A Quality Matters "Quickie"

An Introduction to Quality Matters

QUALITY MATTERS
P R O G R A M
QM

When discussing online courses, who does quality matter to…

+ S_____

+ F_____

+ A_____

+ U_____

+ A_____ A_____

+ L_____

+ T____-P____

When discussing online courses, who does quality matter to…

+ Students

+ Faculty

+ Administrators

+ University

+ Accrediting Agencies

+ Legislators

+ Tax-Payers

Why do we want quality online course?

+ Improve student learning outcomes

+ Improve student retention

+ Prevent cheating

+ Promote interest in the content

+ Promote lifelong learning

When it comes to online course, how do we…

+ Define quality?

+ Assess quality?

+ Measure quality?

+ Evaluate quality?

What is Quality Matters (QM)?

- **+** It is a faculty-centered, peer review process designed to certify the quality of online courses and online components

- **+** It uses **a set of tools** *(standards)* for designing and reviewing online and hybrid courses

- **+** It is:
  - **+** Continuous – quality improvement process
  - **+** Centered – research, student learning and quality
  - **+** Collegial – faculty driven
  - **+** Collaborative – review is conducted among peers

What Quality Matters is NOT

+ It is ***NOT***:

  + About individual instructors (it is about the course design)

  + About faculty evaluation (it is about course quality)

  + A pass/fail test (it is a diagnostic tool)

  + About creating the "perfect" course (create an effective course, better than average – 85%)

The Origins of Quality Matters

+ Began as a Fund for the Improvement of Postsecondary Education (FIPSE) grant project in 2003.

+ Why: The project was to develop an instrument and process through which a quality online course could be recognized by a community of peers in online learning.

+ How: The project was research-based, collaborative and peer-centered.

+ Results: The project outcome was a rubric tool and a process for applying the rubric in peer reviews of online courses.

Subscription to Quality Matters

+ University of Arizona has a state wide subscription($1,000)

+ The subscription entitles us to:
    + Assess to the Quality Matters Rubric
    + Discount on training
    + Participation in the QM User Group
    + License to conduct QM Rubric Training
    + Ability to conduct official course reviews eligible of QM recognition

Did someone say "training"?
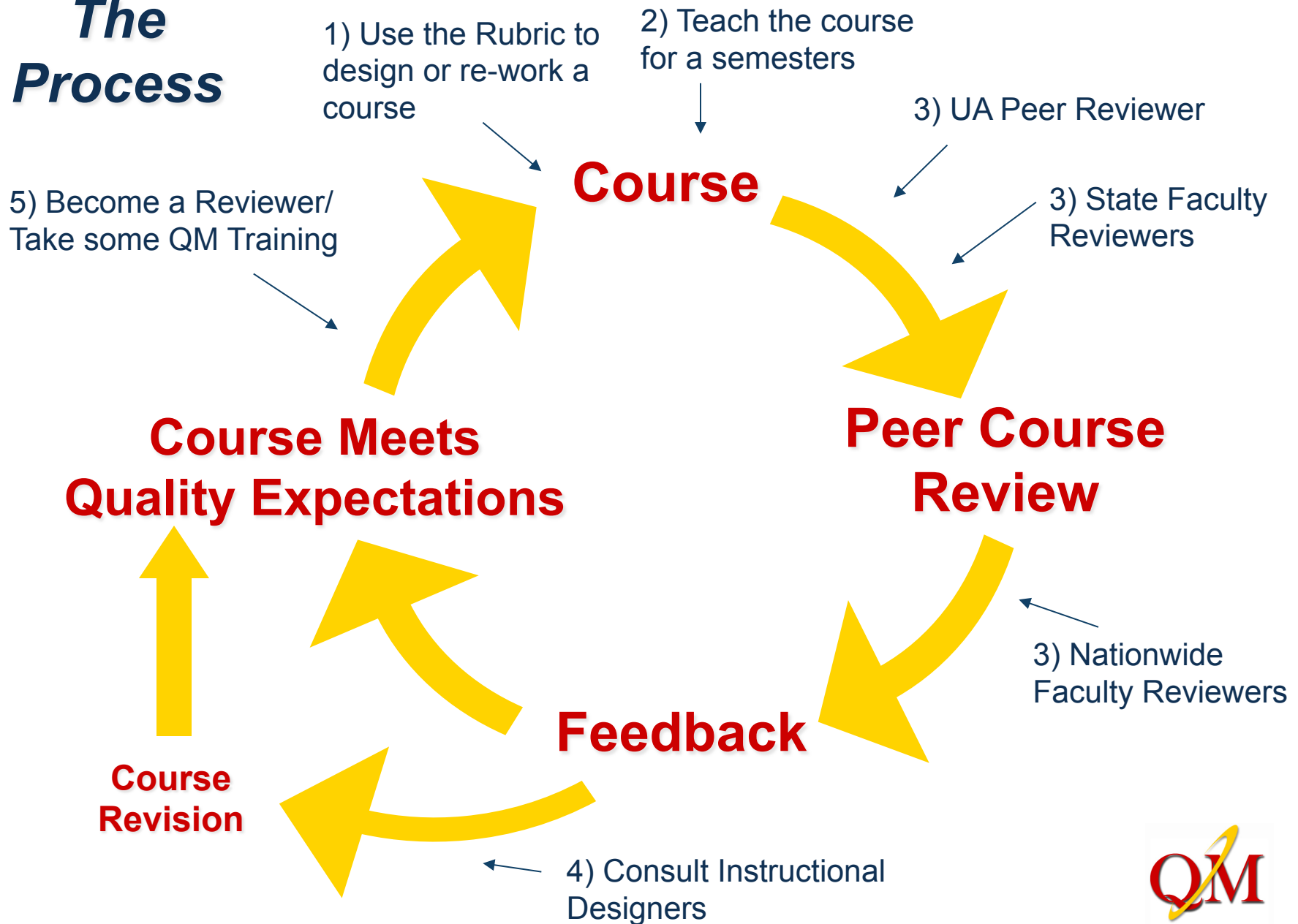
+ Yes – the online training courses offered are:
  - **+** Applying the QM Rubric
  - **+** QM Peer Reviewer Certification
  - **+** Improving Your Online Course
  - **+** Building Your Online Course
  - **+** Building Your Hybrid Course

