Vice President for Distance Learning, Cowley College, and Steven Crawford, Associate Director, Arizona State University&lt;br&gt;There are many things that both faculty and instructional designers do that help improve the quality of course design. In this session we will investigate those hidden tasks and discuss how both faculty and instructional designers can work together.</td>
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<td><strong>11:20 AM - 12:10 PM</strong>&lt;br&gt;Sundance 3&lt;br&gt;A, F, ID, R, QMC, I&lt;br&gt;<em>Fresh Ideas</em>&lt;br&gt;Robin O’Callaghan, Senior Instructional Designer, Winona State University, and Elizabeth McMahon, Faculty, Northland Community and Technical College&lt;br&gt;This round-table discussion will focus on strategies to support various QM roles. Discussion will include supporting QMCs and Peer Reviewers/Master Reviewers using webinars, mini-retreats, custom video training, self-paced modules, setting clear expectations, and virtual conferencing.</td>
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| 11:20 AM - 12:10 PM | Fort Worth Ballroom 6-8 A, F, ID, K-12, I Fresh Ideas | Teaching Naked Online  
Keith O’Neal, Instructional Designer, Lipscomb University  
Moving technology out of your college classroom to improve student learning is described by Dr. Jose Bowen as Teaching Naked. In this session we will take a fresh look at QM Standards through the Teaching Naked lens and work to articulate the value we, as faculty, bring to the online classroom. |
| 11:20 AM - 12:10 PM | Stockyards 1 A, F, ID, K-12, R, N Engagement Strategies | Coach Metacognition in Highly Interactive Asynchronous Discussion Boards  
Jon Oestreich, Instructional Designer, Wisconsin Virtual School - a Partner of the Wisconsin Digital Learning Collaborative, and Peter Arashiro, Executive Director, Michigan Virtual School  
Metacognition plays an important role in student achievement and retention of knowledge. See examples and ask questions about how the QM Rubric steers use of asynchronous interaction to measure student engagement, facilitator coaching, and assessment strategies of K-12 metacognition. |
| 11:20 AM - 12:10 PM | Fort Worth Ballroom 1-3 A, F, I Measuring the Impact of Quality | Can the Iron Triangle of Access, Cost, and Quality be Flexible?  
Stella Porto, Learning and Knowledge Management Specialist, Inter-American Development Bank, and Kay Shattuck, Director of Research, Quality Matters  
Quality is perceived as intrinsically connected to cost and access through the Iron Triangle. Technology is believed to add flexibility to this relationship. How can Quality Matters and more specifically the Quality Matters Program Certification contribute to assuring quality? |
| 11:20 AM - 12:10 PM | Sundance 2 A, F, ID, K-12, R, QMC, N Engagement Strategies | Implementing Strategies for Online Courses: Support of Master Course Template, Peer Team, and LMS  
Rich Schultz, Associate Dean of the Center for Online Education, North Park University  
Does your intuition have challenges with faculty buy-in? Are course developers offered professional development? Are design elements embedded into your LMS? This interactive discussion presents a case study addressing these issues and offers solutions for different institutions. |
| 11:20 AM - 12:10 PM | Texas Ballroom GH F, ID, I Fresh Ideas | General Standards 4/5 and Open Educational Resources: The What, the Why, and the How!  
Jane Sprangers, Instructor, Hennepin Technical College  
Interested in “new” ways to boost learner engagement and success in your course? Have you heard about Open Educational Resources but wish to know more? Then this session is for you! Come explore the what, the why, and the how of OER. You will leave the session with a plan and a list of OER resources. |
| 12:20 PM – 1:50 PM | Texas Ballroom A-F | Awards Luncheon |
| 2:00 PM - 2:50 PM | Sundance 2 A, F, ID, K-12, I Fresh Ideas | Master the QM Rubric: 6 Tips to Curate Comprehensive Instructional Materials for Student Success  
Mark Christensen, Director of Marketing, Ed Map, and Karen VenDouvem-Srba, VP, Academic and Instructional Technology, American Public University System  
Developing an effective online course requires more than an average score on the instructional materials QM Rubric. Learn how to facilitate discovery and selection of multiple types of course content that are aligned with student learning outcomes. |
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<td><strong>The Power of QA</strong></td>
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<td><strong>Fresh Ideas</strong></td>
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<td><strong>Measuring the Impact of Quality</strong></td>
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<td>2:00 PM - 2:50 PM</td>
<td>Stockyards 1 A, F, ID, K-12, QMC, N</td>
<td><strong>Creating Engaging, Interactive, and Accessible Online Courses (Vendor Showcase)</strong></td>
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<td><strong>Engagement Strategies</strong></td>
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<td>2:00 PM - 2:50 PM</td>
<td>Texas Ballroom GH A, F, ID, K-12, R, QMC, E</td>
<td><strong>Ensuring Quality After the Review is Over</strong></td>
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**Master of the Universe! Utilizing Master Course Templates in Course Design**  
Darci Duran, Manager, Instructional Design, and Audra Pickett, Professional Development & Teaching Excellence Specialist, Colorado Community Colleges Online  
Have you ever felt powerless or creatively paralyzed when it comes to incorporating the QM Standards in your course design? In this dynamic, practical, and powerful session, you will learn how to develop a functional Master Course Template that will address 26 of the 43 Quality Matters Standards.

