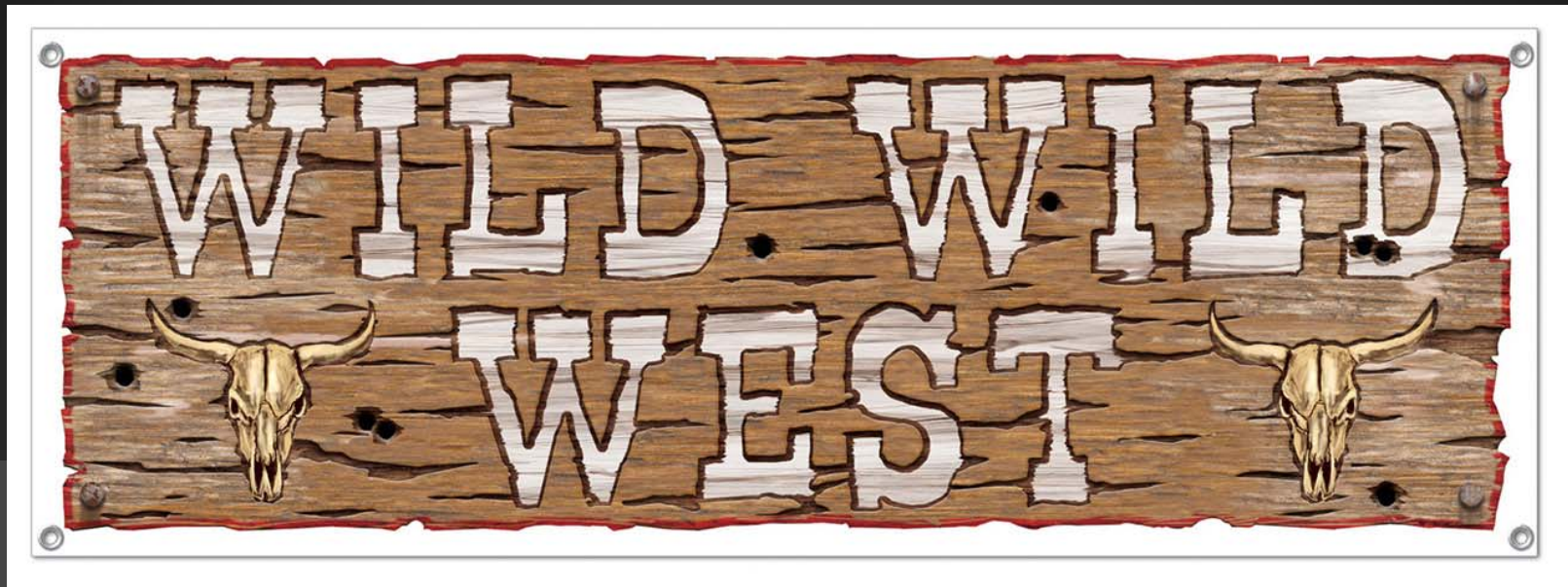


# **GAINING MOMENTUM:**

**IMPLEMENTING AND SUSTAINING QM AT A  
UNIONIZED PUBLIC UNIVERSITY**



Credits

**SARAH RUTLAND**

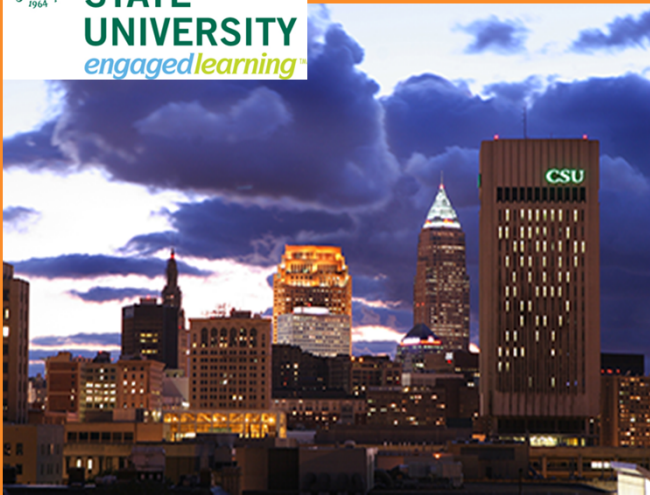
SR. INSTRUCTIONAL DESIGNER/MANAGER OF  
QUALITY ASSURANCE

