Online Course Design and Development: The Online Course Design Academy and Design Document

QM Connect Conference

October 27, 2019

Session Objectives

During this session, we will:

- Examine the advantages of completing a course design document that aligns with QM Standards.

- Identify ways to integrate QM Standards in the initial development of an online course.

- Critique components of a design document that assist in the development of online courses.

Northern Illinois University

- Located in DeKalb, Illinois - 50 miles west of Chicago
- Total student enrollment 17,169 (2018)
  - Undergraduate: 12,788
  - Graduate: 4,121
  - Law: 260
- Total Faculty/Staff: 3,344 (2017)
  - Instructional faculty: 1,177
  - Administrative and professional staff: 774
  - Operating Staff: 1,393

NIU Online

- Graduate, Undergraduate and Certificate programs

- eLearning Services (Division of Outreach) began in late 1990s

- University financial support recent (4-5 years ago)

- 400+ online courses developed

Faculty Development and Instructional Design Center

- Established in 1998

- Mission includes providing professional development for faculty and partnering with academic units for course and program design and development

- Seven instructional designers on staff dedicated to partnering with faculty members to develop online courses

Online Course Design Academy (OCDA)

- Four-week online course offered to faculty who are developing an online course

- Course teaches practices and principles of effective online course design

- Course requires faculty to apply design principles to a real course they will be developing with an instructional designer

- Culminating project is the completion of the Course Design Document

Design Document

- Completed by the faculty who opt to attend the OCDA
- Focuses on the QM Alignment Standards - informal
- Requires faculty to:
  - Write course objectives and align with module objectives
  - Organize the course in weekly modules
  - Create module objectives, content, activities, and assessments
- Used by the ID to assist in the design and development of the online course

Discussion Questions (10-15 Minutes)

- What QM Standards are being covered in the design documents?
  - Write the GS or SRS number in the designated areas

- Should additional QM Standards be included in the design documents? If so, which ones?

- Should some QM Standards be addressed elsewhere in the design process? If so, where?

Debrief (5-10 Minutes)

- What conclusions did your group form about the implementation of QM Standards in the design documents?

- When and how does your organization incorporate QM Standards into the design document?

- Should some of the QM Standards be addressed elsewhere?

QM Standards

Incorporating QM Into Our Design Process

Standard	OCDA	DD	Shell	ID	Standard	OCDA	DD	Shell	ID
1.1	X		X	X	4.1	X	X		
1.2			X	X	4.2				X
1.3	X		X	X	4.3				X
1.4			X	X	4.4	X			
1.5			X	X	4.5	X	X		
1.6			X	X	5.1	X	X		
1.7	X		X	X	5.2	X	X		
1.8			X		5.3			X	X
1.9		X			5.4			X	X
2.1	X	X		X	6.1		X		
2.2	X	X		X	6.2	X	X		
2.3		X		X	6.3		X		
2.4		X		X	6.4			X	X
2.5					7.1			X	X
3.1	X	X			7.2			X	X
3.2				X	7.3			X	X
3.3	X	X			7.4			X	X
3.4	X	X			8.1	X		X	X
3.5	X	X			8.2			X	X
					8.3	X		X	X
					8.4	X		X	X
					8.5	X		X	X
					8.6			X	X

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