

Quality Matters Utilization Plan Academic Years 2018 - 2021

University of Alabama at Birmingham

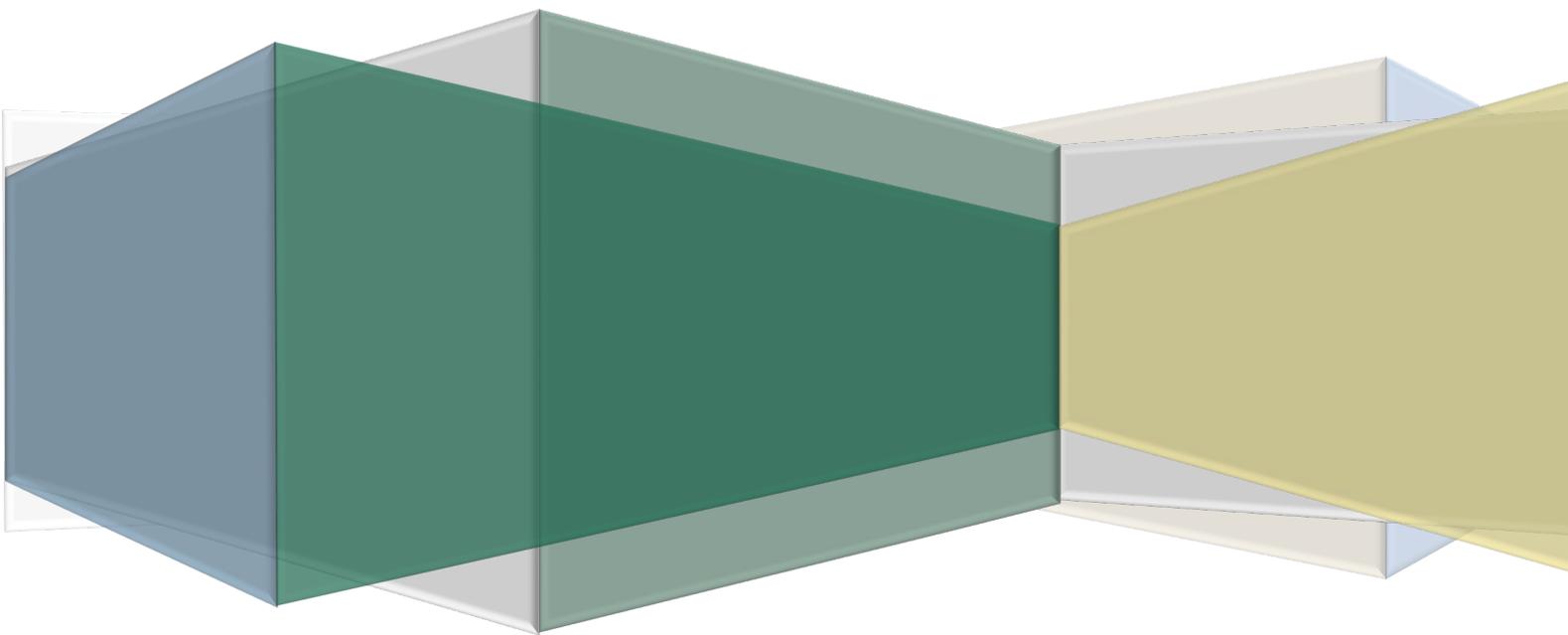


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Quality Matters Utilization Implementation Plan Task Force Members

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Dr. Stacey Cofield, School of Public Health

Ms. Martha Earwood, College of Arts and Sciences

Dr. Pam Paustian, Division of eLearning and Professional Studies

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UAB Vision

One university inspiring and empowering the creation of knowledge that changes the world.

UAB Mission

UAB serves students, patients, the community and the global need for discovery, knowledge dissemination, education, creativity and the application of groundbreaking solutions. We are a leader among comprehensive public urban research universities with academic medical centers.

