

Applying QM Standards: The Process and Product of a Program Review

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Agenda

- Introductions
- Program background
- Review process
- Report critique
- Discussion
- Q/A

Session Objectives

- Identify the focus, criteria and data necessary to support your quality assurance effort.
- Apply the steps of a QM-based program review to your institution.
- Analyze the design, delivery, and impact of a program review and report.

Program vs. Course Review



- What are the differences between program and course-level reviews?

Program vs. Course Comparison

Similarities	Differences
Strives for continuous improvement	Involves single/multiple courses
Involves specific review criteria	Involves single/multiple stakeholders
Requires trained reviewer	Focuses on achievement of course/broad program outcomes
Involves considerable time commitment	Considers only course-related data/multiple data sources
Utilizes a third-party reviewer	Utilizes a short/long-term timeline

QM Program Certification

- 4 certifications
- **Online program design**
 - Aligned with QM rubric
 - Minimum 3 years of data
 - Measurable program objectives
 - Curriculum alignment map
 - QM certified designers or faculty
 - Evidence of meeting QM standards
 - At least 3 courses



Online Design Unit

- *Pitt Online:*
 - >10 years old
 - Graduate-level programs and certificates
 - 18 programs across 6 schools
 - Asynchronous and fully online courses
 - Centralized design and support unit
 - 1-1 faculty and instructional design collaboration
 - Early program assessment attempts abandoned

Review Process

Assessed internal resources

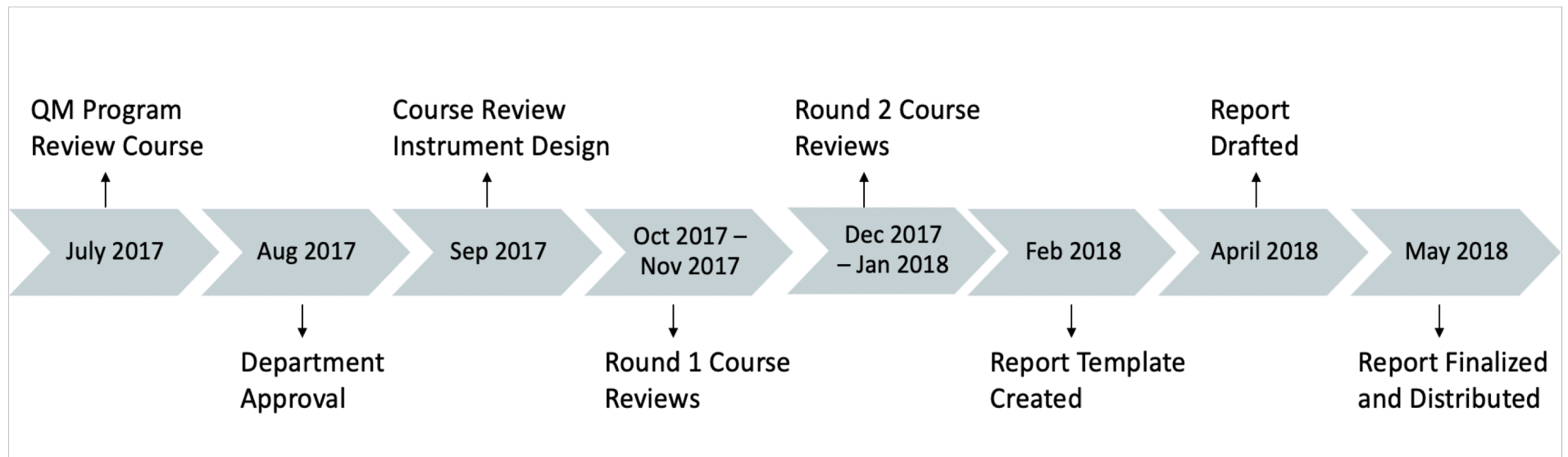
Established criteria for program inclusion

Developed instrument to gather course data

Completed and summarized course reviews

Drafted report for design team feedback

Timeline of Events

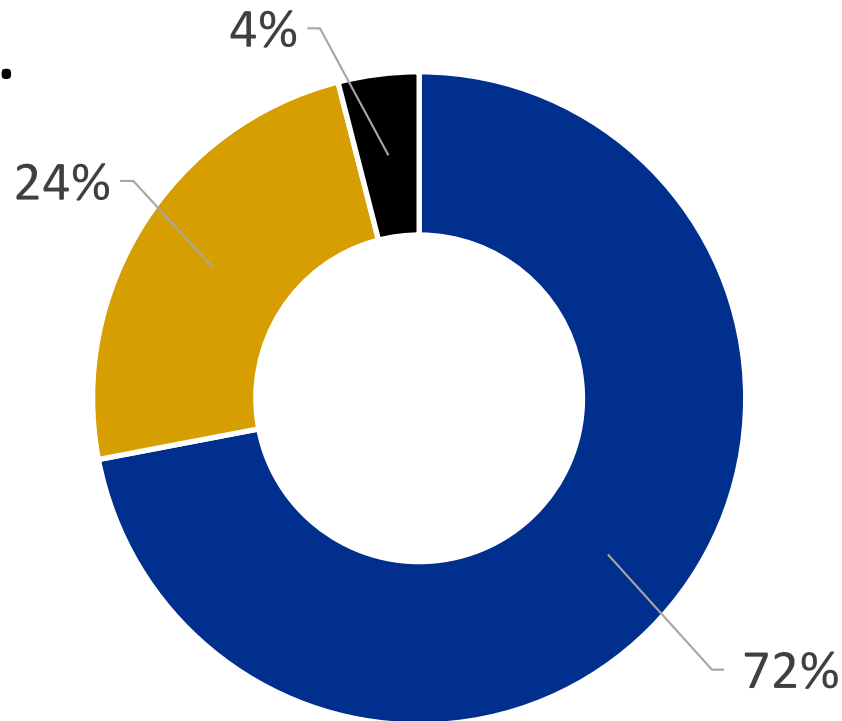


Data Sources

- Course review data
 - Learning objectives
 - Instructional alignment
 - Teaching and learning materials
 - Assessment techniques
 - Course activities and learner interaction
- Faculty experience survey
- Student experience survey
- Program demographics/enrollment

Faculty Survey Example

Pitt online provided an equivalent or better experience for my students than my face-to-face courses.



■ Agree ■ Neither agree nor disagree ■ Disagree

Student Survey Example

Ease of Use and Enjoyment



Data Sources Discussion



- What data sources are readily available to you?
- What data sources would be ideal for conducting a program review at your institution?

Report Format

- QM headings
- Program overview
- Visualizations
- Strengths
- Recommendations for improvement
- Exemplary practices across program
- Summary of faculty and student experience
- Conclusion and next steps
- Glossary for online program directors

Critique and Discussion



- Impressions and recommendations
- How might these program review results be used by:
 - Faculty members?
 - Program administrators?
 - Online design units?
- How can centralized design units provide feedback that may reflect negatively on their services to departments?
- Questions?

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