



# QM Overview





# Origins & Principles



# History of QM

- 2003-06 US DoE Grant
- 2006-07 Bootstrapped non-profit
- 2014 Separation from parent org
- 2023 Celebrated 20 years of the QM Community



# The QM Underlying Principles

- Collaborative
- Collegial
- Continuous
- Centered





# Factors Affecting Online Quality



- Course Design
- Course Delivery
- Course Content
- Institutional Infrastructure
- LMS
- Faculty Readiness
- Student Readiness



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# QM as an International Standard

- 1,300+ Member institutions
- 50 states + D.C. in the U.S.A.
- 2 U.S. Territories
- 30+ Countries
- 100,000+ Faculty & staff
- 3,000+ QM-Certified Reviewers





# QM Partners & Memberships

## Educational Non-Profits

- Virtual Learning Leadership Alliance (VLLA)
- Digital Learning Collaborative (DLC)
- EDUCAUSE
- Council for Higher Education Accreditation International Quality Group (CIQG)

## Leadership Collaborative

- National Council for Online Education (NCOE)  
(QM, WCET, OLC, UPCEA)
- International Network for Quality Assurance Agencies in Higher Education (INQAAHE)
- International Council for Open and Distance Education (ICDE)



# Setting Quality Assurance Goals



# Who Cares About Quality?

- Accreditors
- Administrators
- Faculty
- Staff
- Learners
- Parents
- Legislators
- Taxpayers
- Employers

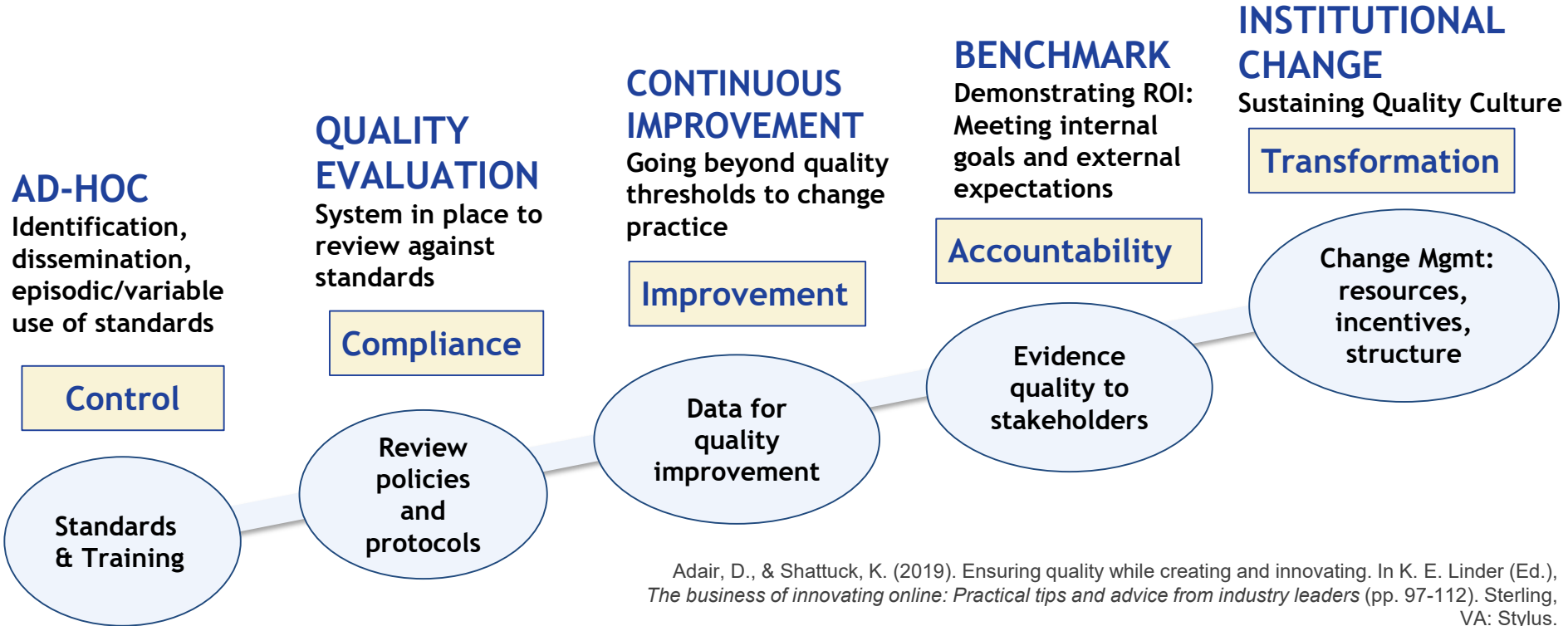




# What are Your QA Goals?

- Improve course design
- Create professional development opportunities
- Demonstrate a QA process
- Continuous improvement
- Benchmarking
- Institutional change

# Continuum of Excellence for QA (CEQA)



Adair, D., & Shattuck, K. (2019). Ensuring quality while creating and innovating. In K. E. Linder (Ed.), *The business of innovating online: Practical tips and advice from industry leaders* (pp. 97-112). Sterling, VA: Stylus.

