THE ROI OF QUALITY MATTERS

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Capella University

Quality Matters Conference, October 2013

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- Hello! I'm Karen Mattison from Capella University.

- Today's objectives:
    - // Explore the return on investment of Quality Matters.
    - // Communicate the positive effect of Quality Matters for your institution.
    - // Collect continuous quality improvement ideas.

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Minneapolis, MN

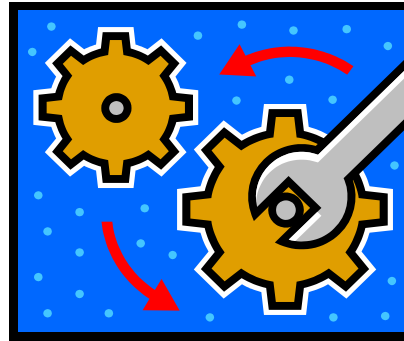36,000+ learners
1,500+ faculty
1,200+ non-faculty staff

43 degree programs
~1,700 courses

27 centrally located
instructional designers

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- The return on investment of QM lies in:

  // The reduction of rework.

  // Organizational confidence in quality course design.

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Current ⟶ Past

Percent Met from external reviews				Criteria Language	Concern	Intervention	Intervention Date	Screenshot	Status
Jul-12	Apr-12	Jan-12	Oct-11						
1.1 100%	95%	100%	90%	1.1 Students are int	none	none	none	none	Good
1.2 100%	100%	100%	96%	1.2 A statement intr	none	none	none	none	Good
1.3 91%	78%	79%	69%	1.3 Etiquette expect	Not finding	Include link in syllabus	July	yes	Monitoring resolution
1.4 98%	95%	100%	96%	1.4 Course and/or i	none	none	none	none	Good
1.5 91%	79%	82%	50%	1.5 Prerequisite kr	Indicate when none	Resolved in template	May	yes	Monitoring resolution
1.6 81%	60%	45%	37%	1.6 Minimum techn	Not finding	Include link in syllabus	July	yes	Monitoring resolution
1.8 84%	100%	91%	100%	1.8 Students are as	Intro individual not just course				
2.2 95%	93%	79%	81%	2.2 The module/uni	Reviewers don't see alignment	Include Competencies on course outline		Mock up	Submitted as template enhancement
2.3 98%	94%	91%	100%	2.3 All learning obj	none	none	none	none	Good
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3.1 96%	97%	100%	85%	3.1 The types of ass	?				
3.2 93%	92%	88%	85%	3.2 The course grad	Concern about clarity of policy				
3.3 96%	88%	88%	77%	3.3 Specific and des	Numbers needed in columns	Add scoring ranges to columns	na		Working on recommendation
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Count									
>90	36	31	30	28					
80-89	4	5	4	4					
<80	1	5	7	9					

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COURSES APPROVED THROUGH FORMAL REVIEW 4

Courses Approved by External QM Review Teams

160 ─ 150
140
120

Institutional Commitment Year 1 (37 Course Approvals)

124
113
94
70

Institutional Commitment Year 2 (80 Course Approvals)

45
25 29 33 35 39

Q4'10 Q1'11 Q2'11 Q3'11 Q4'11 Q1'12 Q2'12 Q3'12 Q4'12 Q1'13
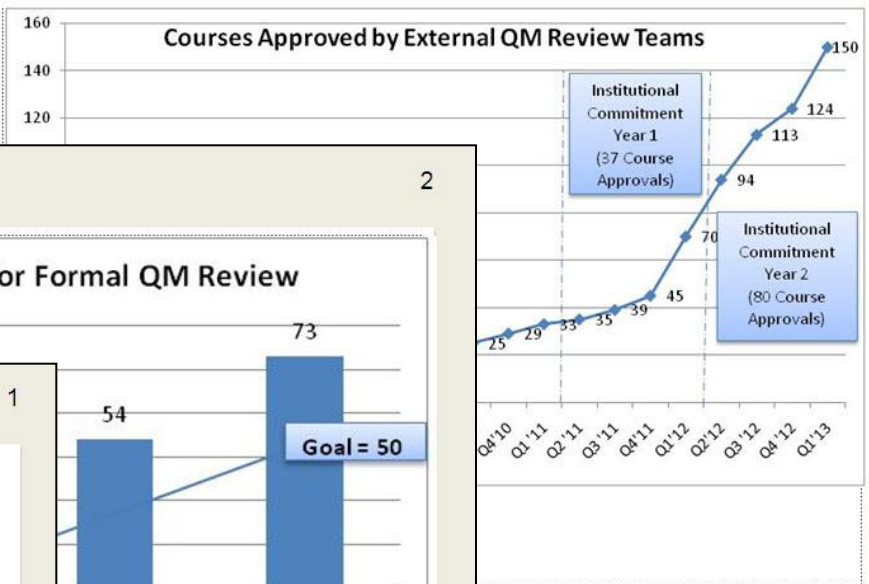
QM FORMAL REVIEWS 2

Capella Courses Sent for Formal QM Review

80
73
54

Goal = 50

Q4 2012   Q1 2013
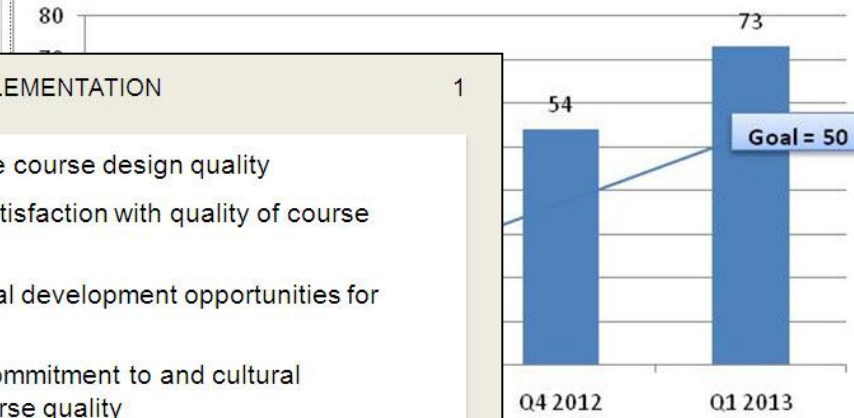
MEETING THE GOALS OF QM IMPLEMENTATION 1