**LEANN KROSNICK**

SR. INSTRUCTIONAL DESIGNER

# CENTER FOR ELEARNING

OUR WILD WILD (MID)WEST



**Established** CSU 1964, eLearning 2005

**Enrollment** Approximately 17,000,  
80% from Cuyahoga County, 98% from Ohio

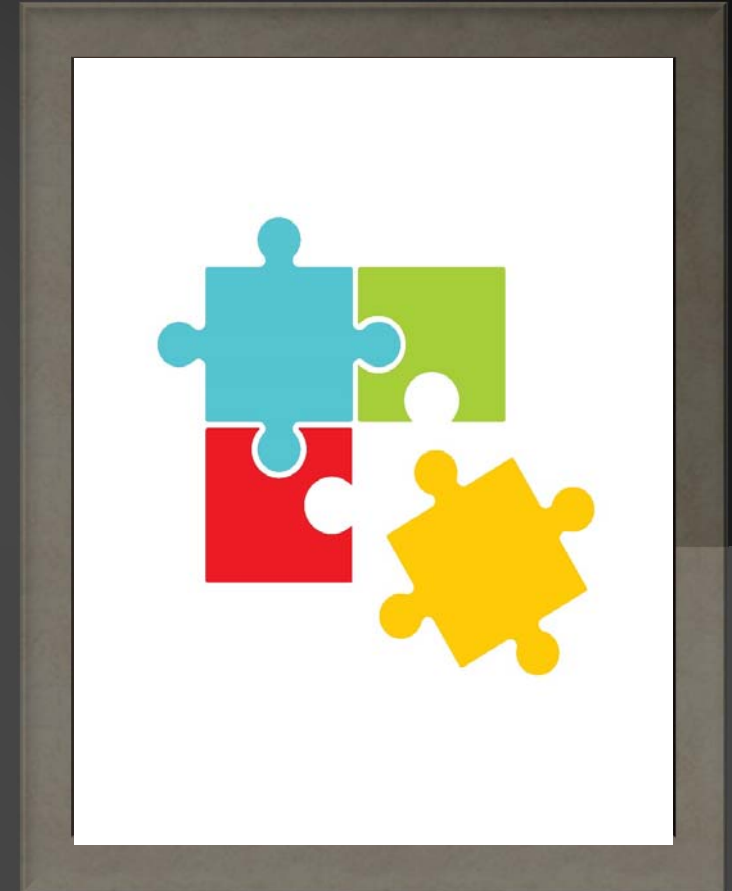
**Campus** More than 85 Acres, 40+ Buildings  
Largest footprint in downtown Cleveland

**Center for eLearning** Charged with supporting  
online learning, 11 Staff, 5 GAs, Provide central  
service to University as whole

