

JOHNS HOPKINS CAREY BUSINESS SCHOOL

Moving Beyond Compliance

A COLLABORATIVE AND
CONTEXT-SPECIFIC
FRAMEWORK FOR
INTERNAL QM REVIEWS

SPEAKERS

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QUALITY IN ONLINE COURSES

“quality as a descriptive term
in higher education is
notoriously hard to define”

MEYER (2002)



EXPERIENCE

internal review of
online courses



FINDINGS

findings and lessons
learned



TRANSFERABILITY

a context-specific
framework

ONLINE LEARNING

Johns Hopkins Carey Business School

INSTITUTIONAL CONTEXT

Who are we and
where are we from

ONLINE PROGRAMS AND PARTNERSHIPS

History and academic
partnerships

GROWTH OF ONLINE LEARNING

Trajectory of growth
and accreditation

QUALITY ASSURANCE

How do we define quality?

How do we integrate quality assurance in online course development?





OUR STUDY

INTERNAL QM REVIEW

Evaluate the quality of our online
courses using a research-based rubric



INTERNAL QM REVIEW METHODOLOGY

Establish clear goals and objectives

Focus on bigger outcomes

Establish a team with expertise

Establish timelines, processes, roles

Debrief during key milestones

Keep notes during the process

Look for common themes across courses

Identify areas for improvement

Focus on the institutional context

Move beyond compliance

RESULTS

POINTS	RESULT	STANDARDS NOT MET
88	N/M	Essential (3 pt) 2.4 The relationship between learning objectives or competencies and course activities is clearly stated.
89	N/M	4.1 The instructional materials contribute to the achievement of the stated course and module/unit learning objectives or competencies. 8.2 Information is provided about the accessibility of all technologies required in the course.
90	N/M	Very Important (2 pt) 4.3 All instructional materials used in the course are appropriately cited.
90	N/M	Important (1 pt) 1.7 Minimum technical skills expected of the learner are clearly stated. 6.5 Links are provided to privacy policies for all external tools required in the course.
93	N/M	

Business Communication

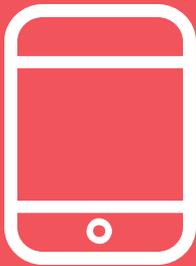
Statistical Analysis

Marketing Management

Investments

Business Leadership and
Human Values

FINDINGS



TECHNICAL AND
TECHNOLOGY ISSUES



INSTRUCTIONAL
DESIGN ISSUES



INSTITUTIONAL
ISSUES

LESSONS LEARNED

Importance of internal QM reviews

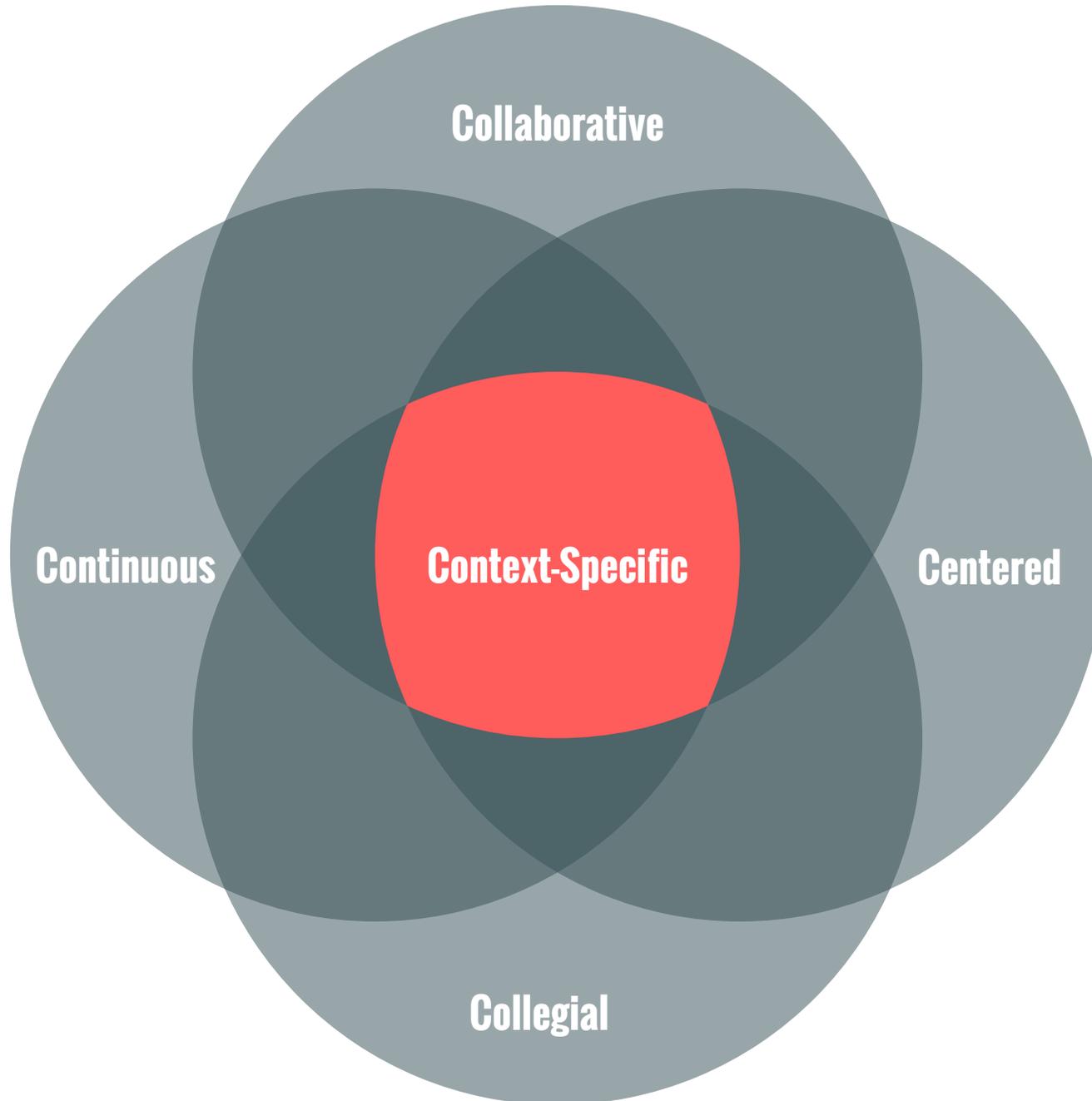
Institutional collaboration

QA beyond technical compliance

Context-specific considerations



Quality Matters Underlying Principles





PROMPTING QUESTIONS

#QUALITY+

Collaborative and Context-Specific
Framework for Internal QM Reviews

QUALITY+

a framework that situates quality beyond mere compliance
by prompting consideration of context-specific factors that
can significantly influence online course quality