Quality Matters (QM)
Intended Outcomes

• Participants will be able to describe what QM is and how it evolved.

• Participants will be able to summarize QM’s Vision and Mission.

• Participants will be able to explain how UWSP benefits from having a QM membership.

• Participants will be able to identify the general focus of the QM rubric.
QM History

• 2003- started by MarylandOnline, Inc (MOL), funded by a FIPSE grant.

• 2006- QM became a self-sustaining program within MOL, FIPSE grant expired

• 2014- QM became a standalone non-profit organization with international presence

• 2018- 60,000+ global members
QM Vision and Mission

• QM’s Vision- QM is an international organization that is recognized as a leader in quality assurance for online education.

• QM’s Mission- Promote and improve the quality of online education and student learning nationally and internationally.

• www.qualitymatters.org
UWSP and QM

- CITL purchases a Basic Institutional QM membership annually.
- Eric Simkins and Lindsay Bernhagen are the two Quality Matters Coordinators (QMCs) for UWSP.
  - Email Eric to have an account setup
- Membership Benefits/Services Provided
  - QM access for all Faculty and Staff
  - Access to the full HE QM Rubric and Course Review Tools
  - Discounts on professional development
QM Focus

• Seven Areas of Online Quality (as identified by QM)
  • Course Design (this is the one area QM focuses on)
  • Course Delivery
  • Course Content
  • Learner Management System
  • Institutional Infrastructure
  • Faculty Readiness
  • Learner Readiness
## UWSP Online Support

<table>
<thead>
<tr>
<th>Online Course Quality Factor</th>
<th>UWSP Units Involved</th>
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<tbody>
<tr>
<td><strong>Course Design</strong></td>
<td>CITL/UWSP Online (instructional design &amp; tech support)</td>
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<tr>
<td></td>
<td>Faculty (content expertise)</td>
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<td></td>
<td>QM professional development and resources</td>
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<tr>
<td><strong>Course Delivery</strong></td>
<td>Faculty/Instructor (instruction)</td>
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<td>Departments (instructor support and evaluation)</td>
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<td></td>
<td>Colleges (instructor support and evaluation)</td>
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<td>CITL/UWSP Online (support)</td>
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<td><strong>Course Content</strong></td>
<td>Faculty/Instructor</td>
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<td>Departments</td>
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<td><strong>Learner Management System</strong></td>
<td>CITL/UWSP Online</td>
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<td>IT</td>
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<td>UW System</td>
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<tr>
<td><strong>Institutional Infrastructure</strong></td>
<td>CITL/UWSP Online</td>
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<td>TLC</td>
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<td>IT</td>
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<td>Academic Advising</td>
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<td>Library</td>
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<td>Disability Services</td>
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<td>Book Store/Text Rental</td>
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<td>Others</td>
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<tr>
<td><strong>Faculty Readiness</strong></td>
<td>CITL/UWSP Online (instructor training)</td>
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<td></td>
<td>Faculty/Instructors/Departments (complete training and other PD)</td>
</tr>
<tr>
<td><strong>Learner Readiness</strong></td>
<td>CITL/UWSP Online (Online Student Orientation)</td>
</tr>
<tr>
<td></td>
<td>Other (ACAC, prior experience, etc.)</td>
</tr>
</tbody>
</table>
QM Alignment Standards

• Alignment- critical course elements working together to ensure that students achieve the desired learning outcomes.

• Direct Alignment between:
  • Learning Objectives or Competencies (Standards 2.1 and 2.2)
  • Assessments and Measurements (Standard 3.1)
  • Instructional Materials (Standard 4.1)
  • Course Activities and Learning Interaction (Standard 5.1)
  • Course Technology (Standard 6.1)
QM Rubric (update coming 7/1/2018)

- 8 General Standards and 43 specific standards
  - General Standard 1- Course Overview and Introduction
  - General Standard 2- Objectives
  - General Standard 3- Assessment and Measurement
  - General Standard 4- Instructional Materials
  - General Standard 5- Course Activities and Learner Interaction
  - General Standard 6- Course Technology
  - General Standard 7- Learner Support
  - General Standard 8- Accessibility and Usability
QM Rubric and Scoring

• Annotations are extremely important

• 21 Standards are “essential”
  • A course cannot pass a review if any of the essential standards are not met
  • 3 pts each on the rubric

• 85% rules
  • Courses must earn 84/99 to pass a review (and pass all 21 essential standards)
  • When reviewing, a specific standard is considered “passed” when it is met at 85%.
    • Example: Course has 15 course-level SLOs, 13 are measureable and 2 are not. Most reviewers would pass the course for this standard because it meets the 85% threshold.

• Continual improvement model
QM Reviews

• Official Reviews
  • Take 4-6 weeks with a 20 week cap
  • 3 peer reviewers and the instructor (one reviewer from outside)
  • QM-Managed
  • Subscriber managed
  • Allow courses to be QM Certified

• Internal Reviews
  • Unofficial reviews handled by the institution
  • 3 peer reviewers and the instructor
  • Do NOT allow courses to be QM certified

• Self Reviews
  • Unofficial reviews completed by instructors and/or instructional designers
CITL/QM Resources

• D2L course templates
  • 4, 8, and 16 week templates
    • Contain student resources essential to passing a QM review
    • Contain many instructor resources

• Online Syllabus Template
  • Contains elements necessary to pass a QM review
  • Is designed to meet Accessibility requirements

• Weekly Plan Template
  • Designed to support QM alignment principles

• SLO Alignment Worksheet
  • A tool designed to help users apply QM alignment principles to their course

• One on one help