

IMPLEMENTATION WITH INTENTION

an integrative quality assurance framework

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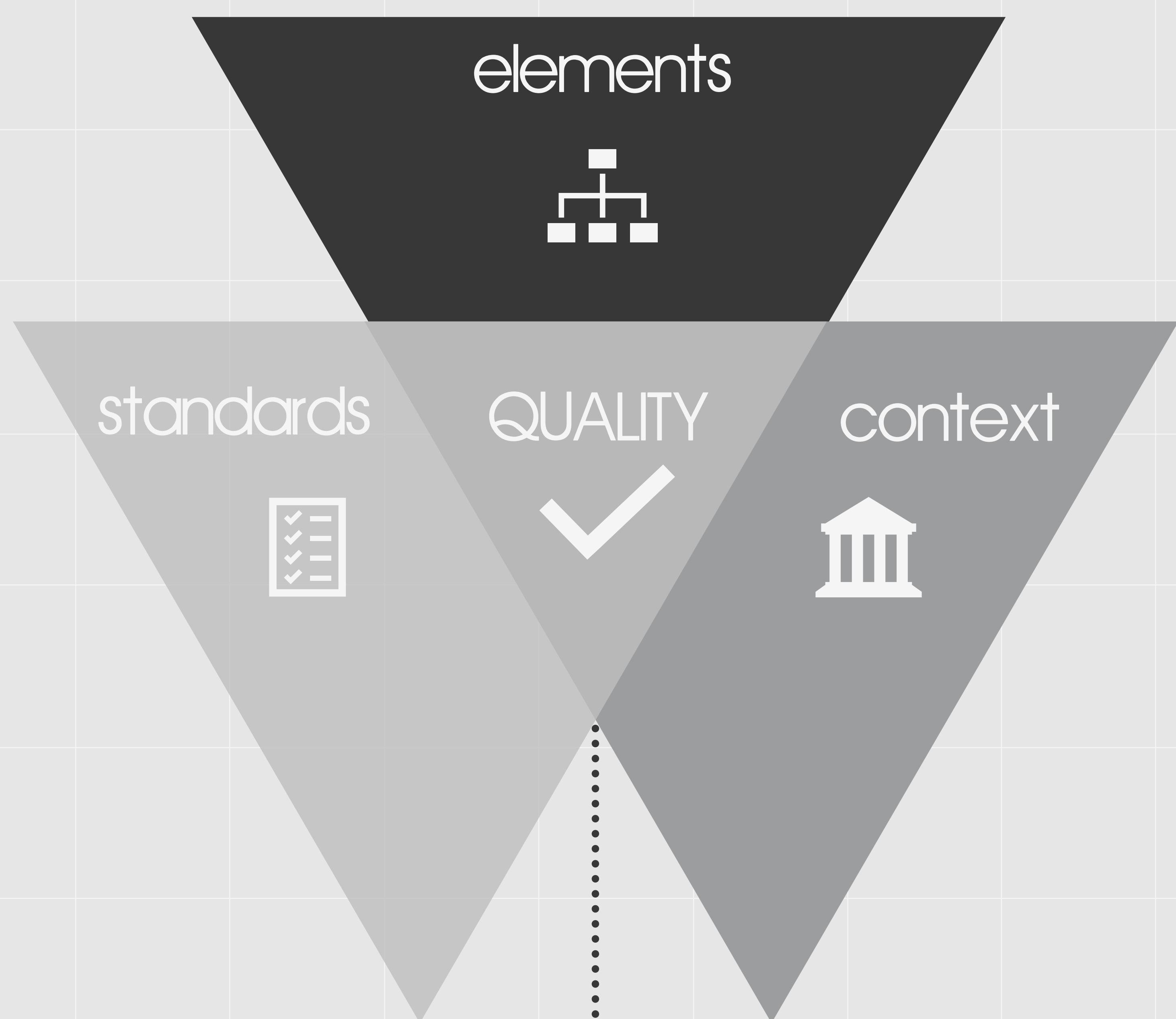
WHAT IS YOUR BIGGEST CHALLENGE DOING QUALITY ASSURANCE?

- RUSHED
- INCOMPLETE
- LIMITED RESOURCES
- RECURRING ERRORS
- TECHNICAL FOCUS

WHY DOES QA FAIL?

LACK OF DEFINITION OF WHAT QUALITY MEANS
INTEGRATION OF QUALITY STANDARDS IN THE PROCESS

DEFINING QUALITY



design process

IDENTIFY ELEMENTS

- TECHNICAL CONTENT ALIGNMENT
- ACCESSIBILITY
- USABILITY
- COPY EDITING

APPLY STANDARDS

- QUALITY MATTERS
- ONLINE LEARNING CONSORTIUM
- COMMUNITY OF INQUIRY
- WEB CONTENT ACCESSIBILITY GUIDELINES

INCORPORATE SPECIFICS

- INSTITUTIONAL MISSION & VISION
- CORE VALUES
- UNIVERSITY BRANDING
- EDITORIAL STANDARDS
- STUDENT PROFILE
- STUDENT EXPERIENCE
- STUDENT ENGAGEMENT HOURS
- INSTRUCTOR WORKLOAD

INTEGRATING STANDARDS

