



CULTIVATING A CULTURE OF QUALITY

ADVANCING EXCELLENCE THROUGH INNOVATION

Scan the QR code
or go to
odl.fsu.edu/quality

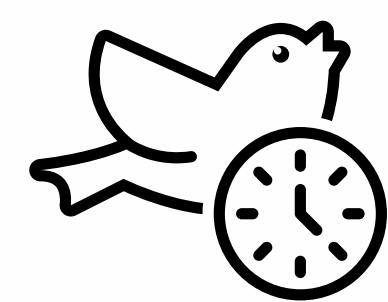


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THE BEGINNING OF QUALITY MATTERS AT FSU

Seeking a reliable framework to improve the quality of online courses, the FSU Office of Digital Learning and Academic Technology (ODL) conducted extensive research and discovered the Quality Matters (QM) Rubric. The team adopted QM to support the launch of the College of Law's online Juris Master program, using the rubric to develop course templates.

Early Stages of Online Course Certification



Internal Reviews: Initial efforts focused on internal reviews for quality certification, using the QM Rubric (6th edition), including all essential standards plus Standard 8.4.

Instructor Participation: Instructors were not required to complete the Applying the Quality Matters Rubric (APPQMR) workshop. Instead, they engaged in a self-paced Canvas course to guide course improvements.

Support Structure: Each instructor was paired with an instructional designer and supported by both an accessibility specialist and a course design specialist.

Course Certification: Approximately 10 courses per year were certified during the early stages.

While this foundational process proved successful, interest plateaued as the pandemic waned. A desire to scale our impact prompted a strategic evolution. We implemented changes to refine our approach and launched the FSU Online Quality Initiative (QI) campus-wide in Fall 2021.

