

# Beyond the Buzzwords: Research-Based Strategies for QA Implementation that Work for You

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## Takeaways

The Continuum of Excellence for Quality Assurance (CEQA) demonstrates five levels of implementation detailing how institutions progress through the various stages of QA implementation - Ad Hoc, Quality Evaluation, Continuous Improvement, Benchmark, and Institutional Change. Consider the following research-based strategies to promote online quality assurance.

1. **Foster compliance by supporting with data.** Ensure your implementation plan supports your institution in providing data related to compliance with federal agencies, accrediting bodies, and other accountability partners.
2. **Tap your faculty champions and pilot with early adopters.** Set the tone for the initiation or revitalization of your initiative by targeting experienced online instructors who are enthusiastic about online quality assurance and QM.
3. **Set measurable goals grounded with data.** Consider the data you need to collect to construct a complete *Before* picture of online quality at your institution.
4. **Define your process by clarifying your focus and plan.** Consider the areas of focus for your institution (i.e. course design, course evaluation, teaching, program design) and design a process that supports goal achievement.
5. **Identify the necessary supports to help you meet your goal.** Consider the various technological, intra-institutional, and professional development supports that will assist your team in meeting the established goals.
6. **Plan for progress by clarifying how you will analyze and apply feedback.** As a key component of the process to support continuous improvement, be sure to plan for the application reviewer feedback.
7. **Report your wins internally and externally.** Tell your story and communicate your commitment to quality!

## Reflect

1. How has your institution tied the online quality assurance process to strategic goals?
2. Does your institution clarify a process for preparing faculty to design and teach online courses? How is readiness determined?
3. How does your institution communicate engagement and successes related to quality assurance efforts in online learning?

## New! QM Consulting Services for Institutional QA Implementation

### Faculty & Student Success

Faculty and Student Success services are for institutions looking to elevate course quality for both design and delivery. The professional development focus is on supporting faculty with good design and teaching. The consulting focus is on broader institutional implementation, aligning quality assurance goals with institutional strategy, and with a focus on student success and faculty support.

### Quality Assurance

Quality Assurance services are designed for institutions interested in creating and scaling course reviews for quality assurance. The professional development focus is on design and review expertise. The consulting focus is on creating a strong internal process for course design and review.

### Online Programs

Online programs services are customized to online program goals for the institution. The professional development includes the newest revision of the program review preparatory workshop, plus design and teaching workshops to be done by the program faculty. The consulting focus is on developing and delivering quality online programs.