- **On Track** 1. Continually improve course design quality
- **On Track** 2. Increase learner satisfaction with quality of course design
- **On Track** 3. Provide professional development opportunities for faculty and staff
- **On Track** 4. Facilitate shared commitment to and cultural engagement in course quality
- **On Track** 5. Communicate key Quality Matters messages to learners, faculty, staff and leadership
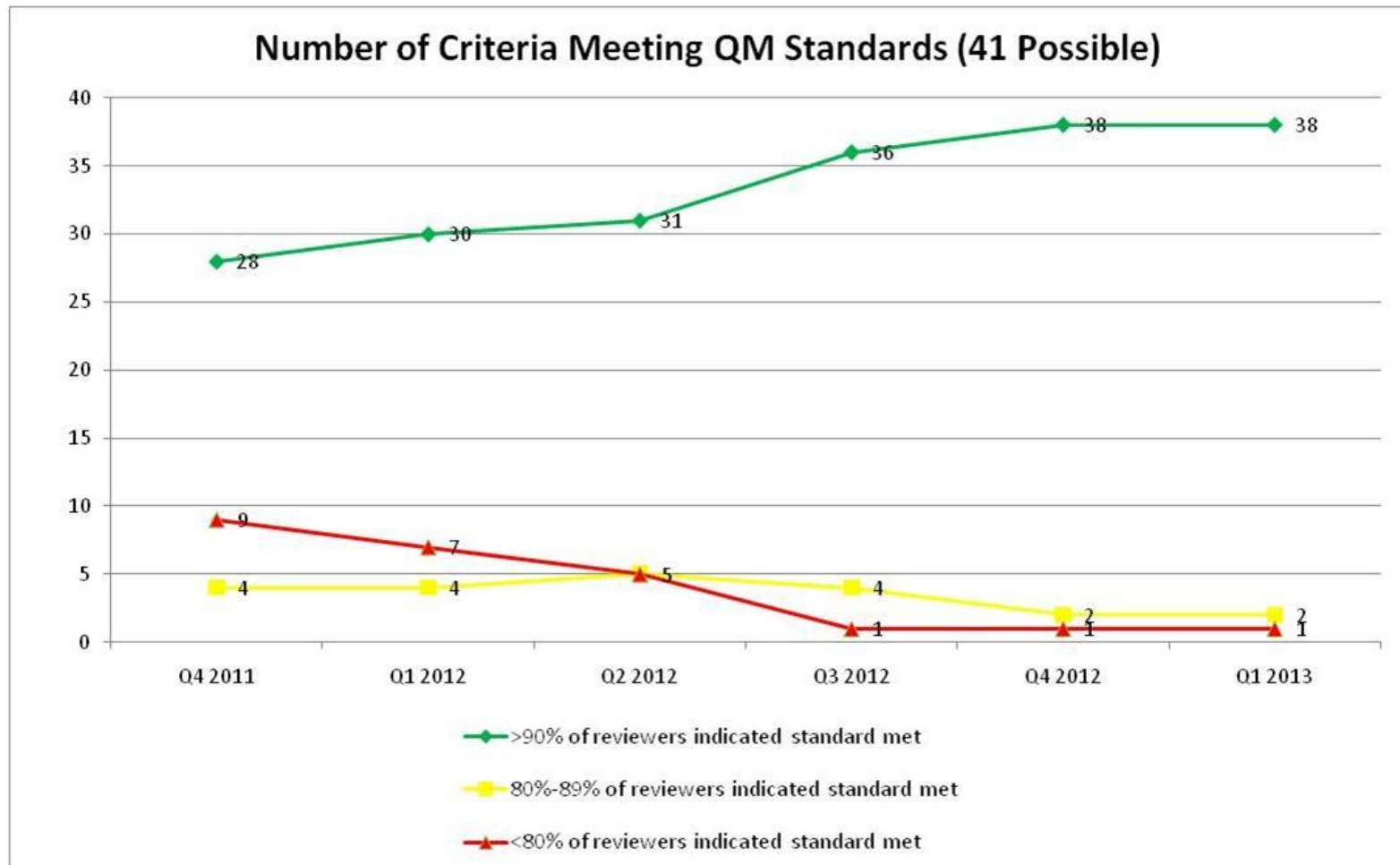
- Improved external validation of continuous quality improvement related to QM standards.

Number of Criteria Meeting QM Standards (41 Possible)

Legend:
- >90% of reviewers indicated standard met
- 80%-89% of reviewers indicated standard met
- <80% of reviewers indicated standard met

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- Today's objectives:
  - // Explore the return on investment of Quality Matters.
    - Reduce rework.
    - Support organizational confidence in quality course design.
  - // Communicate the positive effect of Quality Matters for your institution.
    - Aggregate review feedback.
    - Use feedback to drive improvements.
    - Report progress to leaders and stakeholders.
  - // Collect continuous quality improvement ideas.
    - Use feedback and improvement processes to collect ideas.

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Your thoughts on the ROI of QM?

Discussion

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Thank you!

Please contact me at Karen.Mattison@capella.edu

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