Questions to Consider When Scaling Up

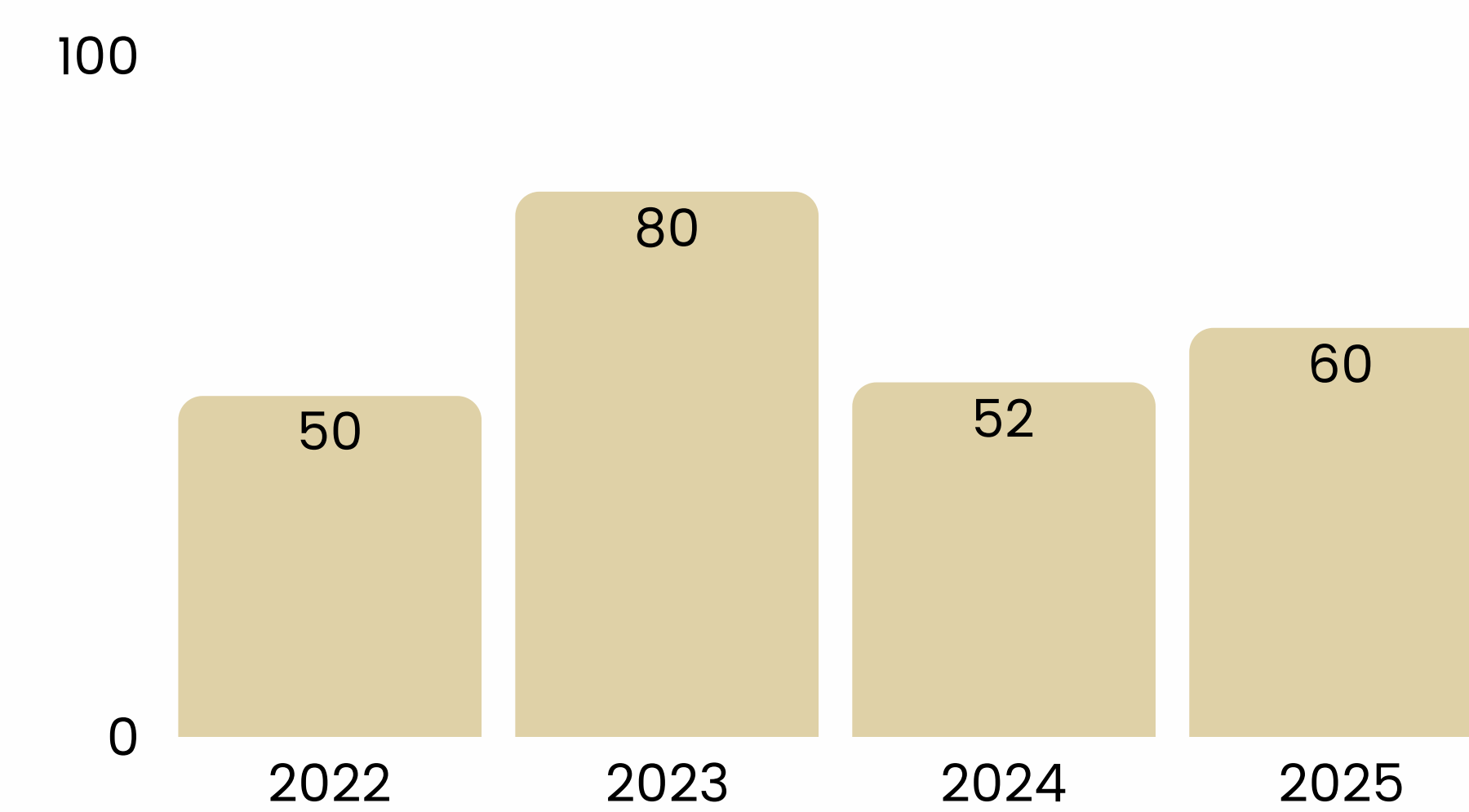


- How do we train faculty to become more knowledgeable about QM and the research behind the rubric?
- How do we manage courses and instructors with varying needs and levels of course development?
- How do we track data and help our team manage their workflow as we expand?

