Origins & Principles
History of QM

• 2003-06 US DoE Grant
• 2006-07 Bootstrapped non-profit
• 2014 Separation from parent org
The QM Underlying Principles

- Collaborative
- Collegial
- Continuous
- Centered
Factors Affecting Online Quality

- Course Design
- Course Delivery
- Course Content
- Institutional Infrastructure
- LMS
- Faculty Readiness
- Student Readiness
QM as an International Standard

• 1,000+ Member institutions
• 48 states + D.C. in the U.S.A.
• 2 U.S. Territories
• 8+ Countries
• 60,000+ Faculty & staff
• 3,500+ QM-Certified Reviewers
QM Partners & Memberships

Educational Non-Profits
- Fudan University (China)
- ITC
- CAEL
- UPCEA
- iNACOL
- Educause (ELI)
- IMS Global
- Presidents’ Forum

Leadership Collaborative
- Collaborative for Quality in Alternative Learning (CQAL)
- WCET
- International Network for Quality Assurance Agencies in Higher Education (INQAAHE)
- International Council for Open and Distance Education (ICDE)
Setting Quality Assurance Goals
Who Cares About Quality?

- Accreditors
- Administrators
- Faculty
- Staff
- Learners
- Parents
- Legislators
- Taxpayers
- Employers

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What are Your QA Goals?

- Improve Course Design
- Create professional development opportunities
- Demonstrate a QA Process
- Continuous Improvement
- Benchmarking
- Institutional Change
Implementation Approaches

- **Ad-Hoc**
  - Episodic or custom application of criteria

- **Quality Assurance**
  - Demonstrating a QA process

- **Continuous Improvement**
  - Going beyond quality thresholds

- **Benchmarking**
  - Compare and connect across institutions

- **Institutional Change**
  - Sustaining High Quality
QM is Adaptable

- Strategic goals
- Quality benchmarking
- Organization culture
- Governance structure
- Size and resources
- Ongoing faculty development
- Improved courses
Quality Assurance

From K-12 to Continuing Education
What is Quality?

- More than average
- Better than “good enough”
- 85% level
- Research supported best practices
- Progress, not perfection
Why QM?

• Credible
• Adaptable
• Flexible
• Turn-key
Course Design Standards

• Many ways to meet
• Community input
• Updated regularly
• Research supported
• Best practices
• Rich Annotations
General Standards

1. Course Overview and Introduction
2. Learning Objectives (Competencies)
3. Assessment and Measurement
4. Instructional Materials
5. Learning Activities and Learner Interaction
6. Course Technology
7. Learner Support
8. Accessibility and Usability
Specific Review Standards

- Inter-related
- Holistic
- Number vary by Rubric
- Support CBE
- Technology & LMS agnostic
Alignment Builds a Solid Course

Submitted by James Fowlkes and Brenda Boyd
Types of Course Reviews

Internal Reviews

Name of Organization

QM Essentials

2017

Official QM Reviews for Certification

Quality Matters

Continuing and Professional Education

2016

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Internal Course Reviews

Self Review Tool
Internal Reviews in CRMS
My Custom Reviews (MyCR)

• Not required to follow the official QM process
• May use selected Standards
• Take QM Professional Development to prepare
Official QM Reviews for Certification

QM-Managed
Subscriber-Managed

- Follows QM policies & procedures
- Attains QM Certification
- QM Coordinators must complete QMC Training
Course Certification

Demonstrate your quality assurance commitment
Preparatory Course Reviews

• Prepare for official course reviews
• QM-Managed
  » Single Master Reviewer, SME, External
The QM Peer Review Process
Official Course Review Teams

QM-Certified Course Reviewers
• 2-3 Reviewers depending on type of Review
• Must attend QM PD
• Subject Matter Expertise (SME)
• Master Reviewer/Team Chair

The Course Representative
• Access to the Rubric prior to review
• Involved in pre-review discussions
• Consulted during the review
## Formal Review Timeline

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<tr>
<th>Phase</th>
<th>Pre-Review</th>
<th>Active Review</th>
<th>Post-Review</th>
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<td>Pre-review</td>
<td>Course Worksheet</td>
<td>Reviewers review the course</td>
<td>Review Finalized Post-review call Amendments</td>
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<td>Pre-review call</td>
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<td>Team calendar set</td>
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Course Review Benefits