**Creating Engaging, Interactive, and Accessible Online Courses (Vendor Showcase)**  
Denise Kelly, Director Business Development, and Katie Egan, Chief Executive Officer, CourseArc  
Participants will review accessibility requirements and receive an overview of CourseArc functionality for creating interactive but still fully accessible online content. Then they will create their own interactive and accessible content.

**“How Can We Help?” QM’s Role in Research and Supporting You**  
Elizabeth McMahon, Statewide Lead QM Coordinator, Minnesota Online Quality Initiative, and Bethany Simunich, Director, Online Pedagogy & Research - Kent State Online, Kent State University  
This round-table discussion will address commonly asked questions about research related to Quality Matters. Including information about the QM Research Toolkit, this session may be just what you need to find, use, or begin research that can inform decisions about your QM implementation.

**Teaching in the Tower of Babel: Creating World Language/English Language Learning Activities**  
Jolene Montoya, Curriculum Manager; Greg Rockwood, Course Development Specialist, Idaho Digital Learning; and Kimberli Wray, Director for Extended Learning, Williston State College  
Do you find world language and English as a new language courses tricky to design? We can help! Bring your smartphone/device with you to explore OER activities and tools aligned to common language objectives in this highly interactive session.

**Who Needs QM? We’re Already Good! The Challenges of Adopting QM for a Legacy Online Program**  
Laurel Newman, Director - Online Programs - College of Business; Carolee Rigsbee, Assistant Professor, Management; and Carol Jessup, Associate Professor, Accountancy, University of Illinois Springfield  
This conversation will examine the challenges faced in implementing Quality Matters in an online degree program with a 10-year record of relative success. Barriers to innovation for legacy online programs and potential solutions for overcoming these barriers will be explored.

