Quality Matters Initiative at Cleveland State University
Institution-Level Implementation Plan

Cleveland State University Center for eLearning Mission Statement

The Center for eLearning provides leadership and support for all eLearning activities at Cleveland State University. We empower faculty and staff to deliver quality eLearning courses and programs to expand the reach of a CSU education.

We do this by offering a comprehensive set of services crucial to the delivery of eLearning programming:

- Program and course development
- Instructional design support and training
- Quality assurance aligned with nationally recognized standards for online course design (Quality Matters) and online teaching and learning (Modified OCAT Peer Review)
- Reliable, current and scalable technology infrastructure to deliver eLearning
- Training programs and technical support for faculty and students
- Academic and administrative support for eLearning faculty and students

Our philosophy is rooted in the principles of quality learning experiences and the belief that learning is a lifelong process. We are committed to creating and delivering quality eLearning programs and surrounding support systems consistent with CSU excellence. We strive to create programs and courses that are interactive, engaging and exceptional learning experiences. We believe that eLearning provides opportunities for students to pursue their academic goals anytime, anywhere.

Overview of eLearning at Cleveland State University

The Center for eLearning was created in 2006 in response to a growing need provide support for developing and delivering online and hybrid courses at Cleveland State University. Since that time, the Center for eLearning has contributed to the explosive growth of eLearning course and program offerings at Cleveland State University. CSU currently has a handful of fully online programs with more under development, including:

Current Online Programs
- Mobile Accelerated Master of Business Administration (Mobile Accelerated MBA)
- Bachelor of Business Administration Degree Completion Program (BBA)
- Registered Nurse to Bachelor of Science in Nursing (RN to BSN)
- Master of Science in Nursing (MSN)

Under Development/Redevelopment

- Master of Education in Adult Learning and Development (M.Ed. Adult Learning)
- Master of Education Curriculum and Instruction with Talented and Gifted Learner License (M.Ed. Gifted Learner License)
- Master of Education in Community Health (M.Ed. Community Health)
- Board Certified Behavior Analyst Certificate (BCBA)
- Bachelor of Arts in Organizational Leadership Degree Completion Program (BA Org Leadership)

Many of the existing online programs, with the exception of the Business and Nursing programs, were originally created course by course, rather than with initial consideration of developing the program as a whole for online delivery. It is the goal of the Center for eLearning to develop, or redevelop in some cases, fully online programs to ensure that courses are aligned with Quality Matters standards and that programs are clearly defined for potential students. Our goal is to provide high quality, marketable programs to Cleveland State University students.

Design Standards

Cleveland State University and the Center for eLearning are committed to using the Quality Matters standards as a foundation for the design of eLearning courses. The Center for eLearning has developed a QM template, which is the starting point for courses developed by the Center and available to all faculty members, upon request. Faculty outside of the online programs referenced above are not required, but highly encouraged, to utilize this template.

For fully online programs, faculty members are paired with an Instructional Designer to develop their courses utilizing the template. The template is customized to be program specific while maintaining continuity across all Cleveland State University online courses.

Training and Faculty Development

The Center for eLearning offers a suite of face-to-face and online training for all faculty; topics range from a focus on the functionality of tools within Blackboard to best practices in design & delivery. Throughout each semester, workshops that focus on the functionality of Blackboard, as well as additional software, such as Tegrity (lecture capture) and Collaborate (synchronous webconferencing) will continue to be offered. Further training focusing on best practices for teaching online will be offered and the Center will explore the possibility of working with the Center for Teaching Excellence to communicate and promote these offerings to faculty.

The Center for eLearning will invite instructors teaching fully online courses to take the *Faculty Online Teaching and Design* course designed specifically for those teaching online at Cleveland State University. This course introduces the Quality Matters framework and best practices for teaching online, discusses the role of an online instructor and suggests ways the instructor can promote student success in the course.

Additionally, the *Applying the Quality Matters Rubric (APPQMR)* is offered twice each year, once online and once in a face-to-face format. The Center for eLearning currently has three APPQMR trainers on staff, making internal offerings of this workshop feasible. Following the completion of *APPQMR*, participants will be invited to take the *Peer Reviewer Certification* workshop. The Center for eLearning provides funds for faculty and staff seeking to take the *Peer or Master Reviewer* workshops in exchange for serving on two official reviews.

Each of these workshops will provide instructors with an increased understanding of Quality Matters, as well as provide an online student learning experience. Further online student learning experiences will be encouraged and supported financially by the Center for eLearning. Faculty will be encouraged to take additional courses focused on best practices in teaching online such as QM's *Designing Your Online Course* or *Improving Your Online Course* workshops, as well as offerings from organization such as the Sloan-C Consortium or eLearning Guild.

