

QUALITY MATTERS

QM

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**Candidacy as Pathway to  
Program Certifications**

QUALITY MATTERS



## Melissa Poole

Director of Quality Assurance

**Quality Matters**

## Yaping Gao

Senior Academic Director

Programs & Services

**Quality Matters**



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# Continuous Improvement



- ✓ **Non-Profit**
- ✓ **Academic**
- ✓ **Peer-Based**

# Enables Quality Assurance



**Rubric  
Standards**



**Professional  
Development**



**Course/Program  
Reviews**

# QM for *Every* Member Institution

- What use to make of QM?
- What to achieve in 1 year?  
In 2 years? In 3 years?
- How to maximize the value of investment?
- How to measure success?



# Commitment to Implement QM

## Reasons and Benefits:

- ✓ Become familiar with QM standards and procedures for quality assurance
- ✓ Introduce QM to a skeptical community
- ✓ Start an internal discussion on what constitutes quality in online education
- ✓ Build support for wider adoption of QM standards and practices
- ✓ Adapt to institutional goals and resources

# Pathway to Quality Assurance

**4. Program Review  
& Certifications**

**3. Collect Required Data**

**2. Apply for Candidacy**

**1. Commit to implement QM**





# Program Certifications

**Program  
Design**

**Teaching  
Support**

**Learner  
Support**

**Learner  
Success**



**Quality Matters**

**Program Design  
2016**



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**Teaching Support  
2016**



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**Learner Support  
2016**



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**Learner Success  
2016**



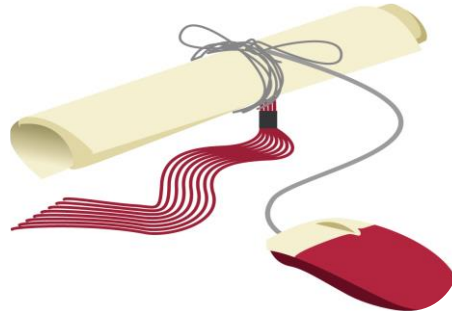
# Candidacy as Pathway

## Candidacy for Program Review & Program Certification

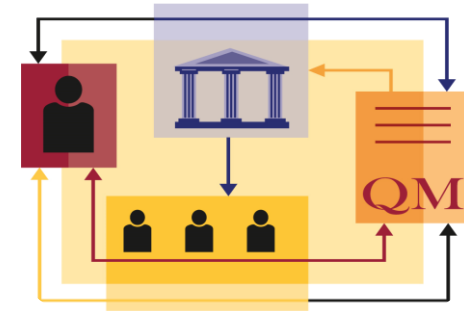
- ✓ QM member or not
- ✓ Maximum of 3 years/phases
- ✓ Choice of program review scope & type
- ✓ 3 check-in points with QM staff
- ✓ Reasonable fee structure
- ✓ Review ready at end of candidacy