# QM is Adaptable

- Strategic goals
- Quality benchmarking
- Organization culture
- Governance structure
- Size and resources
- Ongoing faculty development
- Improved courses





# Quality Assurance

From K-12 to Continuing Education

# What is Quality?

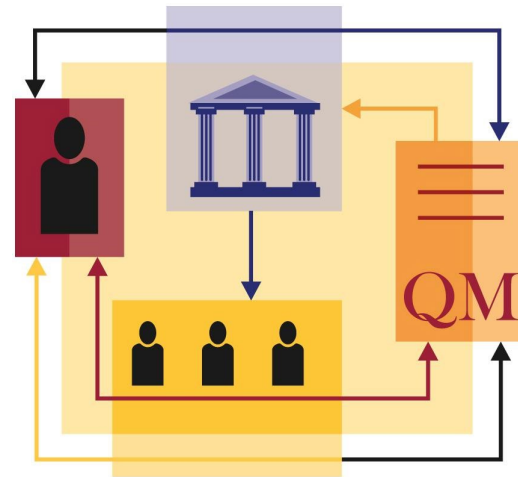
- More than average
- Better than “good enough”
- 85% level
- Research-supported best practices
- Progress, not perfection



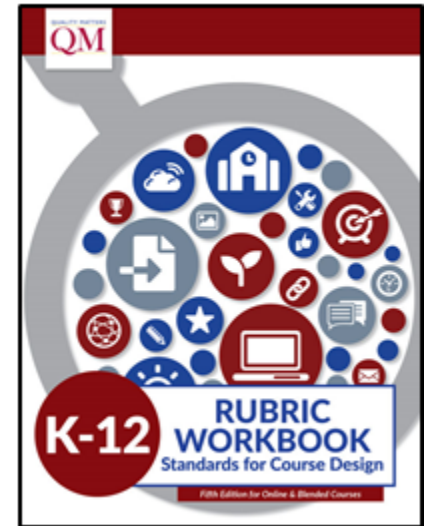
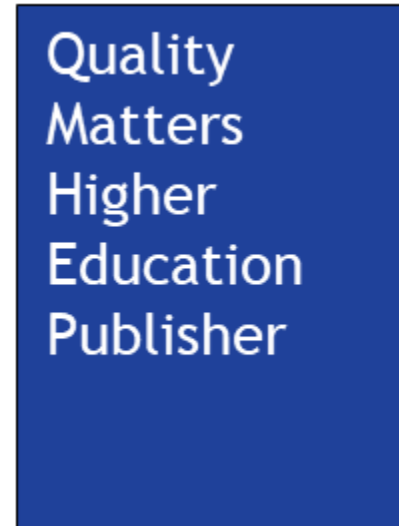
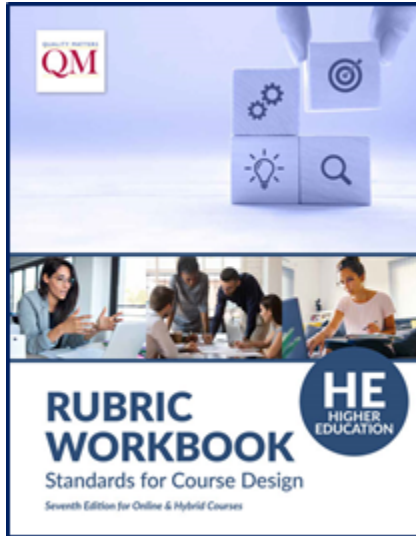


# Why QM?

- Credible
- Adaptable
- Flexible
- Turn-key



# QM Rubrics



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# Course Design Standards

- Many ways to meet
- Community input
- Updated regularly
- Research supported
- Best practices
- Rich Annotations





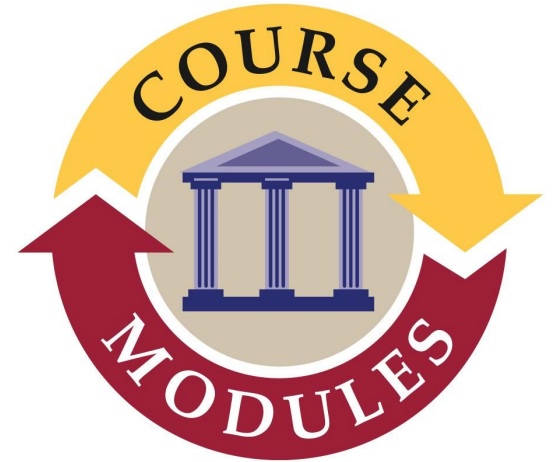
# General Standards

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



# Specific Review Standards

- Inter-related
- Holistic
- Number vary by Rubric
- Support CBE
- Technology & LMS agnostic





