

## Journey Toward an Effective Program Review - Lessons Learned for Future Reviews



### Panelists

#### Quality Matters

- **Melissa Poole**, Director of Quality Assurance

#### UNC Charlotte

- **Enoch Park**, QM/Online Learning Specialist, Center for Teaching and Learning
- **Shanna Coles**, Senior Program Manager, Distance Education
- **Florence Martin**, Associate Professor and Program Director, Instructional Systems Technology
- **Heather McCullough**, Associate Director, Center for Teaching and Learning



### About the University of North Carolina at Charlotte

Institutional Member Since 2011  
System-Wide Subscription Since 2015

**177** faculty QM trained in 26 Training Workshops  
**21** Peer Reviewers, **3** Master Reviewers  
**4** Certified Trainers  
**1** Program Reviewer

**19** courses officially certified  
**48** internal review in progress  
**1** Program certified in Online Program Design,  
Online Learner Success (in progress)



### Objectives

**After this session, participants will be able to . . .**

1. Distinguish myths from truth in QM Program Certification.
2. Prepare an action plan for their QM Program Review process.
3. Explain the process and benefits of QM Program Certification for their own institution.



### QM Program Certification

#### Benefits

- **Demonstrate** a commitment to quality online learning
- **Improve** programs through the process of qualifying for QM Certification
- Use QM Certification to **highlight** the quality of online programs to stakeholders
- Streamline **preparation** for regional or professional **accreditation**

<https://www.qualitymatters.org/qm-reviews-certifications/program-reviews>



### Preparing for Effective QM Program Certification – Step 1

#### Define Your Institution's Goals and Objective of Undergoing QM Program Certification



Preparing for Effective QM Program Certification – Step 1

Based on Goals and Objectives, decide how to provision

- Funding
- Resources
- Amendments
- Outcomes implementation





Question:  
How long does the Program Review process take?

Be prepared for application and data preparation and amendments

Who	What	When
Team Reviewers	Team Reviewers submit request for additional evidence from Stage 1 review.	Week 1- Week 2
Team Chair	Team Chair consolidates request and sends to program liaison	Week 3
Program Liaison	Program liaison has two weeks to respond to request for additional evidence.	Week 3 - 4
Team Reviewers and Chair	Team begins review of course for two weeks.	Week 4 - 5
Team Reviewers and Chair	Team continues and finalizes review for an additional two weeks.	Week 6 - 7
Team Reviewers, Chair, Program Liaison and QM Coordinator	Post review conference call	Week 7
Team Chair	Submits final review to PRMS	Week 8




Preparing for Effective QM Program Certification – Step 2

**Decide Individual Certification area.**





Preparing for Effective QM Program Certification – Step 2

Individual Certification areas

1. Online Program Design
2. Online Teaching Support
3. Online Learner Support
4. Online Learner Success





Preparing for Effective QM Program Certification – Step 2

**Planning Backward**

- Start by checking the relevant data required for each certification area.
- Are the required data readily available?





Preparing for Effective QM Program Certification – Step 2

What data are required and where to find the list of them?

The Annotated Program Criteria explains:

- Criteria for each individual certification
- List of Evidences to submit for review
- Annotations on the criteria

The **annotation** provides detailed explanation/ directions on which data to include in the Program Review application




Preparing for Effective QM Program Certification – Step 3

**Decide the Scope of the “Program”**



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Preparing for Effective QM Program Certification – Step 3

What is a “Program”?

- Single degree program
- Multiple academic programs (Department / Division / College)
- Entire Institution

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Preparing for Effective QM Program Certification – Step 3

Tip:  
Check if program policies are currently available and updated and can be readily accessed for the review.

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Preparing for Effective QM Program Certification – Step 4

**Form the Campus team.**



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Preparing for Effective QM Program Certification – Step 4

**Form the Campus team.**

- Program Liaison
- QMC
- Institutional Data Manager
- Faculty Development
- Instructional Designer



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Preparing for Effective QM Program Certification – Step 4

Recommended Qualification for Campus Team Members

- Institutional support and full access to data
- Authority on interpretation of data
- Access to program policies and procedures
- Access to campus technology systems (LMS, SIS, etc.)

Why – The program liaison need to provide data and access to campus resources in a timely manner. For example, the PL need to provide the additional data requested by the reviewers within 2 weeks.

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Preparing for Effective QM Program Certification – Step 4

Recommended Experience

- Program Reviewer Training / External Experience
- Preparing for Program Reviews Workshop
- Regional / Professional Accreditation
- Institutional Assessment



Preparing for Effective QM Program Certification – Step 5

**Gather Data, Organize, and Share.**



Preparing for Effective QM Program Certification – Step 5

Tips for Data Report

- Create Secure Online Storage / Share on the Cloud
- Organize Data By Certification / Criteria / and Topical Sub folder
- Summarize and Include Estimated Analysis (Data Cover Sheet)
- Focus on (Convincing) Evidences
- Record keeping in detail  
(Official / Internal Course Certification, Faculty QM Training , Designer QM training, Program Outcomes, Student Feedback, etc.)



Preparing for Effective QM Program Certification – Step 6

**Draft Narratives.**



Preparing for Effective QM Program Certification – Step 6

QM Underlying Principles

- Continuous
- Centered
- Collegial
- Collaborative



Preparing for Effective QM Program Certification – Step 6

**Reviewer Involvement**

- Make recommendations
- Explain rationales
- Offer Suggestions for improvements

**Program Liaison Involvement**

- Prepares and submit both Stage 1 and 2 Narratives
- Provides Initial Data and Additional Data
- Attend both pre- and post- review conference
- Answer questions during the review and at conferences
- May challenge / decide to accept the initial decisions
- Make amendments, if needed.



### Preparing for Effective QM Program Certification – Step 6

#### Characteristics of Effective Narratives

- (Self-) Assessment, estimation, & validation
- Mapping the program & alignment of program objectives
- Concise and to the point
- Convincing and justified by evidences and data
- Present both strength and areas to improve
- Honest with candor

Cf. Self-study for accreditation



### Preparing for Effective QM Program Certification – Step 7

#### Conduct a Mock Review.



### Preparing for Effective QM Program Certification – Step 7

#### Conduct a Mock Review

- Be a Devil's Advocate
- Find and close the gaps in alignment
- Program Reviewer training / Insight
- Ask a QM Staff for questions



#### Questions?

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