A Journey to the Top 2 Percent

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Kim Hansen
Jill Holmes

Learning Objectives
• Describe a successful in-house Quality Matters™ initiative
• Discuss effective means to motivate faculty to pursue Quality Matters™ certification
• Integrate Quality Matters™ with professional development to enhance online and on campus courses

PART 1

Riverland Community College
A Journey to the Top 2 Percent, Riverland Community College

Quality Matters Annual Conference, November 2015
Riverland Data – Faculty & Class Offerings

Number of Faculty
Full-Time — 79
Part-Time/Adjunct — 59

Class Offerings Fall 2015
Class Sections — 1,161
On Campus — Approximately 84%
Online or Hybrid — Approximately 16%

PART 2
Riverland’s QM Accomplishments

Our Journey to the Top
Riverland Community College
ranks in the
Top Two Percent
of all QM subscribing institutions
based on number of courses certified.
2008 - Exploration Stage

“A journey of a thousand miles begins with a single step”

It all started with one person’s vision:

2009 - First QM Certifications

Spearheaded by Office of Instructional Technology

Started with Small Steps

<table>
<thead>
<tr>
<th>Year</th>
<th>Courses</th>
<th>Faculty</th>
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<tbody>
<tr>
<td>2009</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>2010</td>
<td>2</td>
<td>2</td>
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<tr>
<td>2011</td>
<td>0</td>
<td>0</td>
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<tr>
<td>2012</td>
<td>7</td>
<td>8</td>
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</table>

Riverland had the first two Minnesota QM certified courses. Two instructors led the way.

Two more Riverland instructors gained QM certification. Six Minnesota courses QM certified. None of them.

Eight Minnesota courses QM certified. None of them.

Internal process now in place. Part-time faculty began participating in the QM process.
And the Steps Grew Bigger

<table>
<thead>
<tr>
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<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>FUTURE</th>
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<tr>
<td>Courses</td>
<td>15</td>
<td>26</td>
<td>16</td>
<td>??</td>
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<tr>
<td>Faculty</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>??</td>
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</tbody>
</table>

Riverland increased its lead for total courses certified within Minnesota.

Riverland surpassed 50 QM certified courses! A celebration was held. First hybrid courses.

And still counting. Course recertification begins.

Goals—additional faculty involvement, additional courses, and course recertifications.

Riverland’s QM Courses by Year

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Existing QM Courses</td>
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<td>4</td>
<td>7</td>
<td>11</td>
<td>15</td>
<td>20</td>
<td>18</td>
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<td>New QM Courses</td>
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<td>7</td>
<td>15</td>
<td>26</td>
<td>49</td>
<td>60</td>
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<td>Recertifications</td>
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Riverland Faculty with QM Courses

<table>
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</thead>
<tbody>
<tr>
<td>Faculty Participating for the first time</td>
<td>12</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>6</td>
<td>9</td>
<td>6</td>
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<tr>
<td>Participated Previous Years - New Courses Current Year</td>
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<td>2</td>
<td>4</td>
<td>6</td>
<td>8</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Participated Previous Years - No New Courses Current Year</td>
<td>6</td>
<td>8</td>
<td>12</td>
<td>8</td>
<td>7</td>
<td>3</td>
<td>6</td>
</tr>
</tbody>
</table>
A Journey to the Top 2 Percent, Riverland Community College

Riverland Faculty Involvement

- Full-Time Faculty Participation Rate 27%
- Part-Time/Adjunct Participation Rate 10%

Subjects with QM Certified and Recertified Courses

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<thead>
<tr>
<th>Subject</th>
<th>Courses</th>
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<tbody>
<tr>
<td>Accounting</td>
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<td>Anthropology</td>
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<td>Astronomy</td>
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<td>Biology</td>
<td>5</td>
</tr>
<tr>
<td>Business</td>
<td>15</td>
</tr>
<tr>
<td>Business &amp; Office</td>
<td>4</td>
</tr>
<tr>
<td>Chemistry</td>
<td>2</td>
</tr>
<tr>
<td>Economics</td>
<td>1</td>
</tr>
<tr>
<td>English</td>
<td>3</td>
</tr>
<tr>
<td>Geography</td>
<td>1</td>
</tr>
<tr>
<td>Human Services</td>
<td>1</td>
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<td>Humanities</td>
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<td>Math</td>
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<td>Philosophy</td>
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<td>Psychology</td>
<td>5</td>
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<td>Supervisory Management</td>
<td>3</td>
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<td>Spanish</td>
<td>2</td>
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<td>Speech</td>
<td>4</td>
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<tr>
<td>Statistics</td>
<td>2</td>
</tr>
<tr>
<td>Theater</td>
<td>1</td>
</tr>
</tbody>
</table>

The Impressive Summit We Climbed

- More than 900 academic institutions subscribe to QM
- More than 36,000 faculty and education professionals are involved
- More than 4,000 courses are certified

According to Deb Adair, Ph.D.
Quality Matters Managing Director and Chief Planning Officer
PART 3
How Riverland Climbed to the Top

Our Journey to the Top
How did Riverland Community College become one of the top two percent of all QM subscribing institutions?