**Ensuring Quality After the Review is Over**  
Sherrell Wheeler, Director of Quality Assurance; Karen May, Adjunct Instructor; and Noel Romero, Assistant Professor of IT, New Mexico State University Alamogordo  
What happens after the QM review? How does a campus go from QM to total QA? Hear how campus-wide quality assurance is maintained at NMSU-A. Topics include ensuring the quality of online courses and their delivery, as well as campus-wide equivalent services for online students.
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| **2:00 PM - 2:50 PM** | **Why Don't Students Read My Syllabus?: Just-in-Time Design Using Alignment and Your LMS**  
Otis Wilder, Professional Development Coordinator, University of South Florida - St. Petersburg  
How many times have students asked you a question when the information was right in the syllabus? This session explores the purpose of a syllabus and provides insight on how to integrate a syllabus in your LMS using the principle of alignment and the QM Rubric. |
| **Sundance 1**     | **Quality Talks**  
**An Ode to QA: Teaching an "Old" ID New Tricks**  
Susan Fein, Instructional Designer, Oregon State University Ecampus  
Take a five-minute break from the serious! Enjoy this whimsical reflection about how QM Standards taught an "old" ID a few new tricks. A lyrical, light-hearted recap from an experienced instructional designer after completing the APPQMR workshop, this session is guaranteed to put a smile on your face! |
| **Fort Worth Ballroom 5** | **Standardizing the Standards! A One-Stop-Shop for General Standard 7**  
Debra Canavan, QM Coordinator, eLearning Instructional Specialist, and Adjunct Faculty, University of Alaska Anchorage and Kodiak College  
The journey from a "No Template LMS Template" to a "One-Stop-Shop": the trials, errors, and progress in continuous improvement for meeting General Standard 7 Learner Support - plus a few others - in all courses in a multi-campus institution. |
| **A, F, ID, K-12, R, QMC, I** | **The Hidden Power of Alignment in Quality Matters Standards**  
Carol Parenteau, Manager of Academic Quality, University of the Rockies  
This five-minute presentation will help you visualize how alignment has the power to make visible the interconnection between outcomes, materials, assignments, and assessments, providing fluidity to the design process and structural integrity to the final product. |
| **A, F, ID, N** | **To Know Where You Are, It Helps to Know Where You Were: Why Maps Are Vital for Sound Assessment**  
Melissa Williams, University Program Director - College of Business and Management Undergraduate, and Peggy Simpson, University Director of Assessment, Colorado Technical University - Schaumburg  
Cartographers can't have all the fun! Learn and better understand how alignment starts and stops with the clarity of curriculum maps and the assessment tools to measure accuracy and drive continuous curricular improvement. |
| **Fort Worth Ballroom 1-3** | **A Journey Through QM Design and Development: Intertwined Stories of a Faculty Member and a Developer**  
Madalina Tincu, Instructional Development Specialist, and Mitchell Strauss, Professor, University of Northern Iowa  
This interactive session will focus on the UNI Online Course Development Award process of implementing QM and the partnership between faculty and instructional developer. The partnership is a foundation for thinking about and applying the course design principles of the QM Rubric. |
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<td>3:20 PM - 4:10 PM</td>
<td>Texas Ballroom GH A, F, R, QMC, I</td>
<td><strong>Quality Online Education: What’s Rigor Got to Do with It? Part 1</strong>&lt;br&gt;Deb Adair, Executive Director, Quality Matters; Ashley Hazelwood, Student, University of North Texas; Paul Gaston, Senior Fellow, Lumina Foundation and Trustees Professor, Provost’s Office, Kent State University; and Andria Schwegler, Assistant Professor/Online Coordinator, Department of Psychology &amp; Counseling, Texas A&amp;M University-Central Texas&lt;br&gt;What does &quot;Academic Rigor&quot; mean to you and your institution? Explore the definition of academic rigor and its role in education during Part 1 of &quot;What’s Rigor Got to do with It?&quot;. Through panel and small group discussions, you’ll come away with an understanding of various interpretations of academic rigor, how institutions address the topic, and what role academic rigor plays in a quality education.</td>
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<td>3:20 PM - 4:10 PM</td>
<td>Stockyards 1 A, F, ID, K-12, I</td>
<td><strong>Introducing ViVo: How Our Institution Makes Quality Video-Based Content Accessible and Informative</strong>&lt;br&gt;Maikel Alendy, Lead Instructional Designer, and Lergia Olivo, Instructional Design Manager, Florida International University&lt;br&gt;During this discussion participants will discover how a large public university used the ViVo tool to marry analytics and ADA compliance to video-based content; making online learning truly accessible, effective, and transformatively engaging!</td>
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<td>3:20 PM - 4:10 PM</td>
<td>Sundance 3 F, ID, K-12, I</td>
<td><strong>How to Gamify Your Quality Matters-Based Course</strong>&lt;br&gt;Jamey Boelhower, Education Tech Coordinator/Integration Consultant, Central Community College&lt;br&gt;You have heard the term gamification, but have you created a solid Quality Matters course and wondered if gamifying your lessons will work? Yes, it will. This session will center on understanding gamifying elements and how they align with the Quality Matters Standards.</td>
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<td>3:20 PM - 4:10 PM</td>
<td>Texas Ballroom IJ F, ID, R, I</td>
<td><strong>Design Thinking: A Method for Bringing Innovation and Creativity to Online Course Design</strong>&lt;br&gt;Julia Frink, Instructional Designer, Texas A&amp;M University-Commerce, and Douglas Wilson, Instructional Designer, Southern Methodist University&lt;br&gt;In this session, participants unleash their creativity and turn ideas into actionable strategies to improve online teaching and learning. The session puts participants in the roles of designers and focuses on inspiration, ideation, and testing of ideas developed during the session.</td>
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<td>3:20 PM - 4:10 PM</td>
<td>Fort Worth Ballroom 1-3 A, ID, QMC, I</td>
<td><strong>Engaging a Campus and Its Faculty: The Relevance of QM</strong>&lt;br&gt;Carolyn Gentle-Genitty, Director BSW Program, Associate Professor, Indiana University School of Social Work&lt;br&gt;This dialogue session gives participants an opportunity to grapple with large scale campus buy-in and implementation of QM with campus community and faculty. University leaders support infusing standards but struggle with concerns of academic freedom and, thus, often do not impose standards.</td>
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<td>3:20 PM - 4:10 PM</td>
<td>Fort Worth Ballroom 4 A, F, ID, QMC, E</td>
<td><strong>QM in Action: Creating a Gamified Faculty Workshop That Teaches QM and the LMS Simultaneously</strong>&lt;br&gt;Stephen Kaufman, Senior Instructional Designer, The University of Akron&lt;br&gt;How do you create a faculty workshop that blends teaching the basics of how to use an LMS with QM Standards? We will share some of our gamification strategies that promote faculty engagement, interdepartmental discussion, fast adoption of QM Standards, and, of course, fun!</td>
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# Schedule and Program

