

卓越之路：

美国大学QM实施和教师发展案例分享

Pathway to Excellence: A case of QM Implementation and Faculty Development in USA

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目标 (Objectives) :

- ❖ 介绍QM 在UT的实施情况
Share UT's successful Quality Matters initiative
- ❖ 探讨鼓励教师参与QM认证的有效方法
Discuss effective means to motivate faculty to pursue Quality Matters certification
- ❖ 分享QM整合在教师发展项目中的策略
Share strategies of integrating QM in faculty development program

- ❖ Who are we and what do we do?
- ❖ Why Quality Matters?
- ❖ QM timeline at UT
- ❖ How do we implement QM
 - ❖ QM in new online course design
 - ❖ Course redesign & QM certification
 - ❖ QM & faculty development
- ❖ Impact, challenges, lessons, & tips





Who We Are





THE UNIVERSITY OF
TOLEDO



What We Do



UT Online

使命：

以领先的技术，创新的教学方法，为教师和学生提供支持，为学习者的成功打造一个创造性的，有活力的有效学习环境。



组织结构

UT 在线
(UT Online)



教学设计和开发

Instructional Design & Development



教师支持和学生服务部

Faculty Support and Student Services



学术技术部

Academic Technologies

Instructional Design and Development



- ❖ 个性化的教学设计咨询
Personalized instructional design consultation
- ❖ 课设计和提高
Course design & redesign
- ❖ 教师发展Pathway路径项目
Pathway program for faculty development
- ❖ QM非正式评审，正式评审和培训
QM informal reviews, formal reviews & training
- ❖ 多媒体课件开发，包括录像和平面设计
Multimedia development including videography and graphic design



Why Quality Matters



美国常见在线教学质量保证标准

- ❖ 质量至上标准
Quality Matters
- ❖ 在线学习联盟记分卡 75
Quality indicators OLC Score Card
- ❖ 自制标准
Create own standards

e.g.:

<http://hpdr.education.nmsu.edu/files/2013/07/on-line-course-design-rubric-.pdf>

为什么选择QM?

- ❖ 基于教学研究与实践 Well-grounded
- ❖ 享有国际国内声誉 National & international reputation
- ❖ 可操作性 Easy to operate
- ❖ 成熟的质量管理产品 Mature quality control product



OUTCOMES	BASELINE 2016	TARGET 2022	RESPONSIBILITY
Percentage of distance-learning courses that are Quality Matters-certified or meet Quality Matters standards	6% certified + 6% meeting standards	33% certified. All new and revised online courses meet QM standards.	Provost, all colleges, DL

- ❖ 根据UT自身情况：
- ❖ UT教师受工会保护
- ❖ UT 5年的战略计划
- ❖ 管理者和教师的认可和支持

为什么选择QM?

- ❖ 验证质量 Validate quality
- ❖ 提高标准 Raise the bar
- ❖ 彰显我们自己 Differentiate ourselves
- ❖ 奠定成长基石 Foundation for growth



UT 在线QM时间表





How Do We Implement QM?



QM应用1：新课程开发

实施过程：

- ❖ 教师提交新课开发提案
- ❖ 提案通过后， 将获得总共\$3500的补助金，分三个阶段发放：
- ❖ 30% 在课程开发提案通过时作为启动经费发放
- ❖ 50%在课程开发结束，并通过QM非正式评审和改进时发放
- ❖ 20% 在课程讲授后的第一个学期，根据学生反馈进行必要的修改后发放