## *Principles* of Program Certification



Definition of **Program**



**3 Years** of Activities



**Data-Driven**



**85% Rule**

# *Program Design* Certification

## Measurable LOOCs

- Measurable at Course & Program Levels
- Aligned between Courses and Program

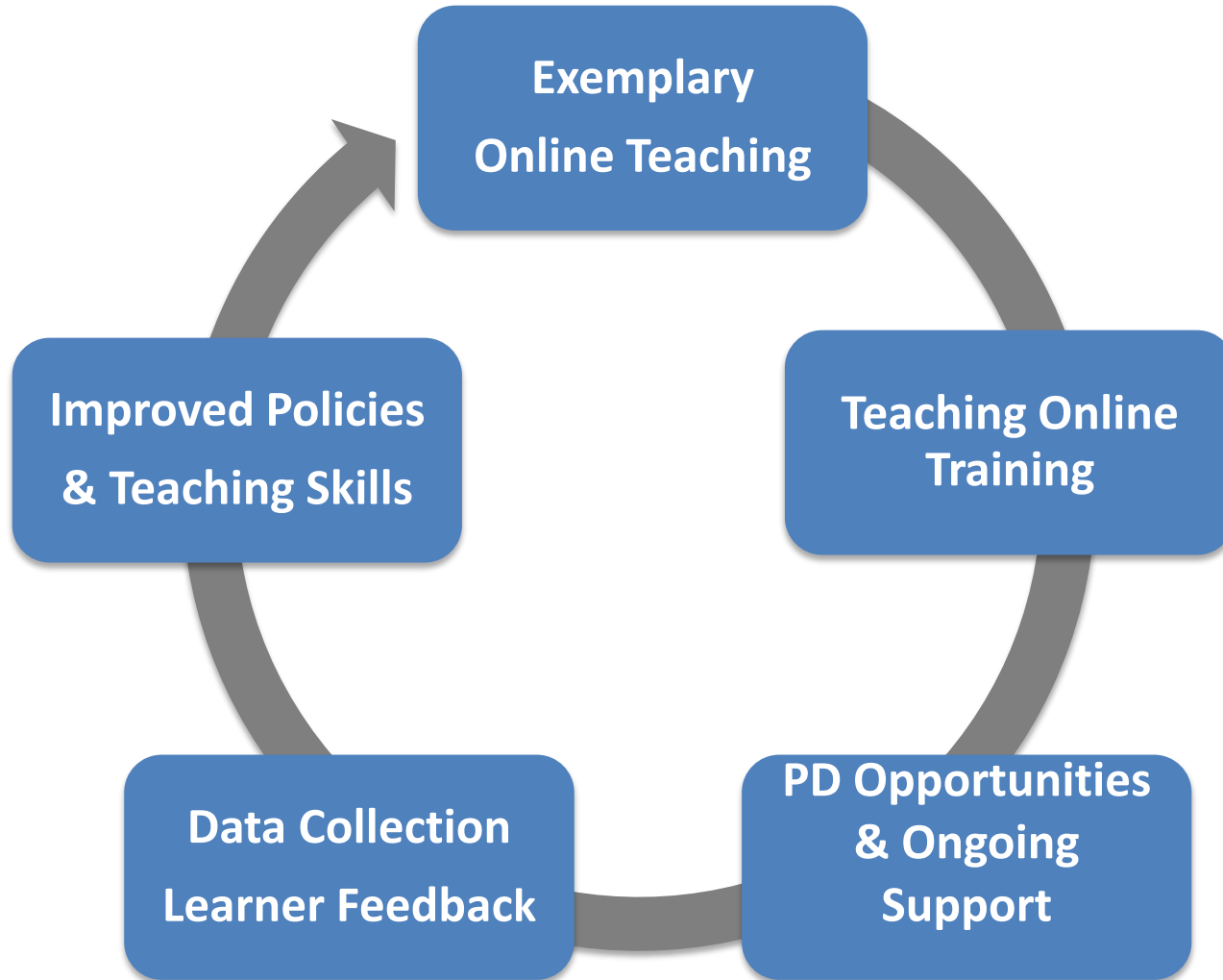
## 5 Programs

- Individual Programs or All Programs
- Data from Maximum of 5 Programs

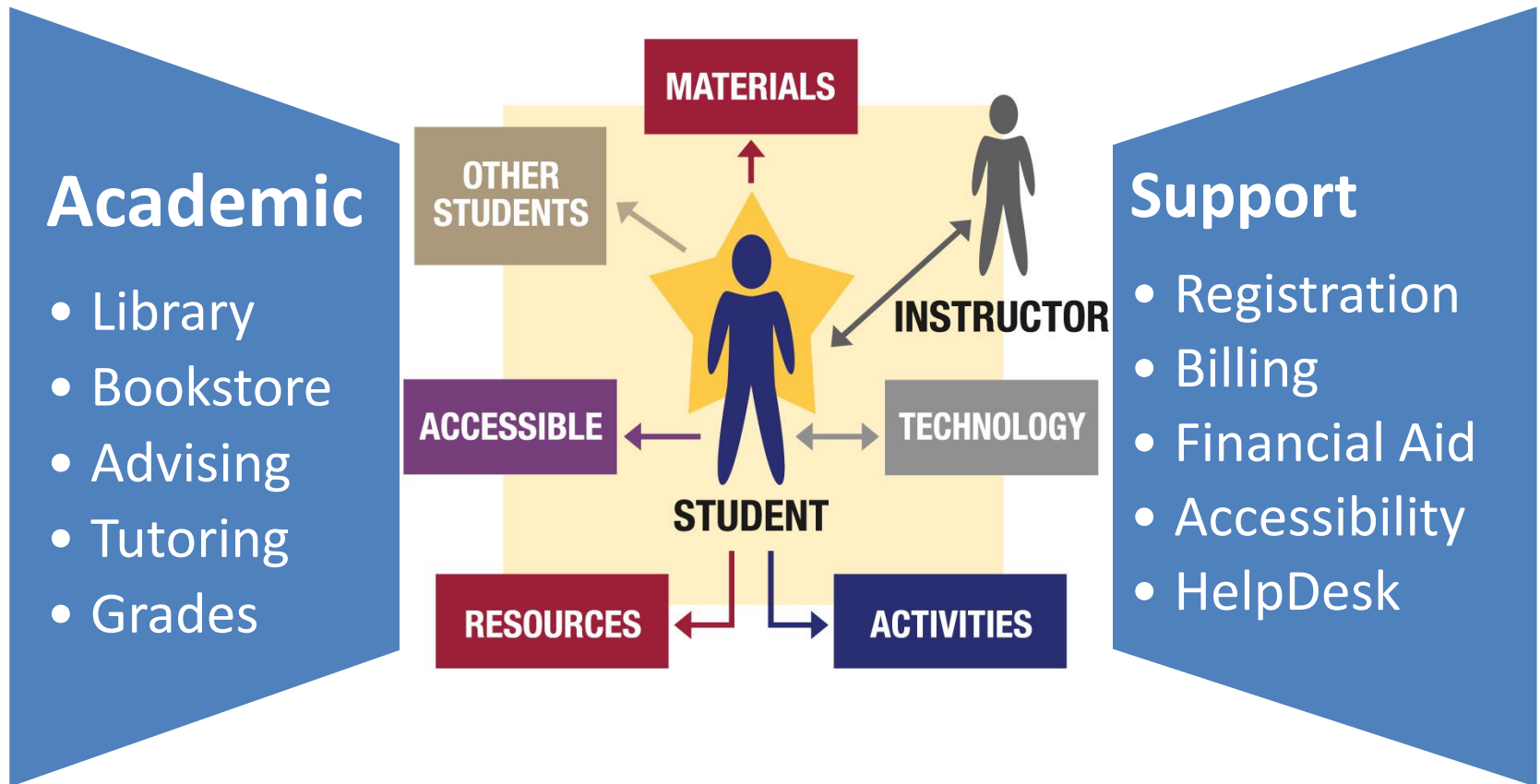
## Compliance by All

- Compliance by All Programs
- QM for All Courses and Instructors

# *Teaching Support* Certification



# Learner Support Certification



# *Learner Success* Certification



## *Exemplary Program* Recognition



**Program Design**



**Teaching Support**



**Learner Support**



**Learner Success**



**Exemplary  
Program!**



# Benefits of QM to **Learners**

- ✓ **Success**
- ✓ **Completion**
- ✓ **Retention**
- ✓ **Satisfaction**  
(Instructor & Learner)



Facilitate Learner Success



# Benefits of QM to Institutions

- ✓ Accreditation
- ✓ Funding
- ✓ Stakeholders
- ✓ Accountability



# Contact QM Today!



## Member Services

**Marijane Hakun** - 401.497.8001

[mhakun@qualitymatters.org](mailto:mhakun@qualitymatters.org)



## Professional Development

**Brenda Boyd** - 401.497.8027

[brenda.boyd@qualitymatters.org](mailto:brenda.boyd@qualitymatters.org)



## Quality Assurance

**Melissa Poole** - 401.497.8031

[mpoole@qualitymatters.org](mailto:mpoole@qualitymatters.org)



## K-12 Membership & Services

**Chris Voelker** - 401.497.8037

[christine.voelker@qualitymatters.org](mailto:christine.voelker@qualitymatters.org)

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**Thank You!**