2021 – 2023 CHANGES IMPLEMENTED

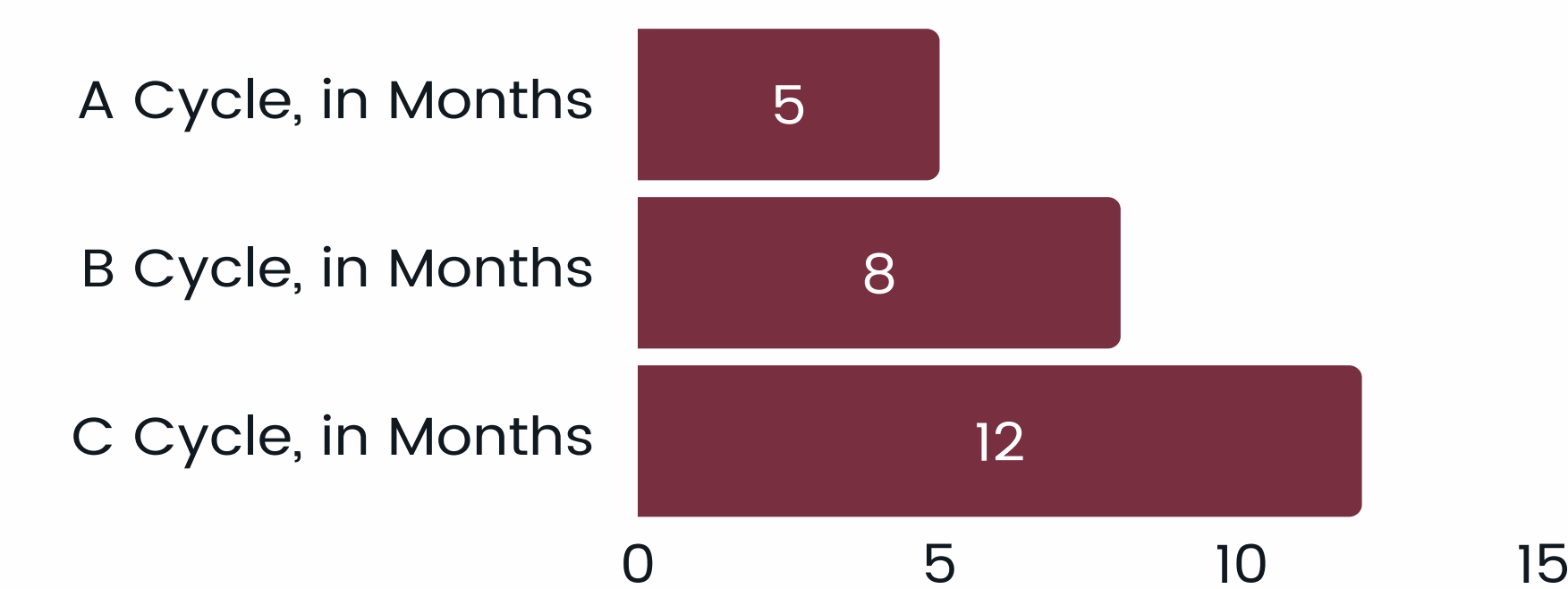
Over time, we introduced three required workshops facilitated by the QI team. This training covered the review process, course alignment, and accessibility practices. Beginning in Fall 2022, all QI participants were also required to take the APPQMR workshop.