UAB Shared Values

- **Integrity** – We act ethically and do what is right.
- **Respect** – We treat others with courtesy and civility.
- **Diversity and inclusiveness** – Everybody counts every day. We actively seek varied perspectives in our decision-making.
- **Collaboration** – We trust each other and work cooperatively across disciplinary boundaries in the spirit of shared governance.
- **Excellence and achievement** – We constantly innovate, solve problems and improve ourselves and others through learning.
- **Stewardship** – Fiscal and environmental sustainability guide our decisions.
- **Accountability** – We are answerable to each other and act with the best interests of the university in mind.

UAB Mission Pillars

The foundation of the university mission rests on four fundamental pillars. These are:

Education: Provide 21st century, world-class, socially responsible education that prepares diverse students to lead, teach, provide professional services, and become prominent scholars and societal leaders of the future.

- *Strategic Goal:* Offer a world-class, socially conscious education to diverse students to prepare the next generation of citizens and leaders.

Research, Innovation and Economic Development: Pursue research, scholarship and creative activities that spur innovation, make UAB a vibrant cultural center, and expand our capability to continually discover and share new knowledge.

- *Strategic Goal:* Empower innovative research, scholarship and creative activities that drive knowledge creation focused on improving society.

Community Engagement: Encourage partnerships that advance education, the arts and humanities, health, economic prosperity, and a fulfilling quality of life through service at home and around the globe.

- *Strategic Goal:* Engage with the community in meaningful and mutually beneficial collaborations that contribute to the public good.

Patient Care: Deliver the highest-quality patient care that reflects our ability to translate discoveries into revolutionary therapies in one of the nation's largest academic medical centers.

- *Strategic Goal:* Lead in the delivery of the highest-quality patient-centered integrative care that reflects our ability to translate discoveries into revolutionary therapies in one of the nation's premier academic health care centers.

UAB Background

UAB is a comprehensive urban university with a nationally recognized academic health center covering 100 square blocks in the Birmingham metropolitan area. UAB is the only public, four-year degree granting university in the state's largest metropolitan area. UAB is the largest research institution and the largest employer in the state of Alabama.

The UAB Division of eLearning and Professional Studies (UAB eLearning) was established in February 2013. UAB eLearning provides a full service, faculty-centered, centralized approach to eLearning for the academic and continuing education campus community.

UAB History of Quality Matters Implementation

Quality Matters (QM)[™] is a faculty-centered, peer review process that is designed to certify the quality of online and hybrid/blended courses. QM is a leader in quality assurance for online education and has received international recognition for its peer-based approach and continuous improvement in online education and student learning.

In direct alignment with UAB's new strategic mission and direction regarding education, QM was adopted university-wide to support the enhancement of the educational experience of both faculty and students on their journey to becoming prominent scholars and societal leaders of the future.

In 2010, a UAB course became the first course in the state of Alabama to earn QM recognition.

UAB became a full QM subscriber in 2012, and since then QM has gained popularity among instructional designers, faculty members, and UAB administration. This led to the development of the initial QM Implementation Plan, which was adopted in 2015, to promote quality online course design across the UAB campus. During the academic years 2015-2018, 97 individuals completed the Applying the Quality Matters Rubric workshop, 15 individuals earned QM Peer Reviewer certification which, 7 Master Reviewers, and 26 courses earned QM recognition.

Since the initial Implementation Plan concluded in 2018, there was a need for a plan to continue progress toward quality online education. Therefore, the Quality Matters Utilization and Implementation Plan Task Force (QmUIP) was formed to review the initial Implementation Plan (2015-2018) and develop the 2018-2021 Utilization Plan.

The QmUIP task force is comprised of six (6) members representing the following schools/college/department: School of Health Professions, School of Public Health, College of Arts and Sciences, and UAB eLearning. Members of QmUIP have various levels of involvement with QM including QM Master Reviewers, QM Coordinators, and faculty who are developing and teaching QM certified courses.