## Tuesday, September 26

<table>
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<tr>
<th>Time/Room</th>
<th>Intended Audience</th>
<th>Title/Presenter(s)/Description</th>
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| 3:20 PM - 4:10 PM | Sundance 1 | **SoTL from the Start, Incorporating QM Standards**  
Nancy Krusen, Associate Professor, Pacific University  
Self-study curricular design offers unique opportunities through formative, systematic work using QM Standards during development. The purpose of this session is to propose Scholarship of Teaching and Learning be intentionally integrated into program development. |
| 3:20 PM - 4:10 PM | Fort Worth Ballroom 6-8 | **Reimagining the 5 Ws: Online Course Quality and Alignment**  
Reba-Anna Lee, Director of Online Program Development, School of Professional Studies, Northwestern University  
As educators, we commit to high quality standards when designing online courses. Join us for a presentation on incorporating alignment of Standards 2, 3, and 4 in the development of your online courses. We will share and discuss creative course design strategies to meet these standards. |
| 3:20 PM - 4:10 PM | Sundance 2 | **From Papyrus Scrolls to Virtual Screens: Adapting to Changing Times**  
Rajeswari (Raj) Mohan, Instructional Designer, Johns Hopkins University  
Step into the virtual world! Explore new ways of presenting your learning materials that will appeal to your learners. Be part of the 21st century innovation. |
| 3:20 PM - 4:10 PM | Fort Worth Ballroom 5 | **Meeting QM Standard 5 of Engaging Students Through Different Types of Learning Activities**  
Jiyu You, Director of Digital Education, University of Michigan; and Mingli Xiao, Assistant Director, The University of Toledo  
Learning activities are essential to facilitating students’ success in online learning. Join us for a session focusing on students' perception of the effectiveness of varied learning activities in the attainment of stated learning objectives of an asynchronous, online course. |
| 4:20 PM - 5:10 PM | Texas Ballroom GH | **Quality Online Education: What's Rigor Got to Do with It? Part 2**  
Deb Adair, Executive Director, Quality Matters; Lisa Mahoney, Director, National College Credit Recommendation Service; Leah Matthews, Executive Director and CEO, Distance Education Accrediting Commission; Kara Gwaltney, Director, Credit, American Council on Education; and Mary-Celeste Slusser, Director of Academic Assessment, LearningCounts  
Extend the discussion on academic rigor from Part 1, and join us as we examine the relationship between academic rigor and alternative learning initiatives, as well as between academic rigor and open educational resources. The small group discussions will center around what quality looks like in alternative learning initiatives and how academic rigor fits into the selection and use of open educational resources. |
| 4:20 PM - 5:10 PM | Fort Worth Ballroom 1-3 | **Using QM to Further Encourage Ownership Through Student Orientation**  
Orneal Brown, Instructional Design Consultant, and Mitchell Farmer, Assistant Director, Campus Partner Programs, Indiana University; Ali Bell, Director of the Degree Completion Office, Indiana University - IUPUI; and Julia Sanders, Principal Online Instructional Designer, Indiana University - eDS  
This round-table discussion is centered on a new approach to QM implementation and delivery through student orientation. |
## Tuesday, September 26