Instructors in APPQMR Training



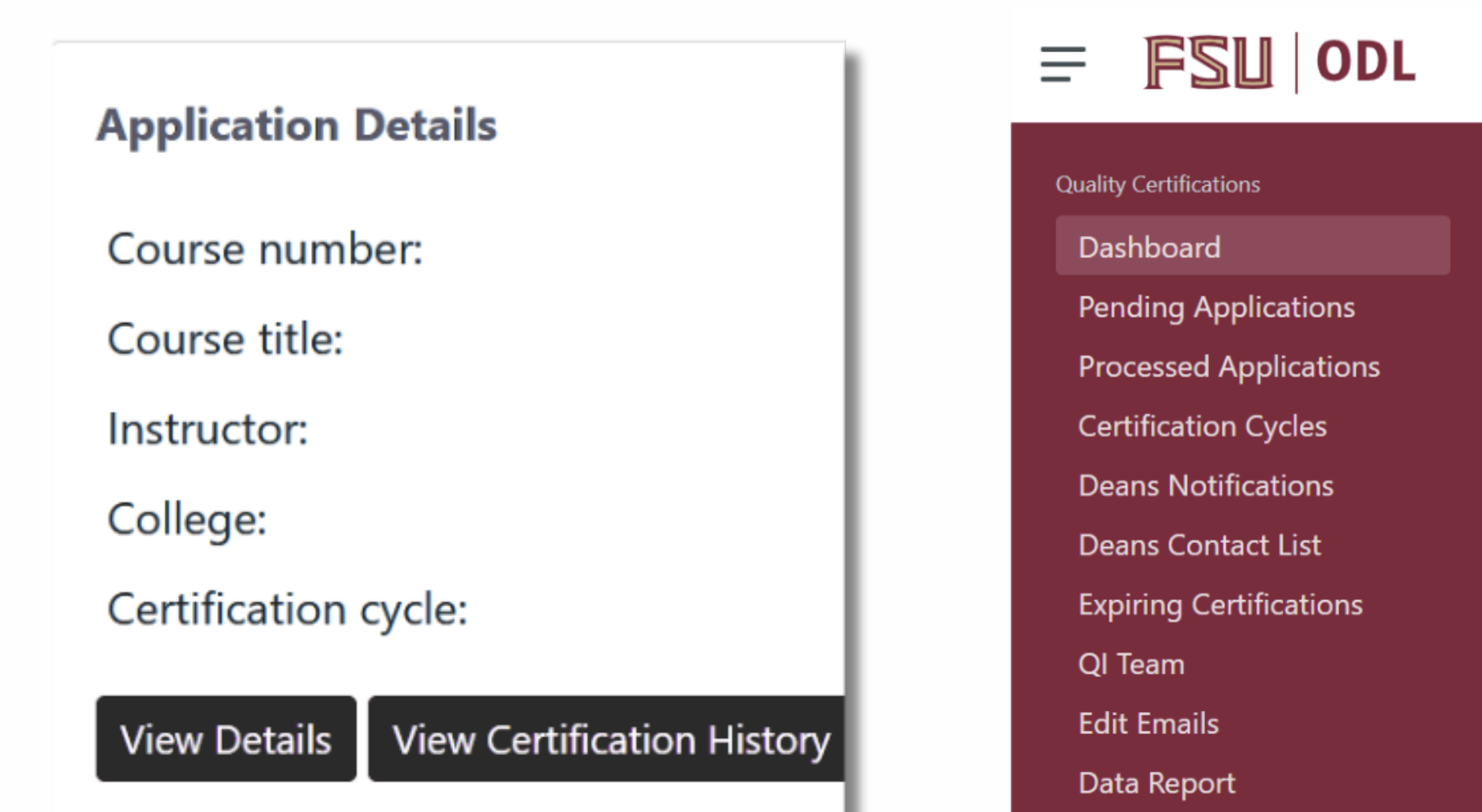
Quality Initiative Review Cycles

We implemented three certification cycles, each with a different QM readiness deadline. We moved from internal certifications to QM-managed reviews in Fall 2022.



Project Management Platform

ODL developers built a web-based platform for project management. The platform houses QI applications and course data and helps automate emails and notifications sent to deans and QI participants.