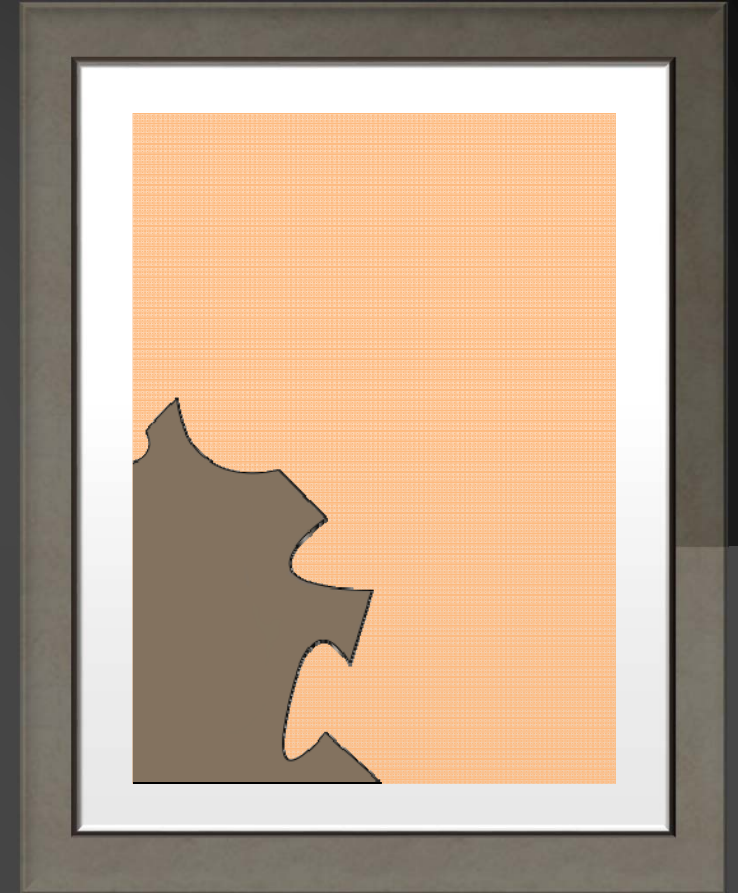
**Number of Courses QM Certified** 45

## PIECES OF THE PUZZLE ACTIVITY

- Break into small groups
- Find the puzzle & instructions placed at the end of each table
- As a team you have 5 minutes to put the puzzle together
  - Follow all instructions
  - Pieces must remain **FACE DOWN**



**CENTER FOR ELEARNING**  
Immersed in a culture of QM





# CENTER FOR ELEARNING

Immersed in a culture of QM

## ALL STAFF TRAINED

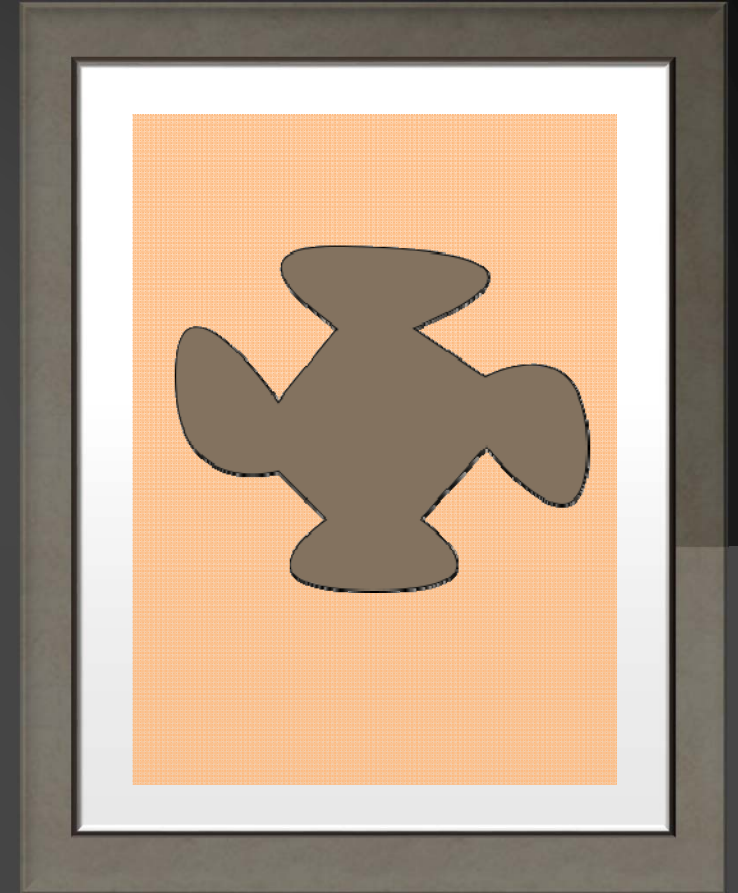
- All eLearning team members trained in QM including:
  - student assistants
  - admins
  - media specialists
  - and IDs

## STAFF VALUES

- QM is the base
- Process of continuous improvement
- Share the culture

## FACULTY ATTITUDES

Exposure to value of QM



# FACULTY ATTITUDES

## Exposure to value of QM

- Educate, promote, and support the:
  - QM standards
  - Course review process
  - A template