注：通过QM非正式评审的课程通常会被鼓励报送正式QM认证

QM应用1：新课程开发

新课程开发过程中：

教学设计师： 项目管理，一对一咨询，以及个性化服务

课程开发教师： 需经过APPOMR工作坊培训。

课程设计：

- ❖ 使用一致性原则
- ❖ 基于QM标准的模板（教学大纲，教学进度表，开启导航）

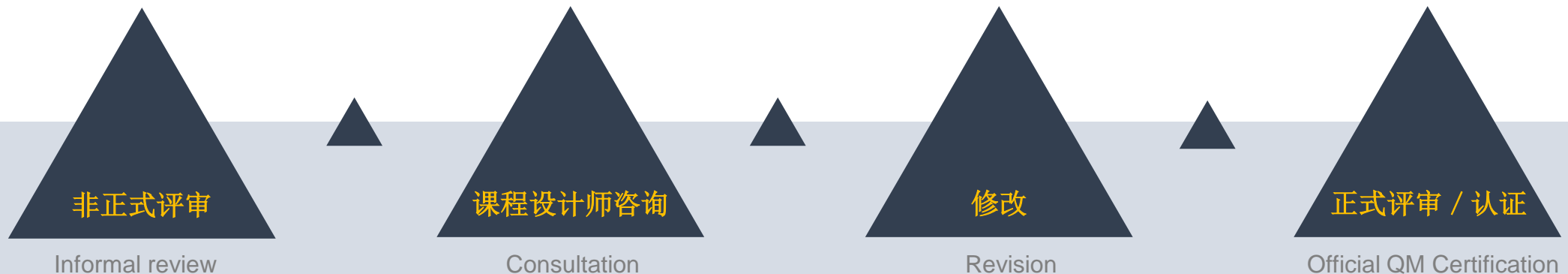
课程交付，讲授

- ❖ 课程设计师继续提供持续的支持和沟通

QM应用2: 课程提高 / 改进

- ❖ 教学设计师进行深入的非正式评审
In-depth Informal-reviews by instructional designers
- ❖ 课程修改提供指导和支持
Guide and support course modifications
- ❖ 课程评审经理管理课程的评审过程
Course Review Managers manage the review

- ❖ Instructional designers provide support for revisions
- ❖ QM 官方认证 Official QM certification
- ❖ 开发了托莱多大学QM评审程序
UT QM review procedures



QM应用 3：QM 用于教师发展

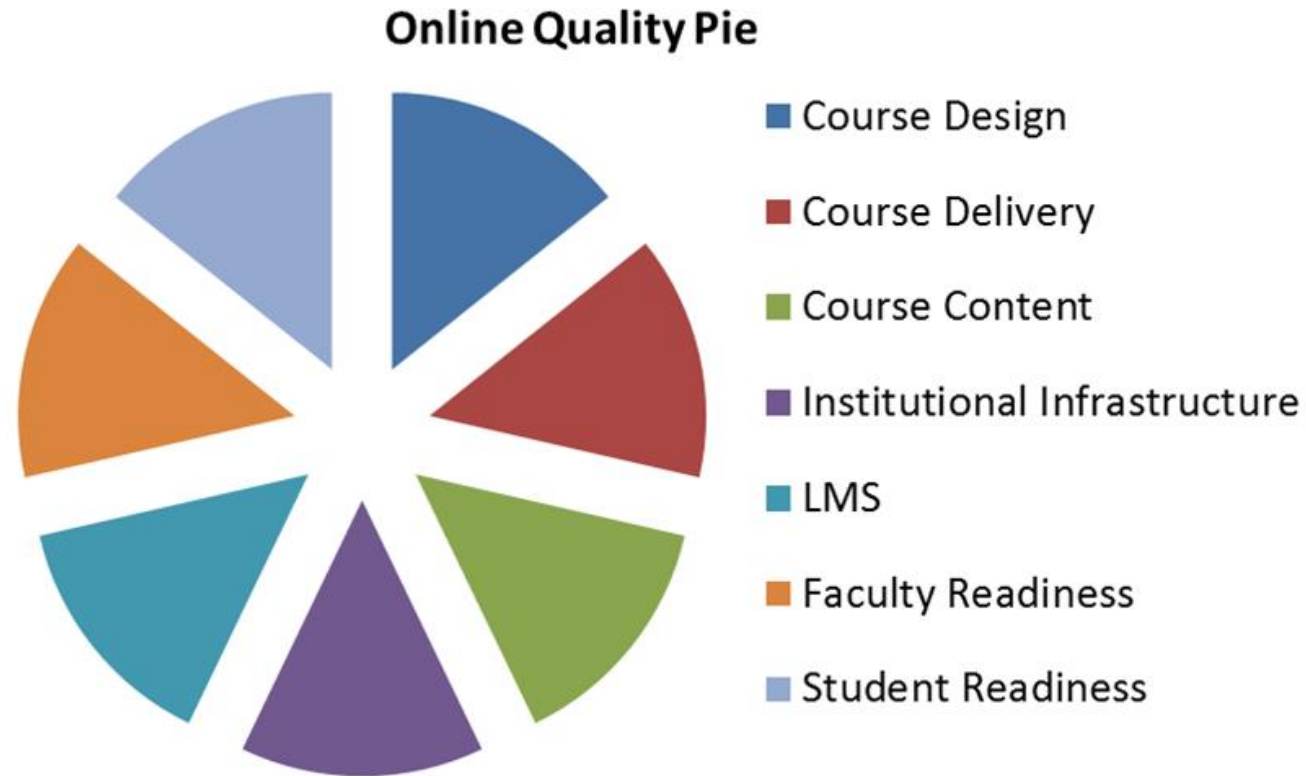
- ❖ Pathway program: APPQMR / PRC
- ❖ QM主评审师课程 Fund MRC
- ❖ 在线课程提高工作坊 IYOC workshop
- ❖ 路演 Road shows
- ❖ 圆桌会议 Round tables
- ❖ 面对面的咨询 QM rubric face-to-face consultation