2024 – 2025 WHERE WE ARE NOW

Team Composition

Original Team

Instructional Designers



Accessibility Specialists



Course Design Specialists



Accessibility Intern



New Team

Instructional Designers



Course Review Managers



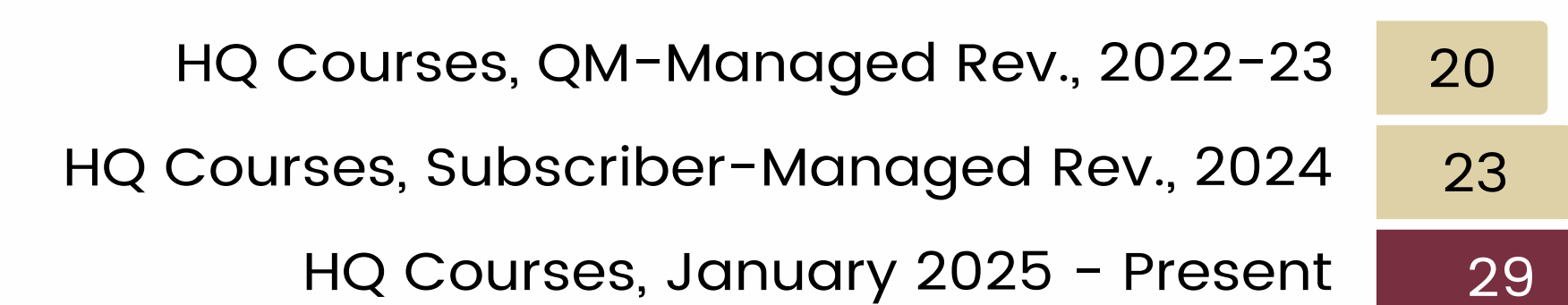
Course Design Specialists



Accessibility Intern