All faculty members will also have the opportunity to share their successes and experiences with colleagues via the Faculty Best Practice Showcase offered each semester.

eLearning Faculty Liaisons

In addition to training and professional development open to all faculty members, the Center for eLearning will support a cohort of eLearning Faculty Liaisons each academic year. A cohort of 10 to 12 faculty will serve as a resource and advocate for eLearning within their colleges. Faculty Liaisons will be paid a $4,000 stipend for the Academic Year and will be required to attend two meetings a semester (4 hours) and take the *APPQMR* and *CSU's Faculty Online Teaching and Design* courses.

Liaisons will be responsible for promoting Quality Matters and good course design principals to their peers. The cohort will serve as a team of faculty mentors to instructors new to teaching online and will also be available as a resource to their colleagues in identifying tools and services eLearning has available. This group of eLearning Faculty Liaisons will play a key role in the long-term success of both Quality Matters and online programs at CSU.

Course Reviews

Cleveland State University offers over 700 sections of online courses each year. While we currently have over 30 courses recognized by QM, we plan to strategically conduct QM reviews of courses that are part of fully online programs in order to ensure overall program quality. All of the program courses in this proposal were developed utilizing CSU's QM template, which was designed to reflect the nationally recognized Quality Matters framework. The goal is to have all fully online programs peer-reviewed to meet QM standards.

Online courses outside of fully online programs will be eligible for QM review upon request of the faculty member. However, courses within fully online programs will be given first priority. Cleveland State University will conduct Subscriber-Manager QM reviews of all courses.

Courses achieving QM recognition and faculty who have completed QM training will be highlighted in the eLearning eNewsletter that is distributed each semester. They will also be recognized on eLearning's Quality Matters webpage.

Benchmarks

Year 1 – Academic Year 2014-2015
- 50 Courses Reviewed and QM Recognized at CSU (35 Recognized as of Spring 2014)
- 1 Online Program Fully QM Recognized (Mobile Accelerated MBA Program)
- Faculty Online Teaching and Design Course updated and informally QM reviewed
- 15-20 faculty and staff trained in *Applying the QM Rubric* workshop
- 3-5 Faculty Peer Reviewers Certified
- 1-2 Faculty Master Reviewers Certified

Year 2 – Academic Year 2015-2016
- 70 Courses Reviewed and QM Recognized at CSU
- 1 Course Review for QM Recognition Renewal
- 3 Online Programs Fully QM Recognized (Mobile Accelerated MBA, RN to BSN Program, MSN)
- 3-5 Faculty Peer Reviewers Certified
- 1-2 Faculty Master Reviewers Certified

Year 3 – Academic Year 2016-2017
- 90 Courses Reviewed and QM Recognized at CSU
- 3 Course Reviews for QM Recognition Renewal
- 5 Online Programs Fully QM Recognized (Mobile Accelerated MBA, RN to BSN, MSN, BBA, M.Ed Adult Learning)
- Faculty and staff trained and QM certified as needed

Year 4 – Academic Year 2017-2018
- 110 Courses Reviewed and QM Recognized at CSU
- 1 Course Review for QM Recognition Renewal
- 8 Online Programs Fully QM Recognized (Mobile Accelerated MBA, RN to BSN, MSN, BBA, M.Ed Adult Learning, Gifted Learner License, BCBA)
- Faculty and staff trained and QM certified as needed

Statement of QM Recognition Publicity Statement

Upon QM recognition of this Implementation Plan the following statement will be used for publicity purposes:

> *Cleveland State University is committed to providing quality online instruction to our students. We are applying rigorous, research-based Quality Matters standards to the design of eLearning courses. Nationally recognized Quality Matters standards assure that the online components of these courses promote learner engagement and provide students with the tools and information they need to be successful. Students can be confident that online programs at Cleveland State University are designed to meet the highest standards and best practices for online learning. More information regarding Quality Matters can be found at www.qmprogram.org.*

Statement of Cleveland State University Endorsement

The Quality Matters Implementation Plan for Cleveland State University has been approved by the Provost's office. We support the implementation of the attached Quality Matters plan as part of CSU's ongoing commitment to providing quality online instruction to our students. This plan will complement existing efforts to increase awareness about Quality Matters standards as well as serve as a road map to systematically review and seek Quality Matters recognition for courses in our online programs. Cleveland State University's Center for eLearning has the support of the Provost and the commitment of funds to execute this plan.

Teresa LaGrange, Vice-Provost for Academic Planning
Cleveland State University