# Alignment Builds a Solid Course



Submitted by James Fowlkes and Brenda Boyd



# QM Reviews

## Course Design & Program

# Types of Course Reviews

## Internal Reviews



## QM Reviews for Certification

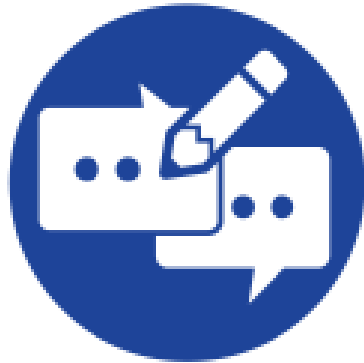


## QM Reviews for Recognition





# Internal Course Reviews



## Self Review Tool Internal Reviews Custom Reviews

- Not required to follow the official QM process
- May use selected Standards
- Take QM Professional Development to prepare



# QM Recognition Course Reviews



Essentials Review: Uses the 22 Essential SRS in the QM Higher Education Rubric

- Required to follow the official QM process and outlined team composition
- Encompasses all three-point Essential Standards
- Recognition is issued for Foundational Design





# Official QM Reviews for Certification



## QM-Managed Subscriber-Managed

- Follows QM policies & procedures
- Attains QM Certification
- QM Coordinators must complete QMC Training





# Course Certification

Demonstrate your quality assurance  
commitment



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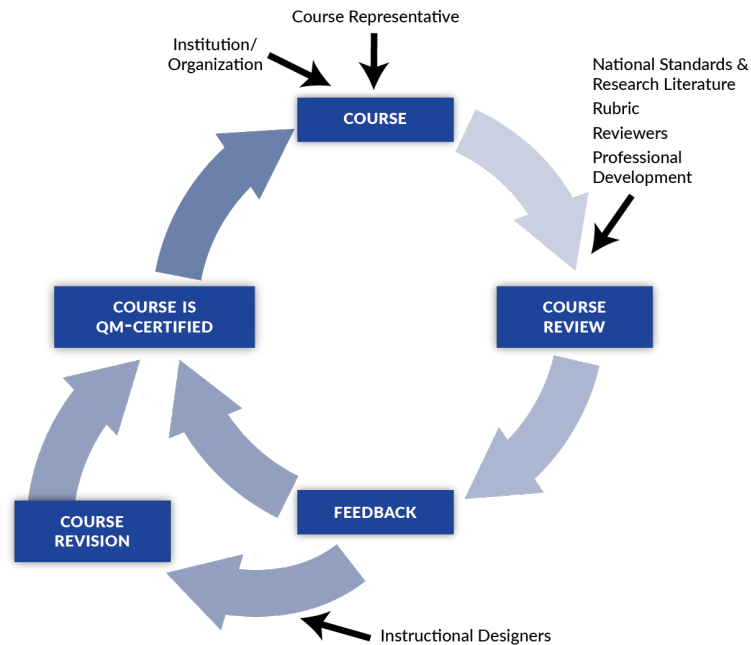


# Preparatory Course Reviews

- Prepare for official course reviews
- QM-Managed
  - » Single Master Reviewer, SME, External



# The QM Peer Review Process





# Official Course Review Teams

## QM-Certified Course Reviewers

- 2-3 Reviewers depending on type of Review
- Must attend QM PD
- Subject Matter Expertise (SME)
- Master Reviewer/Team Chair

## + The Course Representative

- Access to the Rubric prior to review
- Involved in pre-review discussions
- Consulted during the review



# Formal Review Timeline

Phase	Pre-Review		Active Review			Post-Review	
Weeks	1	2	3	4	5	6	→ 14
	Course Worksheet Pre-review call Team calendar set		Reviewers review the course			Review Finalized Post-review call Amendments	





# Course Review Benefits

- Continuous improvement
- Recognition internally & externally
- Quality benchmark
- Positive outcomes for faculty
- Helps learners

# Quality in Course Sharing



Recognition means that an institution's quality protocols ensure the shared courses meet QM Standards in three categories

1. The courses are well-designed and have been reviewed and found compliant with quality standards.
2. Instructors of shared courses are credentialed and prepared.
3. Instructors of shared courses are supported with resources and guidance so that students are supported during the course.



# QM Program Certifications

- Online Program Design
- Online Teaching Support
- Online Learner Support
- Online Learner Success





# Program Certification Benefits

- External evaluation
- Preparation for reaffirmation
- Institutional commitment to quality
- Improve programs





# Exemplary Program Designation



Earn all four QM Program Certifications within three years.