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| 4:20 PM - 5:10 PM             | A, F, ID, K-12, QMC, I | The Power of QA                     | The Instructional Designer as Project Manager<br>
Clay Ham, Instructional Designer, VirtualSC, South Carolina Department of Education<br>
New course projects require a great deal of skill to manage adeptly and efficiently. For many design teams, instructional designers serve as project managers with responsibility for completing the course and for managing a cross-functional team. |
| 4:20 PM - 5:10 PM             | F, ID, R, I        | Fresh Ideas                          | Ensuring Accessibility Through Peer-Developed Courses<br>
Scott January, Senior Instructional Designer, and Kenya Wilson and Brandy Kelly, Instructional Designers, Tarrant County College<br>
Open the door to accessibility. This session will provide quick and easy resources and tips to make sure your courses meet ADA requirements. |
| 4:20 PM - 5:10 PM             | F, ID, K-12, N     | Engagement Strategies                | Technology vs. Innovation: Strategies to Build an Engaging Online Course<br>
Jill Jordan and Mary Chaaban, Instructional Designers; and Julie Allen, Instructional Design Specialist, Arizona State University<br>
Join our rebel force on an epic journey to combat putting learners to sleep by discovering innovative strategies to enhance and engage your learners. Education is far more accessible than it has ever been, and learner diversity is on the rise. Destiny calls - let’s add some magic to your course! |
Ron Legon, Senior Advisor for Knowledge Initiatives and Executive Director Emeritus, and Melissa Poole, Director of Quality Assurance, Quality Matters<br>
The acceptance and growth of QM’s QA process is due, in part, to peer-to-peer review by qualified faculty peer reviewers. Why was this practice chosen in the first place? Has it achieved its original purposes? Where is it likely to go in the future? Join this session to find out and share your views. |
Veena Radhakrishnan, Instructional Designer; Peter Ariev, Associate Director, Teaching Development; and Charles Wachira, Director of Teaching & Learning@Carey, Johns Hopkins Carey Business School<br>
The session will present a comprehensive framework for conducting internal QM reviews that encourages collaborative discovery and internal, institutional dialogue that promotes course improvements and broader institution-level recommendations. |
| 4:20 PM - 5:10 PM             | F, ID, K-12, N     | Fresh Ideas                          | Increasing Interaction and Engagement with OER<br>
Krista Tomaselli, Course Development Manager, and Kristi Peacock, Instructional Designer, Michigan Virtual University<br>
Participants will learn how one organization uses instructional strategies and free or low-cost instructional tools to increase student-to-content engagement. In addition, participants will engage with some of these tools and create their own learning objects to be used in their classrooms. |
## Tuesday, September 26

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<tr>
<td>Stockyards 1</td>
<td>4:20 PM - 5:10 PM</td>
<td>A, F, ID, QMC, I</td>
<td><strong>Title/Presenter(S)/Description</strong></td>
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<tr>
<td><strong>Engagement Strategies</strong></td>
<td><strong>Three Essential Targets for Establishing a Culture of Continuous QA Improvement</strong></td>
<td>Brittany Usman, Instructional Designer, and Sarah Sarraj, Instructional Design Manager, University of Texas at Arlington</td>
<td>Let's be honest, introducing a QA program to a large, diverse university comes with culture change. At the University of Texas at Arlington, we initiated this process and are excited to share our experiences and results. Join us in a group discussion for ideas you can apply at your institution.</td>
<td><strong>Keep Calm, Caption On . . .</strong></td>
<td>Phylis Zimmermann, Instructional Technology Coordinator, Texas A&amp;M International University</td>
<td>In a time when accessibility in education is highlighted, especially in distance and hybrid learning, we will present how Texas A&amp;M International University has implemented QM accessibility Standards, universal design principles, and diversity appreciation to enable equal learning for all.</td>
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<tr>
<td>Fort Worth Ballroom 5</td>
<td>4:20 PM - 5:10 PM</td>
<td>F, ID, R, QMC, I</td>
<td>Fresh Ideas</td>
<td>Fresh Ideas</td>
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<tr>
<td><strong>News You Can Use from QM</strong></td>
<td><strong>QM-Certified Facilitator Meeting</strong></td>
<td>Cecelia Green, Professional Development Manager; Mary Wells, QM Facilitator Mentor; and Kathy Tally, Instructional Designer, Quality Matters</td>
<td>Join QM Professional Development staff for breakfast to network with other Certified Facilitators.</td>
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<td>Cecelia Green, Professional Development Manager; Mary Wells, QM Facilitator Mentor; and Kathy Tally, Instructional Designer, Quality Matters</td>
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## WEDNESDAY
Wednesday, September 27

