Assured quality: the key to delivering on the online learning promise.
Chamberlain’s journey to Program Certification began with the institution’s desire to “demonstrate exemplary practices in supporting both teaching and learning” for their RN-BSN Online Option. But it is the value that Chamberlain places on students that really drove their decision to pursue Program Reviews. Leadership felt that the reviews strongly aligned with Chamberlain’s commitment to student success and its focus on personalized attention that they call Chamberlain Care®.

The benefits were clear. First, the process reinforced the need for the continual collection of data and the analysis of that data to determine best practices for online course delivery and support. Second, it provided Chamberlain with the opportunity to recognize their Student Services team, who provide support to their students. Third, and, perhaps, most importantly, the review process allowed their team to see how they impacted the student experience.

Since 2006 over 170,000 education professionals have participated in QM Professional Development — improving courses and learning to use quality assurance to improve learner outcomes.

Quality assurance that’s built-in, interconnected, integral.

Organizations nurture learners with well-conceived, well-designed, well-presented courses and programs that promise environments in which they can improve and grow. The Quality Matters system is designed to help you deliver on that promise. A system that’s not added on, but integral to the very core of your courses and programs.

The QM Certification Mark is more than an achievement — it’s evidence of an interconnected, continual process provisioned with tools, support and professional development that helps you develop and provide successful experiences to your learners. To deliver on your promise not just today, but tomorrow.

For all types of online and blended learning

HE

Colleges and universities can use QM Standards and tools to develop, evaluate, and improve the quality of course design, create a QA culture, and achieve course certification.

Publishers and service providers can use QM Standards to inform course development and differentiation their courses from the competition by having courses QM Certified.

The QM Certification Mark provides a competitive edge — showing students, stakeholders, and accreditors that you are committed to quality learning.

K-12

QM empowers teachers, staff, schools, and districts to create and adapt effective online and blended courses that serve the needs of their students and improve learning outcomes.

Virtual schools, publishers and districts with online and blended courses use QM Standards, professional development and tools to ensure quality — differentiating their offerings from the competition.

Students enrolled in QM-Certified K-12 courses can be confident they’re supported and set up for success through quality course design.

QM IMPACT ON COURSES

Students logged in

10% more often, clicked on

16% more links and items, turned in

19% more submissions, spent

177 more minutes in the courses during the semester.

On the Path to Engagement & Impact

**ORGANIZATIONS**

INTRODUCE QM & QA
- Assemble a team and appoint a “go-to” person to become a QM Expert. Create momentum and buy-in by requesting QM overviews.
- Brainstorm goals for your implementation of QM to achieve your quality assurance outcomes.

STRUCTURE THE PROCESS
- Fit the QM path to the needs of your staff and organization.
- Evaluate QM review tools or send staff through professional development based on desired expected outcomes.

DEFINE & USE DATA
- When courses meet QM criteria, the QM Certification Mark is displayed — a sign of quality to all.
- QM tools and reports in MyQM are key in showing what can be measured and adapted in order to achieve your goals. The QM review process allows your team to use what they learn to inform the continuous improvement of learning environments.
- These tools allow you to engage faculty and staff in the process and focus on areas for improvement.

CERTIFY & SHOWCASE
- As you build a culture of quality assurance, you’ll discover opportunities to re-think policy and practices, and implement strategic changes to support quality.
- The use of QM can be broadened throughout the organization — extending engagement to all educators through research and application, presentations and publications, and community recognition.

SUSTAIN & GROW
- Your achievements can be shared with the larger education community.
- As you build a culture of quality assurance, you’ll discover opportunities to re-think policy and practices, and implement strategic changes to support quality.
- The use of QM can be broadened throughout the organization — extending engagement to all educators through research and application, presentations and publications, and community recognition.

**INDIVIDUALS**

QUALITY MATTERS,
 THAT’S YOUR PARTNER.

Engaging Organizations.
- Anywhere on the continuum, quality is a focus for your organization.
- But the farther along you are on the continuum, the more your organization, and your learners, benefit from the continuous improvement of quality assurance through Quality Matters.

Engaging Individuals.
- Not only does QM support the individual in making classes, courses, and programs better, but we work to make you better, too. From serving as a QM Expert within your organization to working with QM in a role such as a reviewer, facilitator or coach, there are many ways to invest in yourself.

QM Activities
- Learn, share, connect with the QM community — 110,000+ individuals strong, and over 1,500 member institutions in the US and internationally.
Ready to begin delivering on your promise? Contact us today.

Quality assurance can be a vague and confusing world. But just as you are experts in educating your learners, we are experts in quality assurance. More to the point, we’re experts at making quality assurance not just an “add on” to your institution, but a core tenet—helping you deliver on your online promise of excellence to your learners. To find out more about quality assurance and Quality Matters, visit our website at qualitymatters.org/deliver or call us at the number below.

QUALITYMATTERS.ORG/DELIVER • 866-851-4984 • INFO@QUALITYMATTERS.ORG

Since 2006 over 11,000 courses have met QM Standards through QM Official Reviews — leading to positive data for stakeholders, and more funding and resources invested back in programs.
Quality Matters (QM) is the global organization leading quality assurance in online and innovative digital teaching and learning environments. It provides a scalable quality assurance system for online and blended learning used within and across organizations. When you see QM Certification Marks on courses or programs, it means they have met QM Course Design Standards or QM Program Review Criteria in a rigorous review process.

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