

# Quality Matters

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## What Is Quality Matters?

**Quality Matters (QM)** is a nationally recognized, faculty-driven peer-review process used to ensure the **quality** of online and blended course design. ... QM standards were developed and revised based on research and established standards in the fields of instructional design and online learning. Quality Matters offers a range of services including course reviews, professional development and course certifications.

## Quality Matters Mission

Promote and improve the quality of online education and student learning nationally and internationally through:

- Development of current, research-supported, and practice-based quality standards and appropriate evaluation tools and procedures.
- Recognition of expertise in online education quality assurance and evaluation.
- Fostering a culture of continuous improvement by integrating QM Standards and processes into organizational plans to improve the quality of online education.
- Providing professional development in the use of rubrics, tools and practices to improve the quality of online education.
- Peer review and certification of quality in online education.

## Quality Matters Rubric

Quality Matters uses a peer review continuous improvement process to encourage the use of best practices in online course development and design. The Quality Matters Rubric is the central tool to the review process. Unique to the QM Rubric is the concept of Alignment. This occurs when critical course components — Learning Objectives (Competencies) (2.1, 2.2), Assessment and Measurement (3.1), Instructional Materials (4.1), Learning Activities and Learner Interaction (5.1), and Course Technology (6.1) — work together to ensure students achieve desired learning outcomes. Specific Review Standards included in Alignment are indicated in the Rubric Annotations.

The eight General Standards of this Rubric are:

1. Course Overview and Introduction
2. Learning Objectives (Competencies)
3. Assessment and Measurement
4. Instructional Materials
5. Learning Activities and Learner Interaction
6. Course Technology
7. Learner Support
8. Accessibility and Usability\*

## Professional Development

Quality Matters online workshops help faculty, teachers and instructional designers grow beyond their current online learning expertise. Whether you are experienced or just entering online learning, your courses — and learners — will benefit from the application of QM Rubrics and course improvement tools. Workshops are available to both QM members and non-members, with significant cost-savings for members.

Both the instructional designers at CCCC are certified to teach the Applying the QM Rubric Course. Contact [lknig041@ccc.edu](mailto:lknig041@ccc.edu) or [jmcleo147@ccc.edu](mailto:jmcleo147@ccc.edu) to schedule training for you or your department.

Here is a link to courses in the [Teaching Online Certificate](#) that focus on best practices in online instructions that you may be interested in.

## QM Certifications

Courses that carry the QM Certification mark have met QM Standards at a level of 85% or greater in an [official review process](#). Certification is valid for three to five years depending on the QM Rubric used to review the course. [Recertification](#) allows the original QM Certification to be extended for up to three more years.

QM Standards and review processes are recognized nationally and internationally for being supported by research and based on best practices. The data obtained from course reviews can

ultimately inform the review and certification of quality for entire [programs](#). These certifications demonstrate a commitment, not only to creating an environment of excellence and quality, but of maintaining that commitment.

### **Course Self Review**

The Self-Review tool is available for you to use individually with any membership type. Using the Self-Review tool, you can examine the different design components of an online course and begin to understand the best practices that create quality courses. This tool — along with the QM Rubric — enables you to start implementing QM Standards, which are supported by current research and recognized best practices, in order to improve the quality of a course.

The Self-Review tool allows you to confidentially evaluate your own course against the QM Rubric. Upon completion of a Self-Review, you have access to a Final Report that may be emailed to whomever you choose. To start a Self Review:

1. Watch the [Self-Review Tutorial](#)
2. Log into [MyQM](#) (directions below)
3. Select the CRMS icon
4. Select “Start a Self-Review”

*Need help? Contact [lknig041@cccc.edu](mailto:lknig041@cccc.edu) or [jmcleo147@cccc.edu](mailto:jmcleo147@cccc.edu) for assistance.*

### **How Do I Create a MyQM Account?**

1. Go to [www.qualitymatters.org](http://www.qualitymatters.org)
2. Follow the directions at [How do I create a MyQM Account?](#)

### **Instructional Design QM Services at CCCC**

The Center of Academic Excellence offers Instructional Design Services that can assist you with any of the following QM related inquiries:

- Taking the Applying the Quality Matters Rubric Course
- Finding out more about Quality Matters Course and Program Certification
- Finding out more about Quality Matters Professional Development opportunities
- Performing a Self Review of your own online course using the QM Rubric.

Please contact the [lknig041@cccc.edu](mailto:lknig041@cccc.edu) or [jmcleo147@cccc.edu](mailto:jmcleo147@cccc.edu) for more information.