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<th>INTENDED AUDIENCE</th>
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<tbody>
<tr>
<td>7:15 AM - 8:00 AM</td>
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<td>Breakfast</td>
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<tr>
<td>Texas Ballroom A-F</td>
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<tr>
<td>8:00 AM - 8:50 AM</td>
<td>A, F, ID, QMC, I</td>
<td>Connecting the Dots to Create a Quality Map for Online Programs</td>
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<tr>
<td>Fort Worth Ballroom 1-3</td>
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<td>Lisa Clark, Dean of Online Programs, University of Northwestern Ohio</td>
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<td>A chieving Sustainability</td>
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<td>What components contribute to a quality online program? How do we address them all? Perhaps you're not even sure of what the components are! This presentation will identify the components and connect the dots so that you leave with a map for the development of a quality online program.</td>
</tr>
<tr>
<td>8:00 AM - 8:50 AM</td>
<td>F, ID, K-12, I</td>
<td>Increasing Connectivity Through Technology</td>
</tr>
<tr>
<td>Fort Worth Ballroom 4</td>
<td></td>
<td>Stacey Cofield, Associate Professor, The University of Alabama at Birmingham, and Eric Matte, Associate Professor of Communications, Landmark College</td>
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<tr>
<td>Engagement Strategies</td>
<td></td>
<td>It is nearly impossible to rid your classroom of devices and actually impossible to get rid of them for online classes. So don't! Technology can play a vital role in creating higher engagement and alignment. Participants will explore multiple applications to help increase connectivity.</td>
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<tr>
<td>8:00 AM - 8:50 AM</td>
<td>A, F, ID, K-12, R, QMC, I</td>
<td>Create-Your-Own Quality: Interactive Digital Curricula to Engage Students Across All Subjects (Vendor Showcase)</td>
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<tr>
<td>Sundance 3</td>
<td></td>
<td>David Evans, Director of Learning Services, SoftChalk</td>
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<tr>
<td>The Power of QA</td>
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<td>Whether it's health science, English, or history, your students need engagement and interactivity to successfully grasp the material you’ve given them. So why give them something pre-made that you have no control over?</td>
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<tr>
<td>8:00 AM - 8:50 AM</td>
<td>A, F, ID, K-12, R, QMC, E</td>
<td>Adapting QM Standards to Culturally &amp; Pedagogically Different Education Systems: The China Case</td>
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<td>Sundance 2</td>
<td></td>
<td>Yaping Gao, Senior Academic Director, Membership Services &amp; Partnerships; Deb Adair, Executive Director; and Ron Legon, Senior Adviser for Knowledge Initiatives and Executive Director Emeritus, Quality Matters; and Fang Lu, Professor &amp; Director of Center for Faculty Development, and Yan Ding, Deputy Director of Center for Faculty Development, Fudan University</td>
</tr>
<tr>
<td>Leadership Exchange</td>
<td></td>
<td>The presenters will share the findings of a two-year project on what adjustments are needed in order for QM Standards, developed for the U.S.-based and other English-speaking communities, to be adapted to the Chinese educational system, which is very different culturally and pedagogically.</td>
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<td>8:00 AM - 8:50 AM</td>
<td>A, F, ID, K-12, R, QMC, I</td>
<td>The Next Steps in the March for Best Practices, Yavapai College Style!</td>
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<tr>
<td>Fort Worth Ballroom 6-8</td>
<td></td>
<td>Lindsay Henning, Professor, Yavapai College - Prescott</td>
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<tr>
<td>Engagement Strategies</td>
<td></td>
<td>What can you do with an initiative that had an exciting beginning but has sadly stalled since then? That was the question that Yavapai College needed to answer - and quickly! Once you hear the challenges faced, it will be your turn to imagine how to apply what we learned to your own program!</td>
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<tr>
<td>8:00 AM - 8:50 AM</td>
<td>A, F, K-12, N</td>
<td>Click It for Parents</td>
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<tr>
<td>Stockyards 1</td>
<td></td>
<td>Brenda Hernandez, Teacher/Trainer, and Maria Velasquez, Project Facilitator, Nevada Learning Academy</td>
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<tr>
<td>The Power of QA</td>
<td></td>
<td>Are parents actively engaged in your learners’ education? If parents had a deeper understanding of what it takes to be an online learner in your institution, would they have a greater stake in supporting your educators and their learners? Understand what can be done to bridge this gap.</td>
</tr>
<tr>
<td>8:00 AM - 8:50 AM</td>
<td>A, F, ID, R, QMC, I</td>
<td>Getting Faculty to Say &quot;I Do&quot; - Engaging Faculty in Quality Online Course Development</td>
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<tr>
<td>Fort Worth Ballroom 5</td>
<td></td>
<td>Melissa Kaufman, Instructional Designer, and Ray Lum, Director of E-Learning, Associate Teaching Professor, Dornsife School of Public Health, Drexel University</td>
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<tr>
<td>Engagement Strategies</td>
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<td>In this session we will discuss strategies used to engage faculty and staff in designing courses that align with the QM Rubric including professional development workshops that address Standards 2, 4, and 5. We will share how we are measuring success in terms of engagement and course quality.</td>
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# Wednesday, September 27