The collage consists of three overlapping screenshots from the Cleveland State University Quality Matters website. The top screenshot shows a 'Home Page' with a navigation menu and a 'What is Quality Matters?' section. The middle screenshot is a 'Quality Matters' webpage with a 'What is Quality Matters?' section and a 'QUICK LINES' sidebar. The bottom screenshot is a 'Quality Matters at Cleveland State University' webpage with sections for 'HOW DOES IT WORK?', 'WHY DOES IT MATTER?', and 'HOW CAN I GET INVOLVED?'.

- QM Success Stories
  - Brown Bag seminars
  - Faculty showcases
- Continued Exposure
  - Newsletter
  - Social media
  - Website
  - Quick reference



# CSU COURSE TEMPLATE

Cleveland State University *engaged learning*

Home Page

**CSU Course Template 2016\_Jan**

- Home Page
- Announcements
- Discussions
- My Grades
- Email

Blackboard Help  
Tegrity Classes  
Blackboard Collaborate  
Tools  
Blue Course Evaluations  
McGraw-Hill Campus

COURSE MANAGEMENT

**Control Panel**

- Files →
- Course Tools →
- Evaluation →
- Grade Center →
- Users and Groups →
- Customization →
- Packages and Utilities →
- Help →

**Quick Unenroll**

## Home Page

**Start Here!**

This section contains information the students should review before beginning the course. A "start here" document tells the student how to move through the course information on Blackboard Help for Students in this area.

**Syllabus & Course Information**

This section contains information for students about the course. It is provided to allow students quick access to information on various course and university policies

- Syllabus
- Course Objectives
- Course Schedule
- Communication Policies and Netiquette
- University Policy on Academic Misconduct
- Accessibility Resources
- Privacy Policies for Educational Technology and Social Media Applications
- Grading Rubrics

**Course Content**

All course content/learning modules.

**University Resources for Students**

Here you will find links to University Resources such as:

- Blackboard Technical Help
- University Policies
- University Resources for Students
- Student Academic Success Resources
- Online Library Portals

# FACULTY ATTITUDES

## Exposure to value of QM

- Educate, promote, and support the:
  - QM standards
  - Course review process
  - A template

The collage consists of three main images:

- Top Left:** A screenshot of the Cleveland State University website's Home Page, showing navigation menus and a 'Start Here' section.
- Bottom Left:** A social media post from the Center for eLearning. The text reads: "Center for eLearning QUALITY MATTERS What is Quality Matters? Cleveland State University is committed to providing quality online instruction to our students. We are applying rigorous, research-based Quality Matters standards to the design of learning courses. Nationally recognized Quality Matters standards assure that the online components of these courses promote learner engagement and provide students with the tools and information they need to be successful. Students can be confident that online programs at Cleveland State University are designed to meet the highest standards and best practices for online learning. More information regarding Quality Matters can be found at www.csuonline.org." It includes a 'QUICK LINES' section with links to 'Learn More About Us', 'Contact Us', and 'Request a Course Review'.
- Bottom Right:** A page titled "Quality Matters at Cleveland State University". It features a "What is Quality Matters?" section explaining that QM is an international, research-based, peer-review process designed to verify the quality of online and blended courses. It also includes sections for "HOW DOES IT WORK?" and "WHY DOES IT MATTER?".

- QM Success Stories
  - Brown Bag seminars
  - Faculty showcases
- Continued Exposure
  - Newsletter
  - Social media
  - Website
  - Quick reference

# QM AT CSU WEB PAGE



[PRESIDENT'S OFFICE](#)
[ACADEMICS](#)
[ADMISSIONS](#)
[RESEARCH](#)
[ABOUT CSU](#)
[A-Z INDEX](#)
[EVENTS](#)
[MYCSU](#)