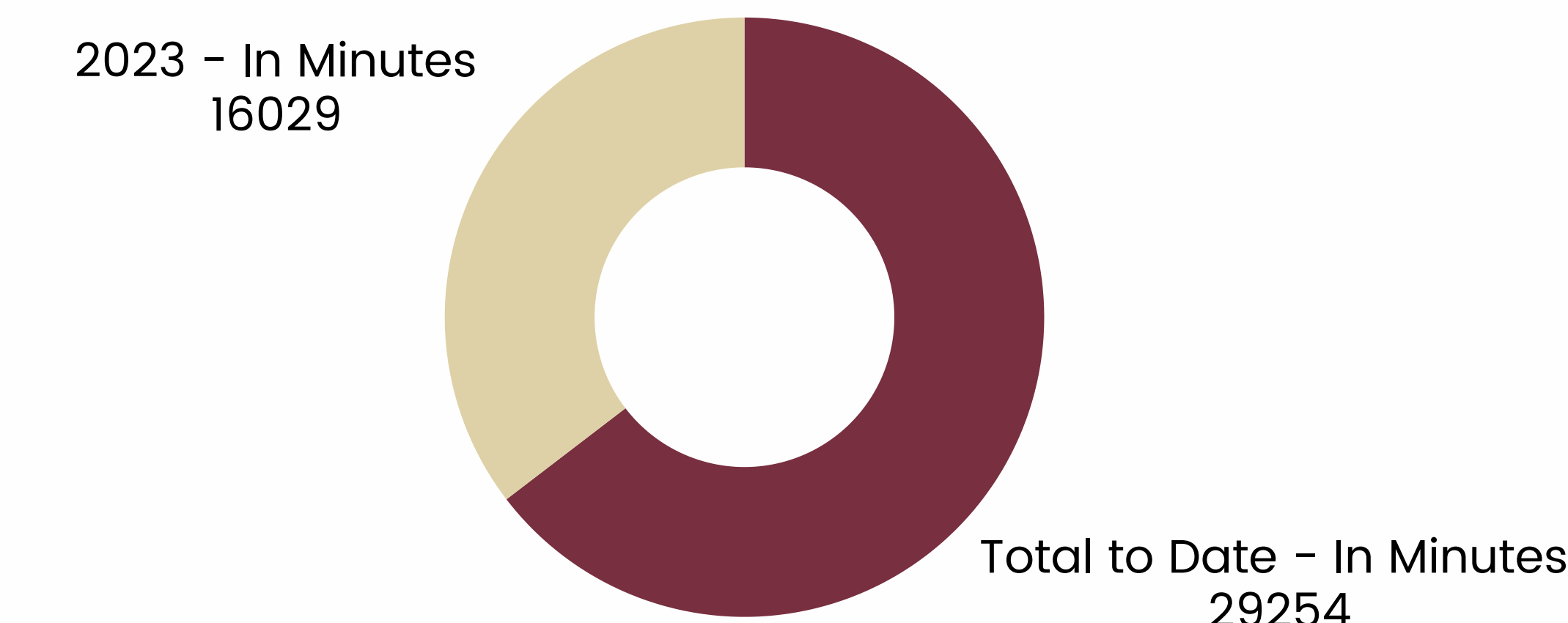


72 QM Certified Courses

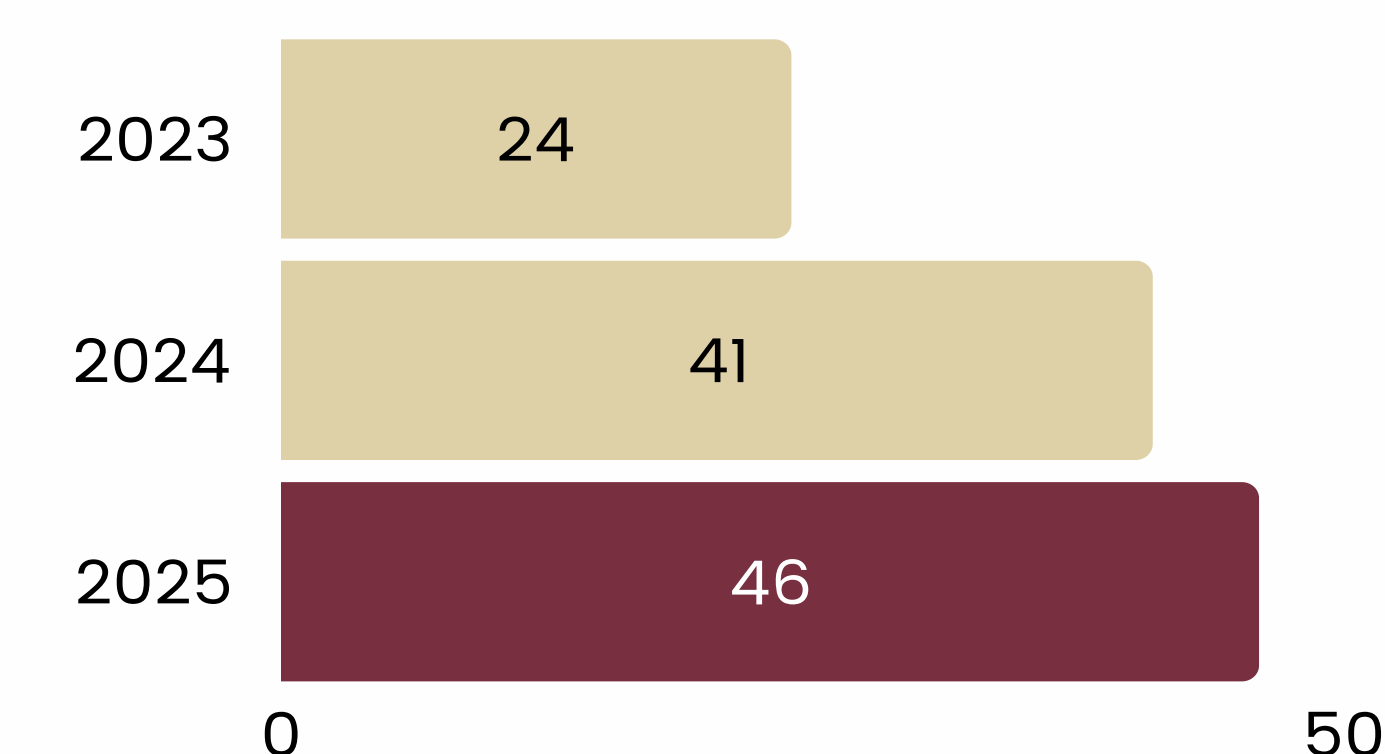


In 2024, we transitioned from QM-managed reviews to subscriber-managed reviews after adding an additional course review manager. The above graph shows the number of high-quality (HQ) courses certified per year.