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</table>
| **8:00 AM - 8:50 AM** | **Texas Ballroom GH**  
**F, ID, K-12, R, I**  
**Engagement Strategies** | **Learner Engagement: Out-of-the-Box Engaging Ideas!**  
Karen May, Instructor/Quality Assurance Team Member, and Sherrell Wheeler, Director of Quality Assurance, New Mexico State University-Alamogordo; and Karin Dahmann, Professor, Blinn College  
Join this interactive session as the presenters share engaging strategies that have been used with success in the online classroom. Bring your tried-and-true engaging ideas to share. You shouldn't leave this session without at least one new idea for engaging your students! |
| **8:00 AM - 8:50 AM** | **Texas Ballroom IJ**  
**F, ID, N**  
**Engagement Strategies** | **Are Your Discussion Boards Falling Flat? 5 Easy Assignment Makeovers**  
Mary Bohman, Instructional Design Specialist, Winona State University  
This session will introduce easy-to-implement discussion strategies to increase engagement. We will explore online debate, effective ice breakers, scenario-based learning, and multimedia discussions. Templates and examples will be provided. |
| **8:00 AM - 8:50 AM** | **Sundance 1**  
**A, F, ID, K-12, I**  
**Leadership Exchange** | **Preparing for a Formal QM Review: Comparing Three Models**  
Renée Petrina, Principal Online Instructional Designer, Indiana University; David Becker, Instructional Design & Technology Specialist, Indiana University Southeast; Sandra Johnson, Quality Matters Coordinator, New Mexico State University; and Pat Abrego, Director of Instructional Technology & Distance Education, Texas A&M International University  
A full QM review is a significant investment of time and funds. How can you be confident a course and instructor are ready? In this moderated panel, QM Coordinators from three universities will compare and contrast how they have approached this challenge, sharing lessons learned. |
| **9:00 AM - 9:50 AM** | **Texas Ballroom GH**  
**A, F, ID, K-12, R, QMC, N**  
**Engagement Strategies** | **Starting Small, Gaining Big: The Accessible Syllabus Project**  
Parishweta Bhatt, Senior Instructional Designer, Austin Peay State University  
This session will discuss a cross-departmental initiative supported by state, system, and institutional stakeholders at a four-year institution to implement the Accessible Syllabus Project, lessons learned, and compliance improvement data; and will demonstrate related tools and resources. |
| **9:00 AM - 9:50 AM** | **Fort Worth Ballroom 6-8**  
**A, F, ID, R, QMC, N**  
**News You Can Use from QM** | **QM Teaching Online Certificate Earners Panel**  
Brenda Boyd, Senior Academic Director, Program Services, Quality Matters; Brenda Hernandez-Asenjo, Project Facilitator, Nevada Learning Academy at CCSD; Dawn Ford, Executive Director, The University of Tennessee-Chattanooga; Jane Sprangers, Instructor, Hennepin Technical College; Kilby Raptopoulos, Professional Instructor, University of Arkansas, Little Rock; and Carla Thompson, University of West Florida  
A panel of Teaching Online Certificate earners will discuss the experience of earning the certificate as well as how the TOC has impacted their online teaching practice and their careers. |
| **9:00 AM - 9:50 AM** | **Sundance 3**  
**A, F, N**  
**Engagement Strategies** | **Turning Points: Using Quality Matters to Direct Improvements in Online Nursing Programs**  
Ruth Fiedler, Associate Professor, Rush University  
Despite many of the online graduate nursing programs holding national rankings, students consistently complain of disorganization, out-of-date methods of delivery, and lack of instructor presence. The use of the Quality Matters Rubric is leading to improvements in course delivery. |
| **9:00 AM - 9:50 AM** | **Fort Worth Ballroom 4**  
**A, F, ID, K-12, I**  
**Engagement Strategies** | **Debating Online Debate: Merits Across Disciplines to Enhance QM Standards**  
Robert Kleinsasser, Associate Professor, Arizona State University  
Participants will discuss, assess, and propose online debating interactions and techniques across multiple disciplines. We will be evaluating the use of online debate while developing its instructional design, techniques and strategies, and supporting QM Standards. |
### Wednesday, September 27