🔍

## CENTER FOR E-LEARNING

- Prospective Students
- Current Students
- Faculty
- » What's New in Blackboard Learn
- » Blackboard Quick Start Guide
- » eLearning Newsletter
- » **Quality Matters**
- » Webinar Wednesdays
- » Training
- » Blackboard Request Forms
- » Technology Tools
- » Pedagogy Tools
- » Consulting Services
- » Test Proctoring and Security
- » eXplorance Blue
- » Faculty Senate Committee

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**Mailing Address**  
 Center for eLearning  
 Cleveland State University  
 2121 Euclid Avenue, RT201  
 Cleveland, OH 44115

**Campus Location**

Center for eLearning

## QUALITY MATTERS

### What is Quality Matters?

Cleveland State University is committed to providing quality online instruction to our students. We are applying rigorous, research-based Quality Matters standards to the design of eLearning courses. Nationally recognized Quality Matters standards assure that the online components of these courses promote learner engagement and provide students with the tools and information they need to be successful. Students can be confident that online programs at Cleveland State University are designed to meet the highest standards and best practices for online learning. More information regarding Quality Matters can be found at [www.qmprogram.org](http://www.qmprogram.org).




**QUALITY MATTERS PROGRAM**

**QM**

**QM at CSU**

**QUALITY MATTERS IMPLEMENTATION PLAN** Cleveland State has been a member of the Ohio QM Consortium since its inception in 2007. Courses developed by the Center for eLearning adhere to QM design standards. The Center encourages faculty to become QM Peer Reviewers and to participate in the QM Review Process, as well as have their course QM Reviewed. To learn more about becoming a QM Peer Reviewer or to have your course reviewed, contact Sarah Rutland, Manager of Operations and Quality Assurance, at [s.rutland@csuohio.edu](mailto:s.rutland@csuohio.edu) or 216.802.3147.

 [QM Implementation Plan at CSU](#)

### CENTER FOR E-LEARNING QUICK LINKS

- Login to Blackboard
- Technical Support
- Technical Requirements
- Workshop Registration
- eLearning Policies
- Meet the eLearning Team

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### CENTER FOR E-LEARNING ON TWITTER

1 month 2 weeks ago.  
 RT @cafeahroma\_216: Congrats on surviving your first week CSU! Just a quick reminder: don't forget those online classes too! 🍷📖

7 months 3 weeks ago.  
 RT @AAIveranga: Come talk to Financial Aid today 12-1 in Main Classroom 135!  
 @eLearningCSU @Viking\_4\_Life @CLE\_State @CSU\_CAB t.co/...

8 months 5 days ago.  
 @jsilva007 Hmmm. We will contact Blackboard to see if there was an issue on their end. Were you able to submit your assignment on time?

[more »](#)

### Quality Matters Recognized Courses at CSU

QM RECOGNIZED COURSES			
Course Number	Course Title	Faculty Developer	Year Recognized
ACT 600	Managerial Accounting	Heidi Meier	2013
ALD 646	HRD for Adult Educators	Catherine Monaghan	2012
CSC 321	Employment Strategies	Elizabeth Qkwudi	2010
ECN 503	Economic Concepts	Subhra Saha	2012
ENG 101	College Writing I	Rajeswari Mohan	2010
ENG 102	College Writing II	Rajeswari Mohan	2010
ESE 404/504	Teaching Students with Varying Abilities	Deborah Webster	2011
ESE 416/516	Life Skills and Career Planning in Special Education	Deborah Webster	2011
ETE 567	Telecommunications in Education	William Beasley	2010
FIN 601	Financial Policies	Haigang Zhou	2016
HED 473/573	Teaching Human Sexuality	Judy Ausherman	2010
HED 474/574	Stress Management	Manuella Crawley	2016
HED 588	Ethics and Health Behavior	Sheila Patterson	2016

# QM AT A GLANCE HANDOUT



Center for  
eLearning

## Quality Matters at Cleveland State University

### What is Quality Matters?

Quality Matters (QM) is an international, research based, peer review process designed to certify the quality of online and blended courses.

QM started in 2003 as a Fund for the Improvement of Postsecondary Education (FIPSE) grant. Since then, it has become a not-for-profit, subscription based service.

Cleveland State University is one of the many institutions in Ohio that subscribes to QM through the Ohio QM Consortium.

