



Improving the Design of Online Courses and Programs with QM




SRSU Brown Bag
October 21, 2022



Agenda

- What is Quality Matters (QM)?
- The QM Rubric
- What is “Quality”?
- Collaborative Plan for Implementation/Next Steps
- Firsthand Account: QM Course Certification



What is Quality Matters (QM)?

An Overview



What is Quality Matters (QM)?

- Quality Matters is an inter-institutional peer review process dedicated to the continuous improvement of online course design.
- 2003 U.S. Department of Education's Fund for the Improvement of Post-Secondary Education (FIPSE) – Maryland
- 2014 QM became its own non-profit organization


What is Quality Matters (QM)?

- Subscription-based service with subscribers across the United States and globally
- QM Member Institutions/Organizations.
- The three main elements of QM are:
 - The QM Rubric
 - The peer review process
 - Faculty development and support



The QM Rubric

A tool for evaluating and improving the
design of your online course



The Purpose of the Rubric

- The [QM Rubric](#) provides a guide to improve the **design** of your online course. (It does not evaluate the *delivery* of your course)
- The Rubric is made up of **8 General Standards** and **42 Specific Review Standards**.



What is “Quality”?

What are we striving for in designing our
online courses?



Course Design

Course Delivery

Course Content

**Institutional
Infrastructure**

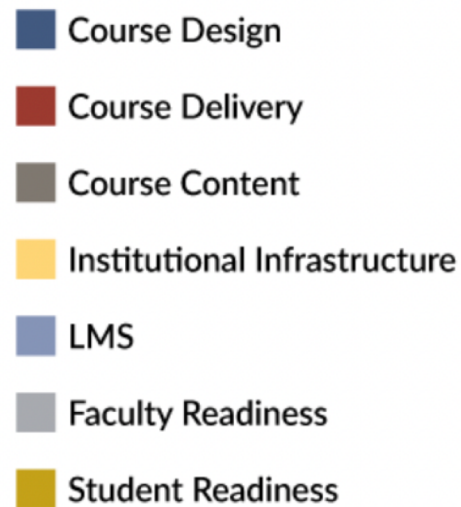
**Learning Management
System (LMS)**

Faculty Readiness

Learner Readiness

The forethought and planning that goes into an online course.

Online Quality Pie



Alignment Builds a Solid Course



Submitted by James Fowlkes and Brenda Boyd



Helping you deliver on your online promise
qualitymatters.org

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Collaborative Plan for Implementation

Working with faculty and staff to develop
a plan for implementation



Develop a Plan to Implement QM

To decide on the professional development workshops and tools you will need, you should consider your institution's quality assurance goals and consider the topics below.

1. Governance – Who will lead a QM project and where will it report?
2. Engagement –How will you gain staff commitment?
3. Resources – What professional development opportunities and incentives will your institution provide?
4. Rubric Use – For course evaluation, development, maintenance or all three?
5. Course Reviews – Formal or informal?
6. Course Selection Criteria (for reviews) – Which courses in what order? Most in need or most likely to succeed? Oldest? Newest? By department?

Faculty Incentives for Participation

Stipends

SHSU Course
Redesign and
Certification

QM
Coursework

QM
Certification

- Redesign and Certification
- Conversion to Bb Ultra

- Applying the QM Rubric
- Peer Review Training

- Course Review
- Program Review



Firsthand Account: QM Course Certification

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Questions? Comments?

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