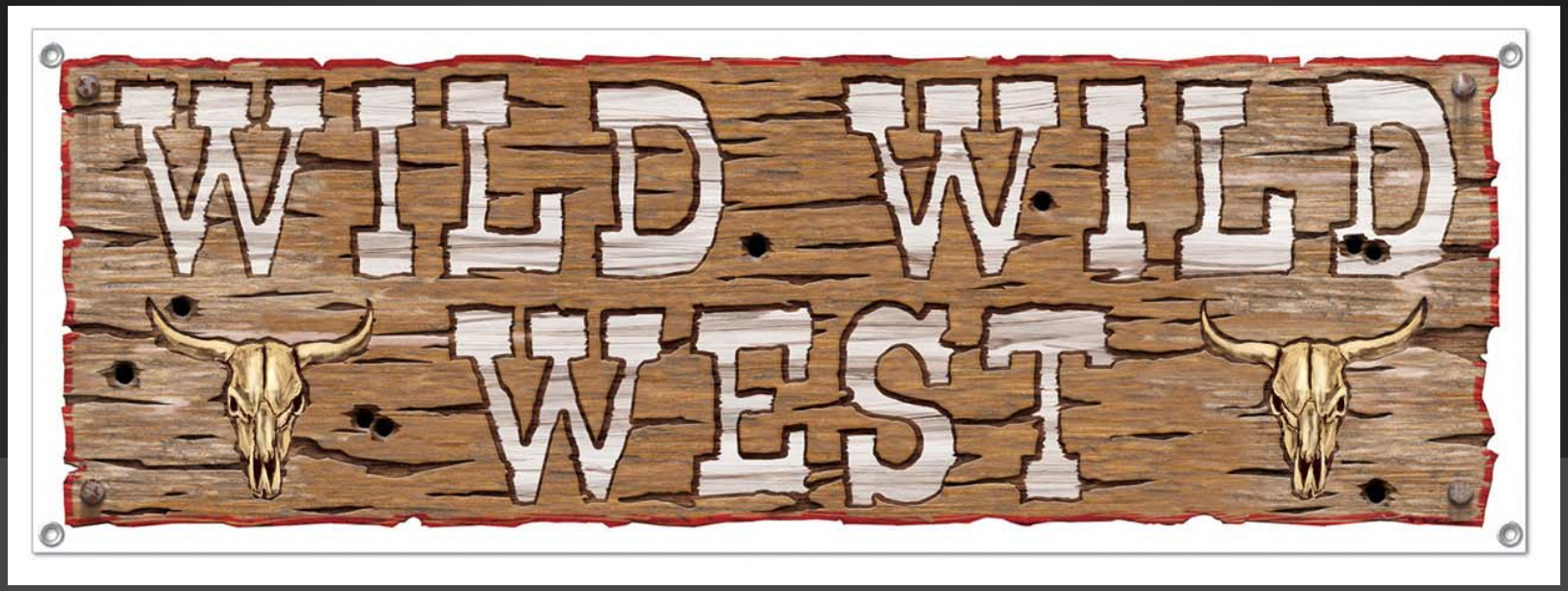
GAINING MOMENTUM:

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

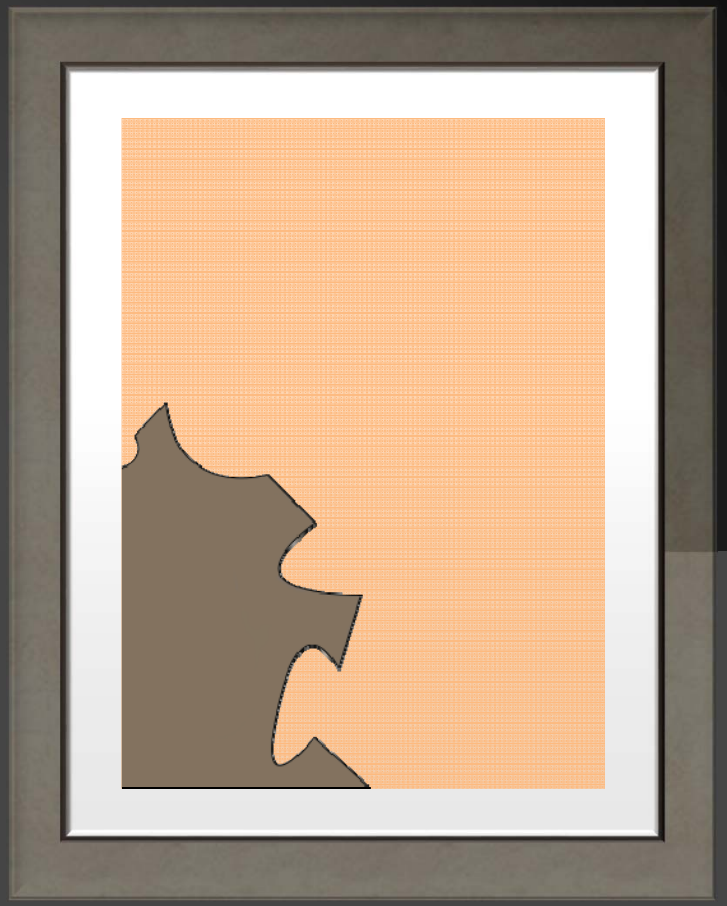
Number of Courses QM Certified 45

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

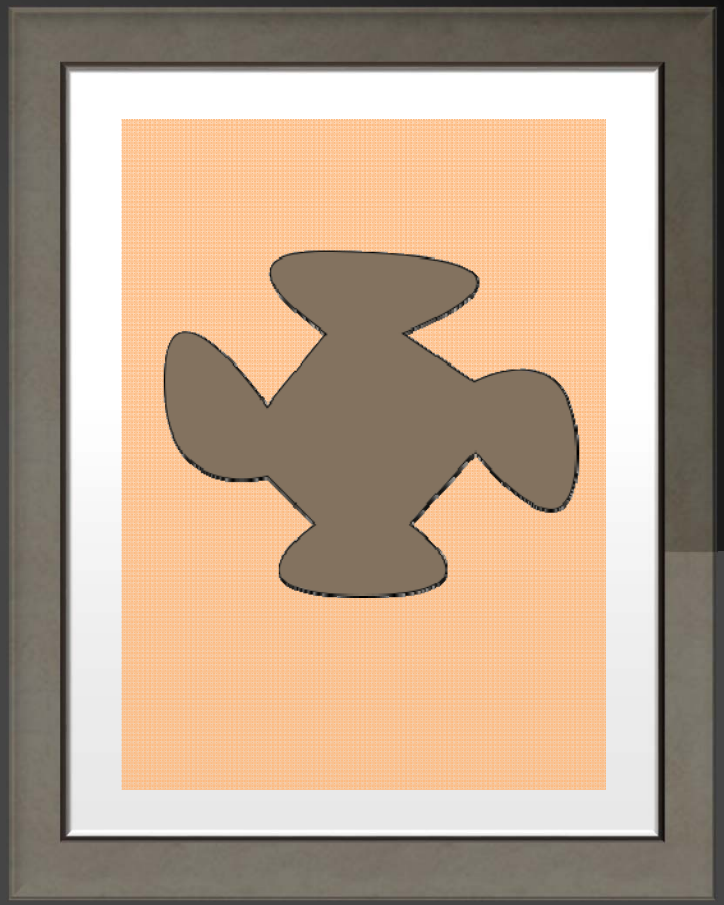
- All eLearning team members trained in QM including:
  - student assistants
  - admins
  - media specialists
  - and IDs