### HOW DOES IT WORK?

Faculty members and the Center for eLearning use the QM rubric as a framework for the design of online or blended courses. The rubric is a set of standards that research has shown contribute to the quality of an online or blended course.

For courses submitted for official review, a team of three trained peer reviewers uses the rubric to evaluate the design of the online or blended course. A review team is comprised of a Master Reviewer, Subject Matter Expert, and an external Peer Reviewer.

QM is a continuous improvement model. Upon review, the course will either meet expectations or will not yet meet expectations.

### WHY DOES IT MATTER?

A course designed to meet QM standards is going to be easier to teach and provide a better experience for both faculty and students.

Additionally, accrediting bodies look for a quality process to be in place when approving a program for online delivery.

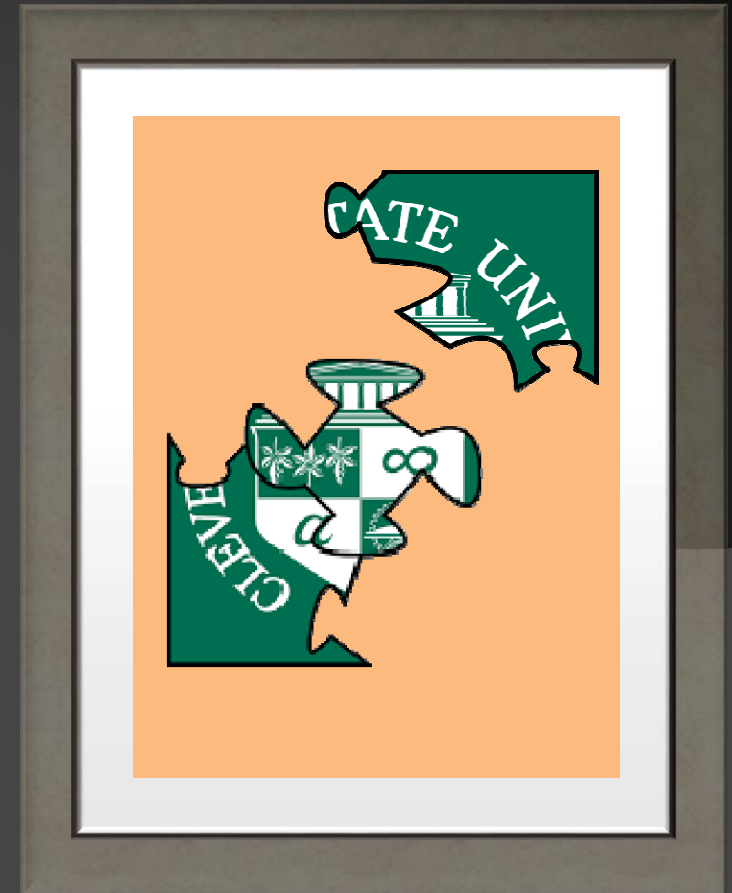
Courses and programs that have been certified by QM can be advertised as such, giving CSU an edge in a competitive market.

### HOW CAN I GET INVOLVED?

You can get involved with QM on a number of levels:

**BUY-IN TO THE CSU  
CULTURE**

Make QM your own!





# BUY-IN TO THE CSU CULTURE

Make QM your own!

- Move from exposure to ownership
  - Not a QM Template, the CSU Course Template
- Incentivizing ownership
  - “Buy their buy-in”
  - Personalize training
  - Sets expectations for CSU Culture
- Promote continuing opportunities for faculty involvement and support

# FOSTERING QM WITHIN THE CSU CULTURE

Sustaining QM in a unionized  
university

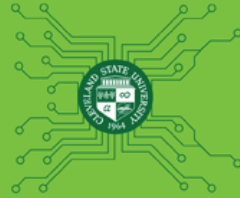


# FOSTERING QM WITHIN THE CSU CULTURE

## Sustaining QM in a unionized university

- Infuse QM without talking about QM
- Maintain faculty exposure
- Be creative, incentivize where you can
- Promote your faculty champions
- Open door policy

# CSU TECH FEST



CLEVELAND STATE UNIVERSITY'S

## TechFest 2016

**Staff and faculty are invited to attend TechFest 2016.  
CSU Student Center Ballroom, SC 311  
Tuesday, October 25, 2016  
10 a.m. to 2 p.m.**

**Join us at the TechFest to learn about available technology across campus and enter the raffle to win valuable technology prizes!**

TechFest 2016 is an opportunity for you to learn about all the technology that is available to faculty and staff! There will be interactive displays staffed by experts demonstrating the various tools available to you, and how these tools can make your job easier. The best part is that these resources are all in place, free, and ready for you to use!