Evolution of Our Internal Process

Quality Matters Annual Conference, November 2015
Internal Process – Key Points

• A learning opportunity, not a requirement
• Flexible faculty development times
• Help for instructors from beginning to end
• Questions answered from Riverland people
  ▪ Director of Instructional Technology and Intellectual Property
  ▪ Internal Mentors (faculty)
  ▪ Other faculty with QM certified courses

Duty Day Presentations
Duty Day Presentations – Key Points

- Break-out sessions
- Inexpensive way to spread the word
- Information from fellow faculty
- Non-threatening environment
- Non-committal way to discover more about QM
- Started conversations

Congratulatory Announcements

- RiverlandAll e-mail
- Information about college and individual achievements
- Ignites peer pressure and pride

Pride

Riverland Comparison to Other Two-Year MnSCU Institutions.

Sample e-mail text—Riverland now totals 63 of the 333 QM certified courses in all MnSCU institutions.
Peer Pressure

Peer Pressure used in a positive way is not a “bad” thing.

Faculty, Office of Instructional Technology, and administrators encourage participation.

Wall of Fame

Faculty also receive a framed certificate to display in their office.

Framed certificates displayed collectively in a public area.

Alburt Lea, Austin, and Owatonna, Minnesota
Money!!
- Only part of the whole picture
- Return on investment
- Financial incentive provides motivation
- Faculty Stipends
  - New course—1/3 credit pay per course credit
  - Recertification—$1,000 per course
  - Internal mentor—based upon number of mentees

Key Motivators
- Duty Day Presentations
- Congratulatory Announcements
- Peer Pressure/Pride
- Wall of Fame
- Money!!!!

Obstacles to Overcome
- Technical issues
- Procrastination and never enough time
Faculty Development

- Professional development plans
- Applying QM to on campus courses
- Individual program area accreditation
- AQIP/HLC assessment

Riverland has three QM Peer Reviewers and one Master Reviewer

Keys to Achieving QM Success

College-Wide

- Spearhead an internal process and support system
- Identify faculty motivators
- Provide local help for overcoming obstacles
- Integrate QM into faculty development
- Find ways to promote and celebrate successes

PART 4

Next Steps - Promotion of QM Certified Courses
Marketing Efforts
Notation in e-services class schedule

Notation in D2L Brightspace

Marketing Efforts (continued)
On campus bookstore shelves

Marketing Efforts (continued)
Office of Instructional Technology Quality Matters Webpage

Quality Matters™

Quality Matters® (QM) is a nationally recognized, faculty-centered, peer review process designed to certify the quality of online courses and online components. "Quality Matters" enhances access to the online world by providing tools to develop, market, and evaluate their online courses and their faculty.

The Director of Instructional Technology serves as the Quality Matters® Coordinator. The coordinator manages the course certification process, QM works with designated QM faculty members to assist them in pursuing course certification, and pays all fees associated with the certification process. QM also pays the $1000 certification fee for each 3-credit course that achieves QM certification. A total of 14 Riverland courses have achieved QM certification, with several more currently in development.

Certified courses by subject area:
Marketing Efforts (continued)
Office of Instructional Technology Quality Matters Course Specifics

Special Thanks To:
Technical Support
- Shawn Martin, OIT Coordinator
- J.C. Turner, Director of Instructional Technology and Intellectual Property
- Theo Beckmann, OIT Management Analyst

Faculty Videos
- Dr. Alan Erdahl, Biology
- Rayce Hardy, Economics
- Catherine Haslag, Chemistry
- Dr. Deb McManimon, Business
- Dr. Suzette Overby, Human Services
- Heidi Schara, Speech
- Dan Wirkus, Accounting

Resources
- Kahoot! (http://getkahoot.com)
- Quality Matters (www.qualitymatters.org)
- Minnesota Online Quality Initiative (http://minnesota.qualitymatters.org)
- Minnesota State Colleges and Universities (www.mnscu.edu)
- Riverland Community College (www.riverland.edu)
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