+ How much?
  - **+** Time – usually two week sessions
  - **+** Cost - $150 - $250

The Process

1) Use the Rubric to design or re-work a course

2) Teach the course for a semesters

3) UA Peer Reviewer

3) State Faculty Reviewers

Course

Peer Course Review

3) Nationwide Faculty Reviewers

Feedback

4) Consult Instructional Designers

Course Revision

Course Meets Quality Expectations

5) Become a Reviewer/ Take some QM Training

QM
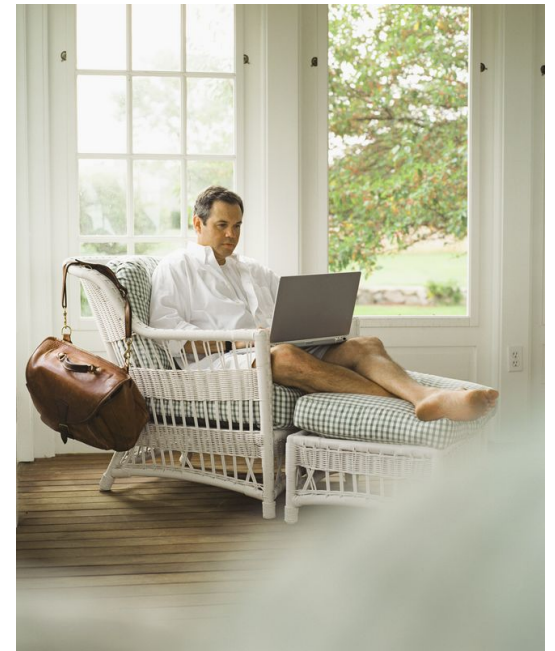
Factors Review in the Process

+ Reviewed:
  + Course Design

+ Not Reviewed:
  + Course Delivery (faculty performance)
  + Course Content
  + Course Management System
  + University Infrastructure
  + Faculty Training and Readiness
  + Student Engagement and Readiness

The Purpose of the Quality Review

+ Must score more than average; more than "good enough" (85%)

+ Must make an attempt to capture what is expected in an effective online course

+ The score is based upon the QM Rubric which is based on research and widely accepted standards

The Rubric

- **+** Eight General Standards
  - **+** **Overall design** of the course is clear
  - **+** **Learning objectives** are clearly stated and explained
  - **+** **Assessment strategies** and measure are well integrated
  - **+** **Instructional material** and resources are sufficiently comprehensive
  - **+** **Meaningful interaction** in the course
  - **+** **Navigation and technology** are intuitive
  - **+** **Support** provided for student success
  - **+** **Accessibility** (ADA standards)

Underlying Principles of QM

- Based on national standards of best practices, research literature and instructional design principles.

- Not to create the "perfect" course, but better than "good enough" (85%)

- A continuous quality improvement process involving the faculty to successfully meeting expectation

- Faculty driven, peer review process, not an evaluation

- Promote student learning

- https://www.qualitymatters.org/rubric

Interested in Quality Matter?

+ LATTe (Learning and Teaching with Technology) Group
  + There is a subgroup on Quality Matters

+ Statewide network

+ Contact:
  + Melody Buckner at mbuckner@arizona.edu
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Website:
http://www.qmprogram.org