Objectives

The overall objective for UAB's QM Utilization Plan 2018-2021 is to improve quality of blended and online education, in support of the Education pillar of the UAB Strategic Plan. This will be achieved by the following objectives:

1. Participation in QM professional development
2. Utilization of the QM rubric for course design
3. Participation in QM course reviews

Table 1. Objectives		Benchmark for Academic Year		
Objectives	Measurements	2018-2019	2019-2020	2020-2021
Participation in QM professional development	Number of individuals who complete the APPQMR workshops	60	60	65
	Number of individuals who earn QM Peer Reviewer/Master Reviewer certification or recertification	5	7	10
	Number of individuals who earn the eLearning “Online Design and Teaching” certificate	20	35	40
	Number of individuals who participate in the eLearning “Online Design and Teaching” workshops	250	260	270
	Number of individuals who complete the QM Rubric Update course	20	NA	NA
Utilization of the QM rubric for course design	Individuals self-reported use of the QM Rubric for course design	30	35	40
	Number of informal course reviews conducted by eLearning and reported by schools/college	30	40	50
	Number of courses earning QM certification	20	22	25
Participation in QM course reviews	Number of individuals who conduct QM informal course reviews	15	20	25
	Number of individuals who conduct QM official course reviews	20	22	25
	Number of informal course reviews conducted per reviewer	2	2	2
	Number of official course reviews conducted per reviewer	2	2	2

Strategies

The following strategies will help with the achievement of the stated QM Utilization Plan objectives.

Professional Development

Objective 1: Participation in Quality Matters professional development

To achieve this objective, UAB eLearning will:

- Facilitate and fund three independent Applying the Quality Matters Rubric (APPQMR) sessions (two face-to-face and one online) each semester
- Facilitate one QM information session each semester
- Financially support QM Master Reviewer and Peer Reviewer certification and recertification annually
- Disseminate information regarding QM professional development opportunities hosted by QM such as webinars, QM conferences, conference proposals, and online workshops
- Encourage presentations in local, regional, and national educational or QM-related conferences

Course Design

Objective 2: Utilization of the QM Rubric for course design

To achieve this objective, UAB eLearning will:

- Provide instructional design support to faculty developing online and blended courses
- Provide course templates to assist in designing online courses that align with the QM Higher Education Rubric standards
- Provide management, administrative, and financial support for conducting QM internal and official course reviews

Course Reviews

Objective 3: Participation in QM course reviews

To achieve this objective, UAB eLearning will:

- Support individuals to become QM certified reviewers
- Motivate certified reviewers to participate in official QM reviews
- Compensate course reviewers for each course review

Communication Plan

Once the Utilization Plan is approved by all stakeholders, it will be placed on the UAB eLearning website providing access to the UAB community. Notifications about training events and QM recognized courses will be communicated via:

1. Canvas
2. Center for Teaching and Learning (CTL) website and newsletter
3. eReporter
4. Emails to the applicable school/college leadership and the UAB eLearning distribution list
5. UAB eLearning website and newsletter

Progress reports will be released after the conclusion of each semester (Spring, Summer, and Fall) and annually. Reports will be available on the eLearning website and distributed to each School/College. Adjustments to the Utilization Plan will be made as needed and communicated to the UAB community.

Publicity of Quality Matters Recognition

With QM recognition of the proposed Utilization Plan, the following statement will be used to publicize our efforts:

UAB is committed to implement the Quality Matters standards for the design of online and blended courses, and we are systematically building and evaluating our courses based on these rigorous, research-supported standards. The Quality Matters standards assure that the online components of these courses promote learner engagement and provide students with all the tools and information they need to be successful learners. For more information about the Quality Matters Program, go to www.qualitymatters.org.

Any questions about Quality Matters or the Utilization Plan should be directed to the QM Coordinators:

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