STAFF VALUES

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

FACULTY ATTITUDES

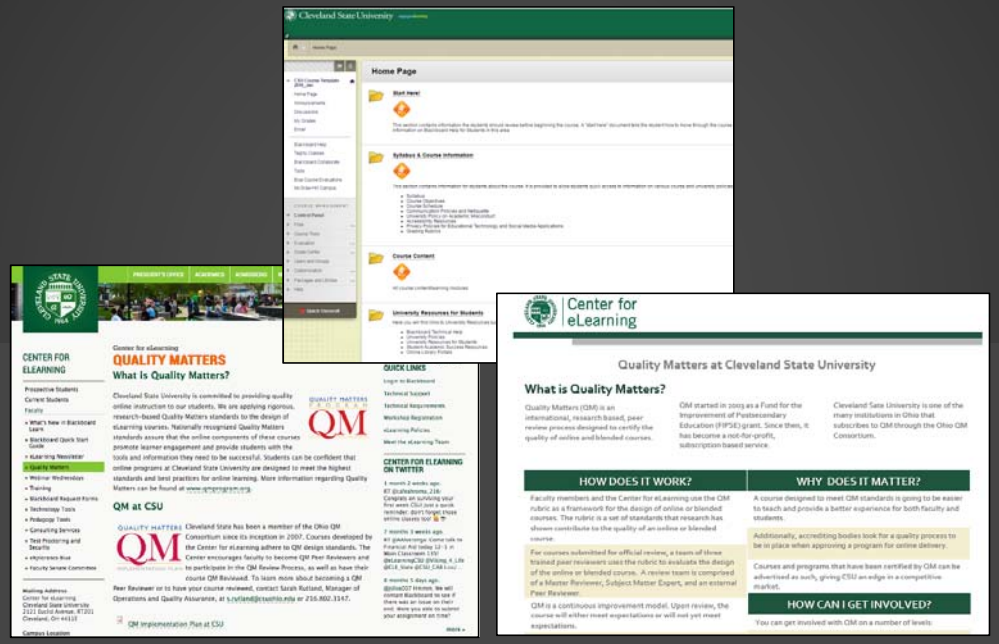
Exposure to value of QM



FACULTY ATTITUDES

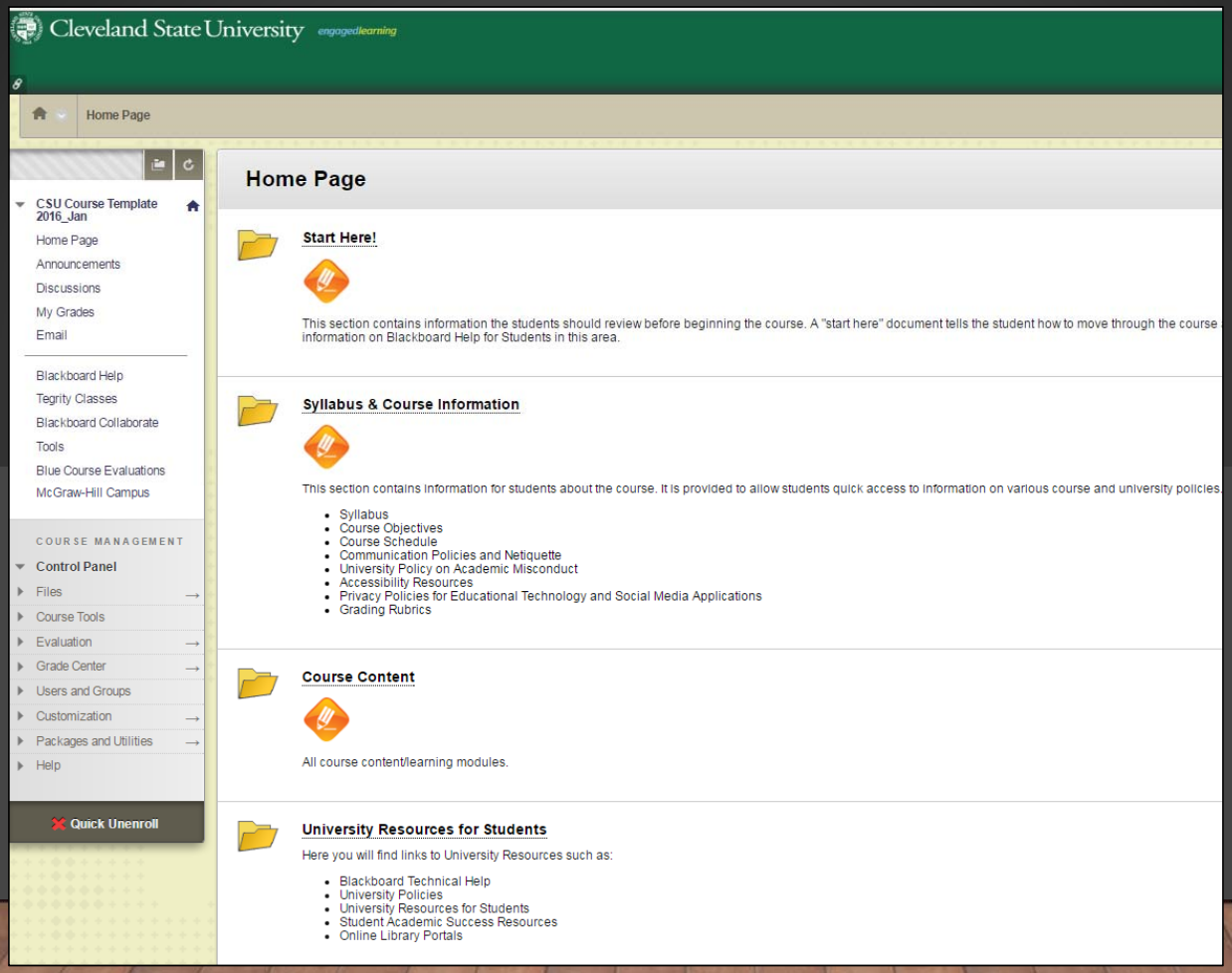
Exposure to value of QM

