

QUALITY MATTERS

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QOM

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IN ONLINE & BLENDED LEARNING



**UT ONLINE**

THE UNIVERSITY OF TOLEDO

# QM is Academic and Non-Profit

- ❑ Quality Matters is a not-for-profit subscription service providing tools and training for quality assurance of online courses
- ❑ Developed by MarylandOnline with funding from **FIPSE** (Fund for the Improvement of Postsecondary Education), U.S. Department of Education, it was designed **by faculty for faculty** focused on improving student learning
- ❑ Adopted by a large and broad user base, QM represents a shared understanding of quality in online course design
- ❑ **900+ subscribers** in Australia, Canada, China, Fiji, Saudi Arabia, and the United States

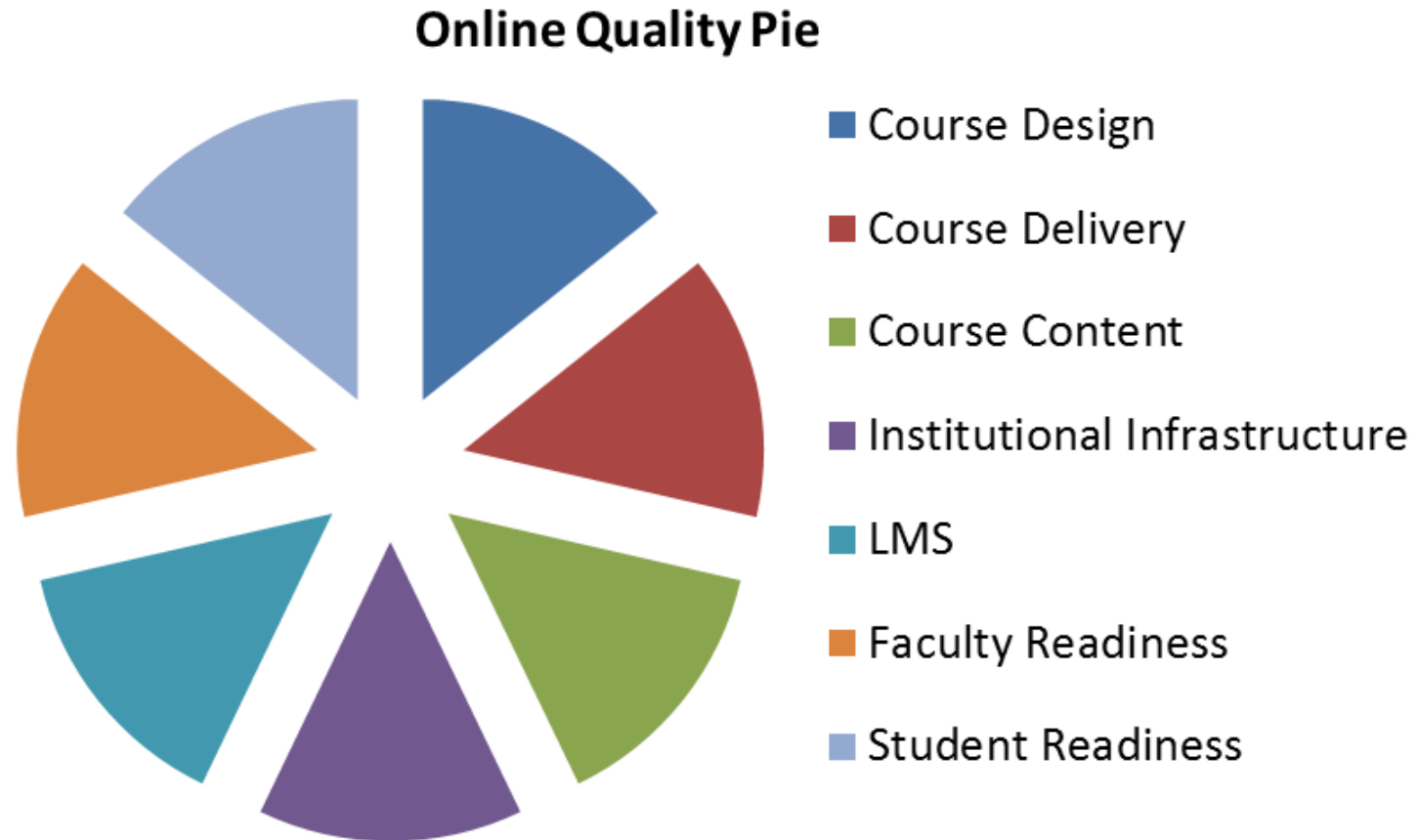


# Quality Matters is...

- A **rubric** (set of 43 standards) for the **design** of online and blended courses
- A **peer review process** (faculty-to-faculty) for reviewing and improving online and blended courses
- A **faculty support tool** used by instructional designers
- A **professional development** opportunity



# Factors Affecting Course Quality



QM Reviews **Course Design** Only

# QM Rubric, Fifth Edition

## Eight General Standards:

1. Course Overview and Introduction
2. **Learning Objectives**
3. **Assessment and Measurement**
4. **Instructional Materials**
5. **Course Activities and Learner Interaction**
6. **Course Technology**
7. Learner Support
8. Accessibility and Usability

**Key components must align.**

**Alignment:** *Critical course elements work together to ensure that students achieve the desired learning outcomes.*



# If Key Sections Do Not Align...

- The course may be fragmented and ineffective
- Students may receive mixed messages about what they should learn
- Students will spend time on activities that do not lead to the intended goals
- Faculty may overestimate or underestimate the effectiveness of instruction
- Students will not achieve the desired outcomes



# The Four C's

QM is a **faculty-driven, peer review** process that is...