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# Program Candidacy Pathway

- Enables intentional approach
- Provides a structure
- Engages whole organization





# Professional Development



# Professional Development Supports Your Goals

- Build campus capacity
- Grow QM Reviewers
- Conduct Subscriber-Managed Course Reviews
- Develop a culture of continuous improvement





# Workshops for Improvement

- Applying the QM Rubric
- Improving Your Online Course
- Designing Your Online Course
- Designing Your Hybrid Course
- General Standards Focused





# Certification Courses for Implementation



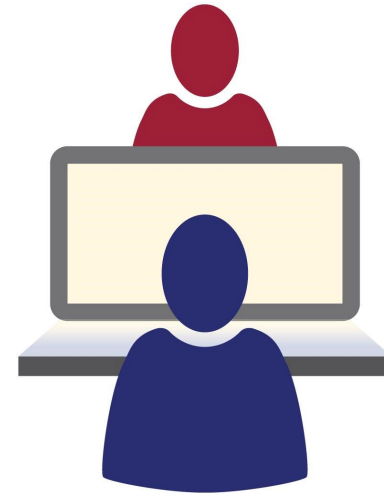
- Peer Reviewer Course
- Master Reviewer Certification
- Course Review Manager Certification
- Applying the QM Rubric Face-to-Face Facilitator Certification
- Applying the QM Rubric Online Facilitator Certification
- Online only





# Professional Development Modalities

- Online (asynchronous)
- Face-to-Face
- Virtual (synchronous)
- Dedicated





# A Community for Quality



# QM Community



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# Special Interest Groups



## QM Instructional Designers Association

- ~ 1500 Members
- Book Club, Coffee Talks, Listserv, Discord
- Instructional Designers' Learning Exchange



## iQM: International Quality Matters

- ~150 Members
- Read/Write/Speak Languages other than English
- Help promote QM in other countries



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# QM Success Stories

- Free Monthly Webinars
- By QM Members, for QM Members
- Archived for reference





# QM Colleagues

- Colleagues who have implemented QM
- Matched with your organization size & type
- Helpful advice





# Grounded in Research



# Research Colleagues

- Researchers from the QM Community with a focus on online learning
- Help to keep the QM Research Library updated
- Conduct independent research relevant to quality online learning







# Research Library

- Free/publicly-available
- Updated regularly
- Search by Standard or keyword
- Online learning research related to the QM Rubrics, online teaching, and more
- Over 1500 curated articles





# Research Projects

- Explore online learning trends (CHLOE)
- Includes white papers, curated research, et al.
- Public discussion about research projects and topics via webinars, blogs, and the Research Online Conference





# Teaching Online

## Implementing Design

# QM Teaching Online Certificate



Technology  
Skills  
Self-Assessment



Evaluation of  
Course Design



Policy  
Awareness



Orienting  
Learners



Connecting  
Theories  
to Teaching  
Strategies



Creating  
Presence



Learner  
Assessment



# OSU Ecampus Teaching Principles

- Endorsed by QM
- Execution of course design
- Delivery-based Standards
- Research supported



Ecampus



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# Subscription Options

## Becoming a Member



# Organizations

- All faculty & staff included
- Access to fully annotated QM Rubric
- Supplementals available





# Higher Education: Basic vs. Full

## Basic

- Current HE Rubric
- Suite of QA tools, resources, and reports
- Member rates on PD, course and program reviews, events

## Full

### *All Basic benefits plus:*

- License to facilitate APPQMR
- Subscriber-Managed QM-Certified Course Reviews
- Small Program option
- Optional IYOC, DYOC and TOC licenses







# Higher Ed: Consortium vs. System

## Consortium

- 3+ Organizations with Full Memberships
- All Full Membership benefits
- 25% off
- Same membership cycle

## System

- Lead and Affiliate Organizations
- ***All Full Membership benefits plus:***
  - Ability to collaborate on QA efforts with affiliates
  - Enhanced reporting tools



# K-12 Memberships

## Basic

- One Organization
- K-12 Secondary Rubric
- K-12 Publisher Rubric
- Member rates on all services & events

## Consortium

- 2+ Organizations
- All Basic benefits plus:
  - My Custom Reviews
  - Ability to collaborate on QA efforts with affiliates
  - Can offer Applying the QM K-12 Rubric workshop





# Supplementals

- Other QM Rubrics
- Higher Ed workshops
  - » Improving Your Online Course
  - » Designing Your Online Course
  - » QM Teaching Online Certificate
- QM for Students



# QM Coordinators

- Key to success
- Liaison between QM & organization
- Free QM Coordinator Training
- Free online community of QMCs
- Quarterly meetings





**Jim Snyder**  
Director of  
Marketing &  
Engagement



**Marijane Hakun**  
Senior Manager,  
Member Services



**Suzanne Scheffler**  
Community  
Engagement Manager,  
K-12

Your Questions?