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| 9:00 AM - 9:50 AM | Sundance 1 | A, F, ID, N Fresh Ideas | Fresh Ideas | What is Open? Adopting and Liberating an Open Music Appreciation Textbook  
Jonathan Kulp, Director, School of Music and Performing Arts, University of Louisiana at Lafayette  
Having been denied access to the source files for an allegedly "open" Music Appreciation textbook, this session will discuss the concept of openness in OERs, as well as the process of converting a PDF textbook into an open and accessible format. |
| 9:00 AM - 9:50 AM | Fort Worth Ballroom 1-3 | A, F, ID, R, QMC, E Fresh Ideas | Fresh Ideas | Student ID Verification: Implementation Success Tips from TCC District Connect Campus (Vendor Showcase)  
Jeff Maynard, President and CEO, Biometric Signature ID; Kelvin Bentley, Vice President of Academic Affairs, TCC Connect Campus at Tarrant County College; and Cherie Johnson, eLearning Analyst, Tarrant County College District  
This session will discuss the current trends in academic identity fraud, as well as current industry deficiencies. Presenters will discuss the authentication options they must comply with under the FR 4.8.1 requirements for accreditation and what their advantages are. |
| 9:00 AM - 9:50 AM | Sundance 2 | A, F, K-12, I Fresh Ideas | Fresh Ideas | Pathways to Excellence: Assessing Student Success in Writing  
Susan Simkowski, Associate Professor; Becky Timmons, Director of Assessment and Accountability; and Terri Wells, Assistant Professor, University of Arkansas-Fort Smith  
Does your institution struggle with the "best" method to assess student writing? We will compare the processes and results of three methods used to assess student writing at the institution level, including a new LMS tool, and discuss the advantages and disadvantages of each method. |
| 9:00 AM - 9:50 AM | Stockyards 1 | A, K-12, QMC, I Leadership Exchange | Fresh Ideas | Using the CPE Rubric as a Cattle Guard  
Steve Simpson, Digital Learning Specialist, Arlington ISD  
Learn how one K-12 district utilizes QM's CPE standards as the basis for a certification course required of any staff wanting to develop and offer a fully online professional learning (PL) course. In other words, how do the CPE standards help us "ride herd" on online PL course development and avoid the"Wild West"? |
| 9:00 AM - 9:50 AM | Texas Ballroom U | A, F, ID, QMC, I The Power of QA | Fresh Ideas | Is What You Say You Teach What Your Students Learn? Using Strategic Design in Learning & Assessment  
Wendy Wells, Curriculum Design Consultant, Central Community College, and Kim Vosicky, Learning Design Consultant, Worldwide Instructional Design System  
Reliable evidence of student learning depends on assessments that are seamlessly aligned with learning outcomes and activities. In this session, participants will explore how a strategic performance-based approach to course design has enabled one college to meet QM Standards. |
| 9:00 AM - 9:50 AM | Fort Worth Ballroom 5 | A, F, ID, R, I Engagement Strategies | Fresh Ideas | Starting Off Right: Engaging Activities for Facilitating the Writing of Learning Outcomes  
Blair Goodlin, Instructional Designer, Manhattan College  
This session will share a variety of pain-free, faculty-approved activities for helping course designers articulate meaningful learning outcomes at the beginning of the course design process and use these outcomes to maintain alignment as a course is developed. |
| 10:00 AM - Noon | Texas Ballroom A-F | | | Closing Session: Play Trivia and Hit the Trail  
Join us for a fun wrap-up of the conference. We’ll begin with a break and then play some trivia. You’ll be able to form a team and choose a name then test your team’s knowledge about conference sessions, QM trivia, and a “grab bag.” Prizes will be awarded! Don't miss it! |
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Wednesday, September 27 | 8:00-8:50 AM | Check your program for location.

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Take your QM expertise to the next level by achieving role certification. QM offers courses for attaining a variety of roles that assist the quality assurance process including:

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- K-12 QM Certified Course Reviewer
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Wednesday, 9/27 at 9:00 am

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Register on Jan. 17, 2018

Submit your presentation proposal by Dec. 6
Register on Jan. 31, 2018

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Call for Presentations
Deadline Friday, Oct. 6, 2017
Quality Matters Mission Statement:

Promote and improve the quality of online education and student learning nationally and internationally through:

- Development of current, research-supported, and practice-based quality standards and appropriate evaluation tools and procedures
- Recognition of expertise in online education quality assurance and evaluation
- Fostering a culture of continuous improvement by integrating QM Standards and processes into organizational plans to improve the quality of online education
- Providing professional development in the use of Rubrics, tools, and practices to improve the quality of online education
- Peer review and certification of quality in online education

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