**C**ollaborative

**C**ollegial

**C**ontinuous

**C**entered - in an academic foundation  
- around student learning



# The QM Approach

- Not about an individual instructor  
(it's about **the course**)
- Not about faculty evaluation  
(it's about **course quality**)
- Not about judgment  
(it's about **diagnosis** and **improvement**)
- Not about “win/lose” or “pass/fail”  
(it's about **continuous improvement** in a supportive environment)





# What QM is NOT About

The faculty member is  
integral to *both* design and delivery.

## Course Design ...

is the forethought and planning that a faculty member puts into the course.



## Course Delivery ...

is the actual teaching of the course, the implementation of the design.

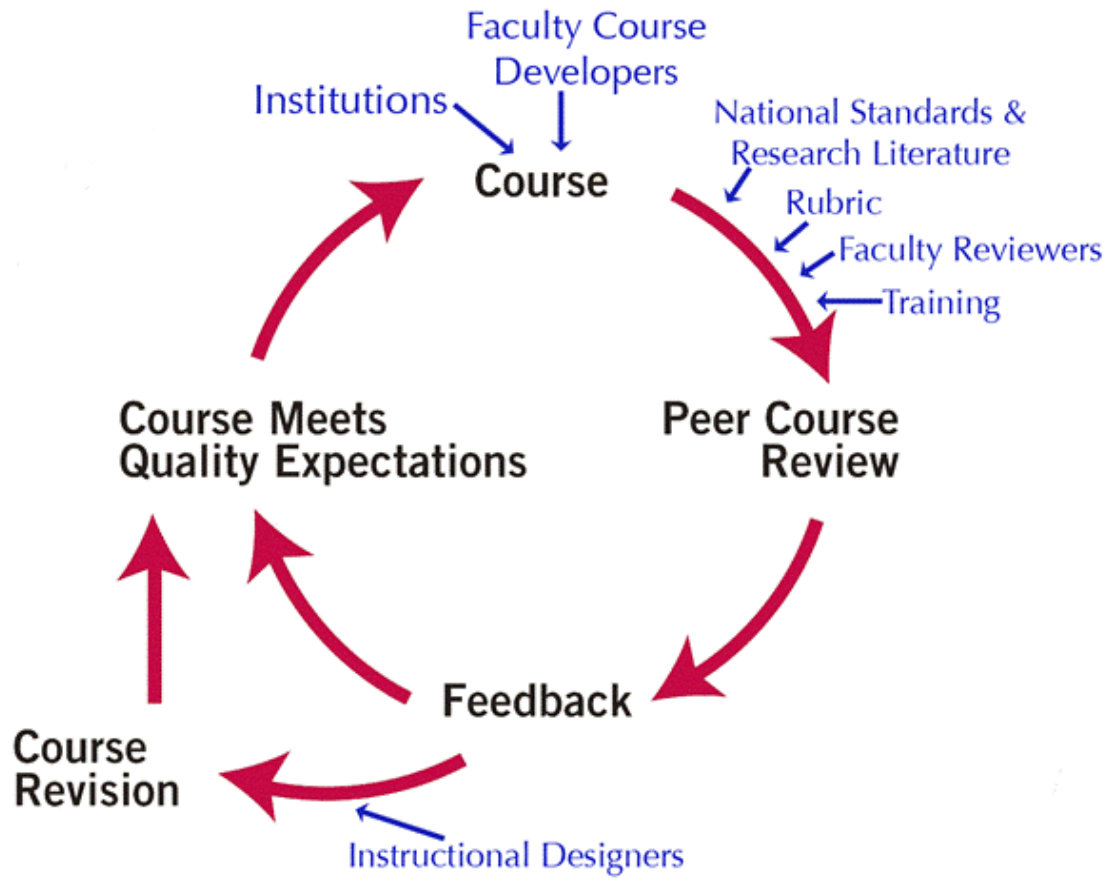
**QM** is about **DESIGN** - *not* delivery or faculty performance



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# The QM Review Process



# Want to submit your course for QM Review?

## Three Types of Reviews:

1. Informal review for course design improvement.
2. Self-review for course design improvement.
3. Official review for QM Recognition.

## Getting Started:

- Interested? Contact your instructional designer.



# Next Pathway Courses

## 1) **APPQMR Workshop**

- Offered 100% online (2 weeks) and face-to-face (whole day)
- Next online workshop: October 10 - 21, 2016

## 2) **Online Teaching Certificate**

- 4-weeks, 100% online
- Next course: October 24 – November 21, 2016

3) Register at: [utdl.edu/DL\\_training](http://utdl.edu/DL_training)