THERE IS NO COST TO ATTEND  
YOUR CSU ID IS REQUIRED FOR ADMITTANCE

Please visit our website at:  
[www.csuohio.edu/techfest](http://www.csuohio.edu/techfest)

#### **ABOUT THE CSU'S TECHFEST INITIATIVE:**

The TechFest is an initiative to help reduce technology overlap across campus along. This event intends to increase the use of the current technology we have. The goal of the TechFest is to become a yearly event where various departments share their technology and learn about campus resources at a fun event. *Demos, giveaways and opportunities to win PRIZES!*

# UNIVERSITY LEADERSHIP & ADMINISTRATION

Bottom up, Top down

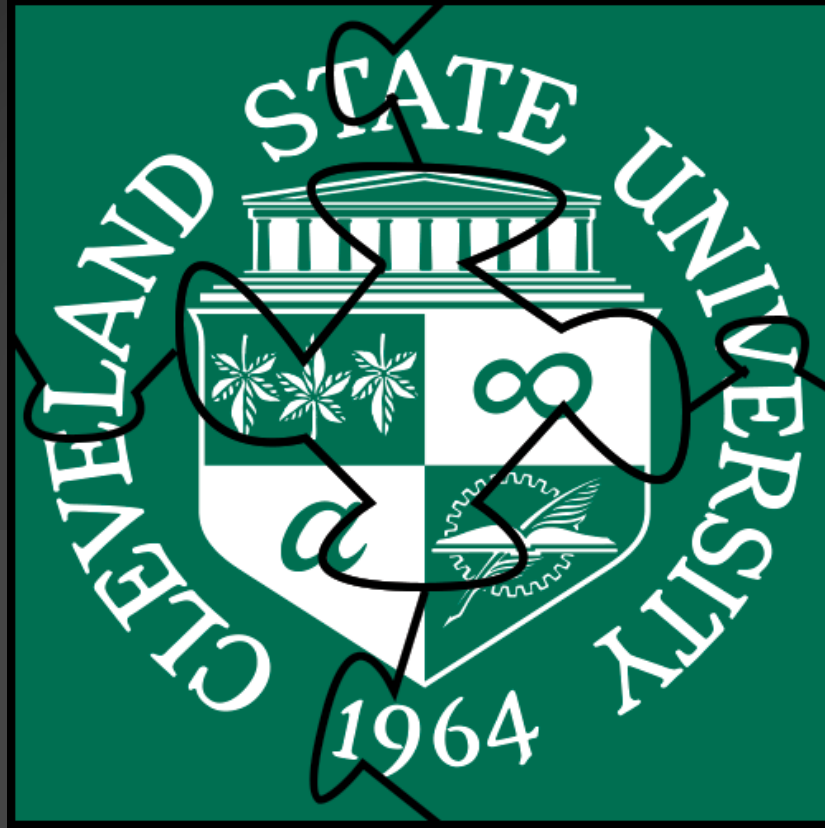




# UNIVERSITY LEADERSHIP & ADMINISTRATION

Bottom up, Top down

- Institutional level QM Implementation Plan
  - Approved by Vice Provost
- Faculty Senate Sub-committee for eLearning
  - Decision-making/policy recommending body



**“THE GREATER DANGER FOR MOST OF US LIES  
NOT IN SETTING OUR AIM TOO HIGH  
AND FALLING SHORT;  
BUT IN SETTING OUR AIM TOO LOW,  
AND ACHIEVING OUR MARK.”**



~ MICHELANGELO