Human-Generated Video Captions

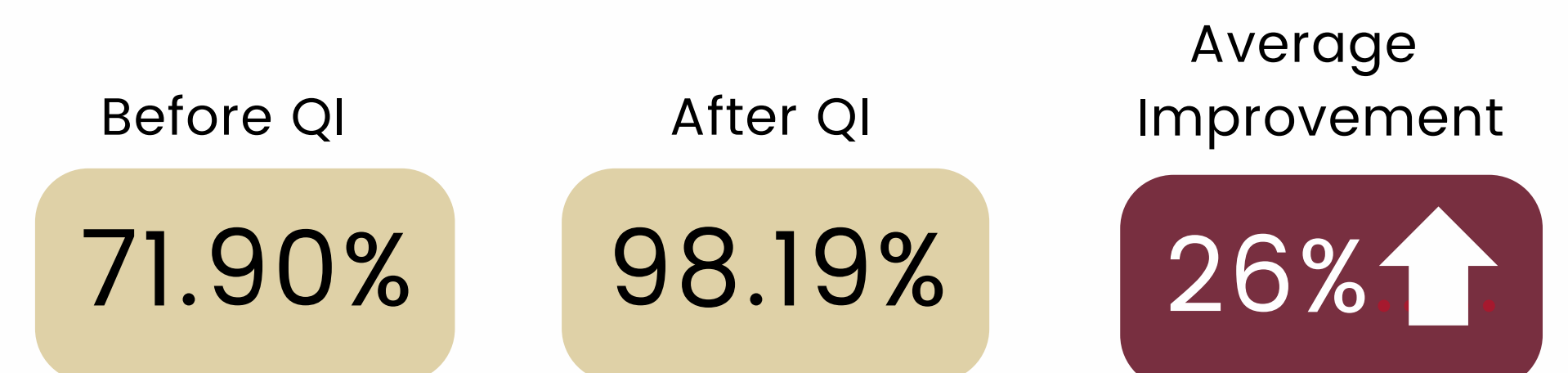


Courses Admitted Per Year



OUR IMPACT & AREAS OF IMPROVEMENT

Average Course Accessibility Score

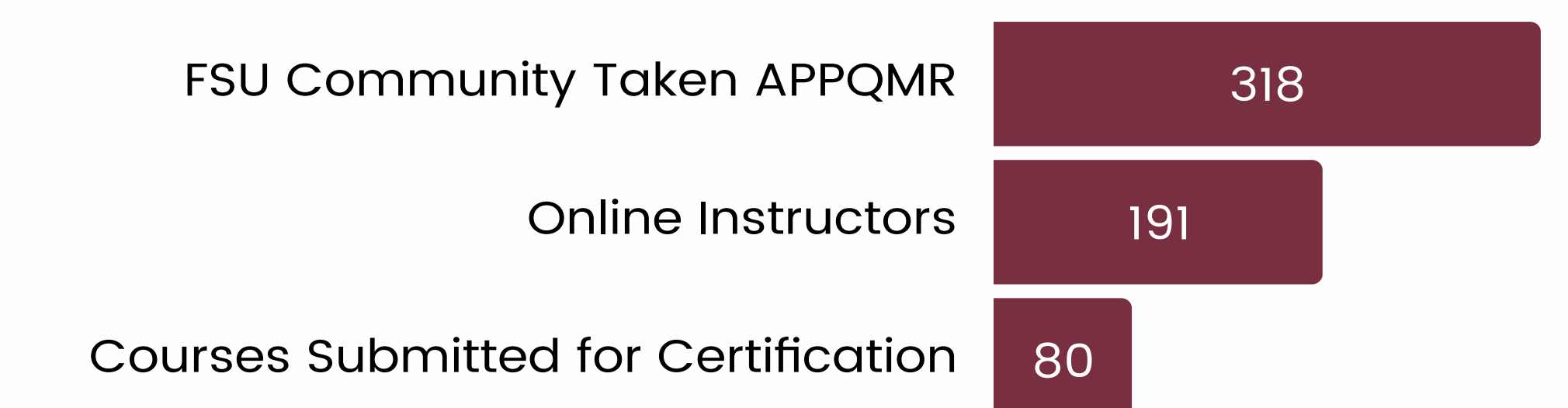


Students Impacted

Fall 2022 to Present = **33,437**

Looking Ahead

Of the 191 online instructors who took the APPQMR, only 80 submitted courses for certification.



Encouraging Follow-through

Data-driven Decisions: We will implement a midterm survey and share data with faculty to encourage participation in the initiative. Post-certification survey data will help drive future decision making.

APPQMR Facilitator Training: We will encourage QM coordinators to take APPQMR facilitator training in order to build relationships and encourage follow-through from training to certification.

Expanding Outreach

QI Appreciation Event: We will host a lunch and panel discussion to recognize instructors who have achieved QM certification. The event serves as outreach for attendees to invite colleagues to learn more about the initiative.

Supporting Faculty

FSU-Certified Peer Reviewers: We will increase the number of peer reviewers in the FSU community by giving faculty and staff the opportunity to complete the Peer Reviewer Course. Also, our current team structure has grown to support online course design and accessibility.