• Continuous improvement
• Recognition internally & externally
• Quality benchmark
• Positive outcomes for faculty
• Helps learners
QM Program Certifications

- Online Program Design
- Online Teaching Support
- Online Learner Support
- Online Learner Success
Program Certification Benefits

- External evaluation
- Preparation for reaffirmation
- Institutional commitment to quality
- Improve programs
Exemplary Program Designation

Attain all four QM Program Certifications within three years
Program Candidacy Pathway

• Enables intentional approach
• Provides a structure
• Engages whole organization
Professional Development
Professional Development Supports Your Goals

• Build campus capacity
• Grow QM Reviewers
• Conduct Subscriber-Managed Course Reviews
• Develop a culture of continuous improvement
Workshops for Improvement

- Applying the QM Rubric
- Improving Your Online Course
- Designing Your Online Course
- Designing Your Blended Course
- General Standards Focused
Certification Courses for Implementation

- Peer Reviewer Course
- Master Reviewer Certification
- Course Review Manager Certification
- Applying the QM Rubric Face-to-Face Facilitator Certification
- Applying the QM Rubric Online Facilitator Certification
- Online only
Professional Development Modalities

• Online
• Face-to-Face
• QM Live!
• Dedicated
A Community for Quality
QM Community

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Special Interest Groups

QM Instructional Designers Association
- ~ 700 Members
- #QMIDAchat - monthly Twitter chats @TheQMIDA
- Instructional Designers’ Learning Exchange

iQM: International Quality Matters
- ~150 Members
- Read/Write/Speak Languages other than English
- Help promote QM in other countries
QM Success Stories

• Free
• Monthly Webinars
• By QM Members, for QM Members
• MyQM Reference Library
QM Colleagues

• Colleagues who have implemented QM
• Matched with your organization size & type
• Helpful advice
Grounded in Research
Research Colleagues

- Community of volunteer Researchers
- QM Research Library
- Assist with Research agenda
- Determine research projects
Research Library

• Free
• Updated regularly
• Search friendly
• Online learning research
• Over 1000 curated articles
Research Projects

• Support QM initiatives
• Explore trends (CHLOE)
• Extend research with important findings
Teaching Online

Implementing Design
QM Teaching Online Certificate

- Technology Skills Self-Assessment
- Evaluation of Course Design
- Policy Awareness
- Orienting Learners
- Connecting Theories to Teaching Strategies
- Creating Presence
- Learner Assessment

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Teaching Standards

• Execution of course design
• Delivery-based Standards
• Community input
• Research supported
Subscription Options

Becoming a Member
Organizations

• All faculty & staff included
• Access to fully annotated QM Rubric
• Supplementals available
Higher Education: Basic v. Full

**Basic**

I. Current HE Rubric
II. Suite of QA tools, resources, & reports
III. Member rates on PD, course and program reviews, events

**Full**

All **Basic** benefits plus:

I. License to facilitate APPQMR
II. Subscriber-Managed QM-Certified Course Reviews
III. Small Program option
IV. Optional IYOC license
### Higher Ed: Consortium v. System

**Consortium**

I. 3+ Organizations with Full Memberships
II. All Full Membership benefits
III. 25% off
IV. Same membership cycle

**System**

I. Lead and Affiliate Organizations
II. All Full Membership benefits plus:
   A. Ability to collaborate on QA efforts with affiliates
   B. Enhanced reporting tools
K-12 Memberships

Basic
I. One Organization
II. K-12 Secondary Rubric
III. K-12 Publisher Rubric
IV. Member rates on all services & events

Consortium
I. 2+ Organizations
II. All Basic benefits plus:
   A. Course Review Management System
   B. My Custom Reviews
   C. Ability to collaborate on QA efforts with affiliates
Supplementals

• Other QM Rubrics
• K-12:
  » CRMS License
  » Training License
  » Subscriber-Managed Reviews
• Improving Your Online Course workshop
• QM for Students
QM Coordinators

• Key to success
• Liaison between QM & organization
• Free QM Coordinator Training
• Free online community of QMCs
• Quarterly meetings
Your Questions?

Deb Adair
Executive Director

Brenda Boyd
Senior Academic Director: Program Services

Yaping Gao
Senior Academic Director: Member Services & Partnerships

Christine Voelker
K-12 Program Director