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



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

CSU COURSE TEMPLATE



FACULTY ATTITUDES

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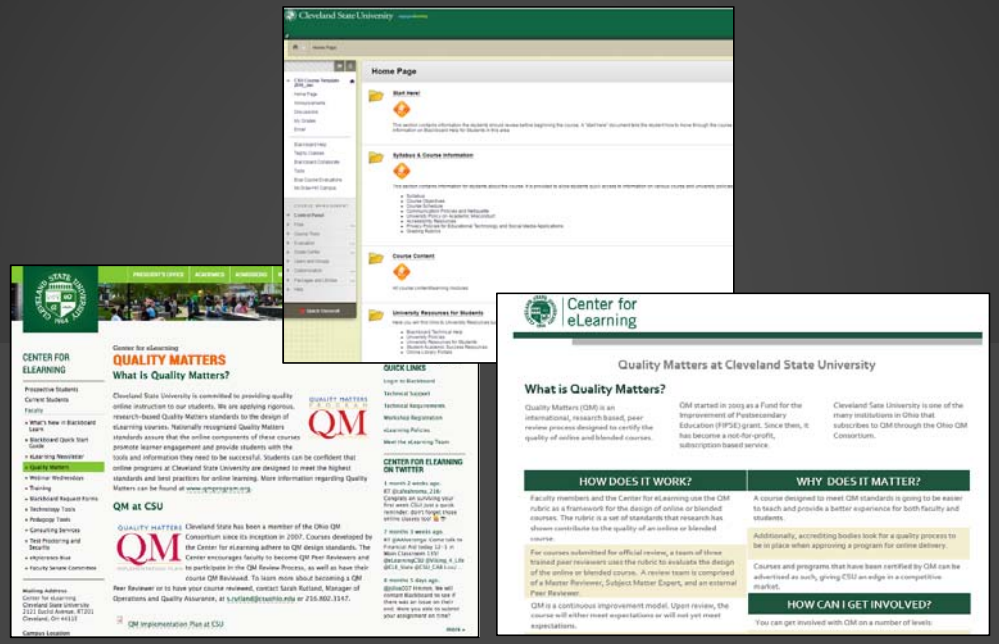

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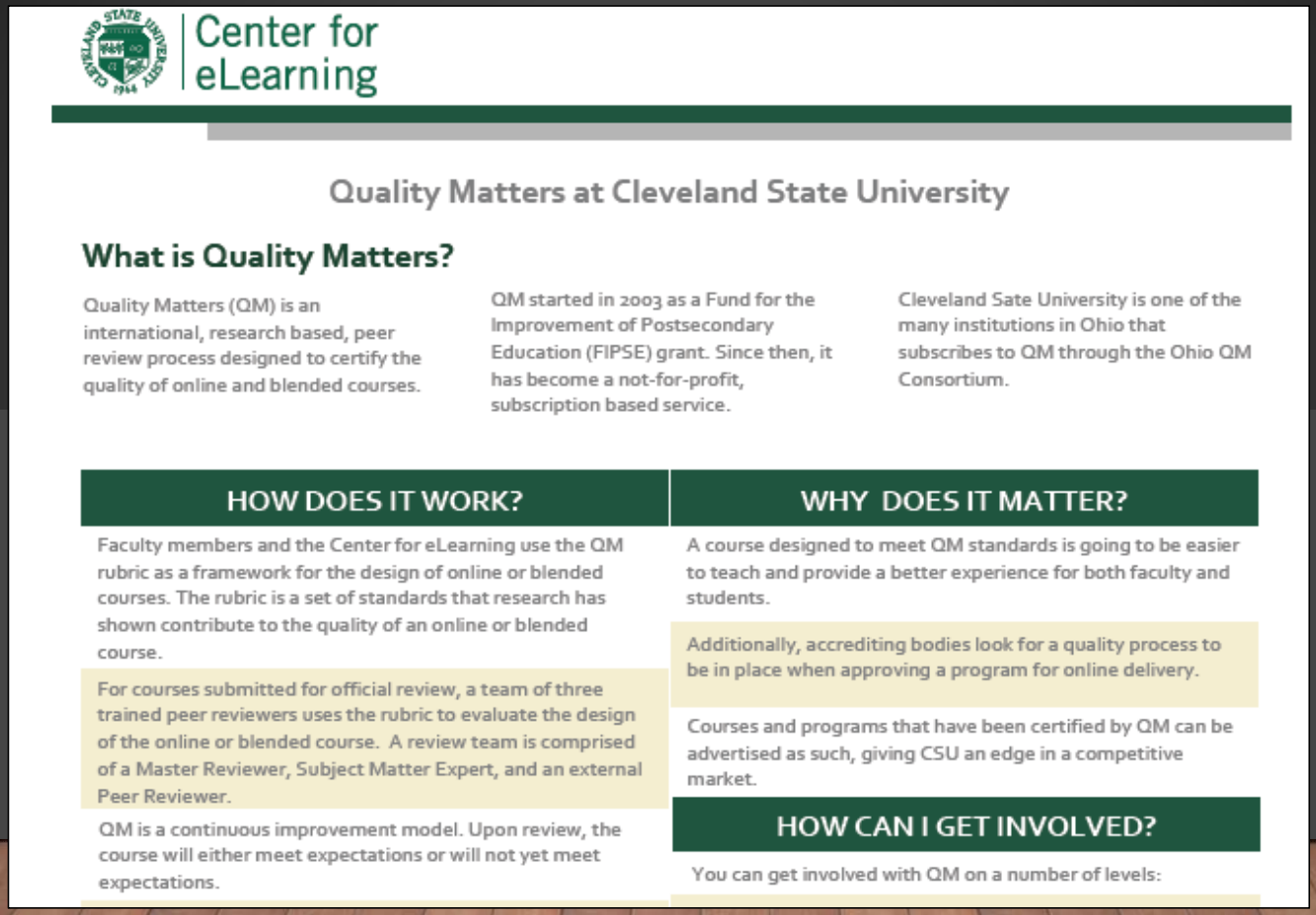
QM AT CSU WEB PAGE

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 Sate 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.

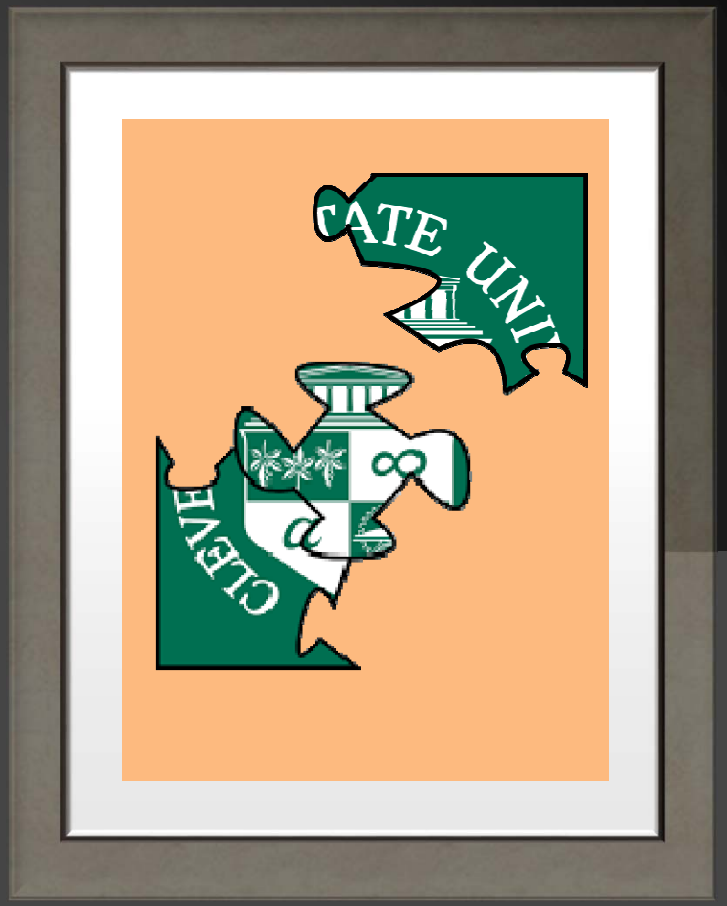
Courses and programs that have been certified by QM can be advertised as such, giving CSU an edge in a competitive market.

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

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

CLEVELAND STATE UNIVERSITY
1964

"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