Pathway Program



Factors Affecting Course Quality



QM Rubrics focus on **course design** ONLY

Pathway 教师发展项目

- ❖ 为UT教员和助教提供免费的专业发展课程

Free professional development courses for UT faculty and teaching assistants

- ❖ 了解在线课程开发和交付的基本原理以及当前在线学习领域的趋势

Learn the fundamentals of online course development and delivery and current trends in the field of online learning

五门课程结业后授予在线教师大师证书
(Master Online Instructors)

Online Teaching Certificate

ADA Compliance and Online Courses

Online Course Design Certificate

Applying Quality Matters Workshop

Peer Reviewer Course

Online Teaching Certificate (OTC)



- ❖ 期4周的在线课程
4 week online course
- ❖ 学习在在线环境中有效促进教学和学习
Learn to efficiently facilitate teaching and learning in an online environment
- ❖ 通过讨论，合作，自我反思等教学策略
Discussion, collaboration, self-reflection
- ❖ 练习使用在线沟通和评估工具
Practice using online communication and assessment tools

Online Course Design Certificate (OCDC)

- ❖ 为期8周的在线课程
8 week online course
- ❖ 学习如何有效地设计学习目标，教学材料，主动学习活动以及在线交付的真实评估
Learn to design learning objectives, instructional material, learning activities, and assessment for online delivery
- ❖ 深入了解在线教学教育理论和最佳实践
Gain insights on online pedagogy and best practices
- ❖ 采用讨论，合作，自我反思等教学策略
Discussion, collaboration, self-reflection
- ❖ 设计完整的在线学习模块（顶点项目）
Design a fully online learning module (capstone project)



ADA Compliance and Online Courses (ADACOC)



- ❖ 为期5周的在线课程
5 week online course
- ❖ 了解在设计在线课程时如何解决无障碍问题
Learn to address accessibility when designing online courses
- ❖ 主题包括：可访问性的有关法律，包容性课程设计考虑因素，格式化可访问性文档
Topics include: accessibility law, inclusivity, formatting, accessibility
- ❖ 采用讨论，合作，自我反思等教学策略
Discussion, self-reflection, hands on practice

Applying the Quality Matters Rubric (APPQMR)

❖ 两种形式

2 formats

1. 为期2周的在线课程
2 week online workshop
2. 1个全天面对面的工作坊
1 full day face-to-face workshop

❖ 熟悉（QM）和QM质量管理标准

Become familiar with Quality Matters and the QM standards rubrics

❖ 通过使用质量管理标准获得切实可行的想法来改进自己的课程

Gain ideas to improve courses using QM standards

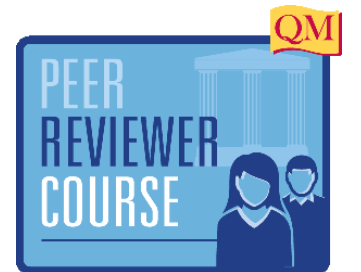
❖ 完成同行评审员课程的先决条件

Prerequisite to completing the Peer Review Course (PRC)



Peer Reviewer Course (PRC)

- ❖ 为期2周的在线课程
2 week online course
- ❖ 由QM承办和讲授
Facilitated by Quality Matters
- ❖ 旨在帮助经验丰富的在线教师成为QM认证的同行
评审员
Designed to prepare experienced online faculty to become
Quality Matters Certified Peer Reviewers
- ❖ UT 在线提供200美元的专业发展补助金，以支付
UT教职员的课程注册费
UT Online offers \$200 professional development grants to
cover the course registration fee for UT faculty





Quality Matters Training



Improving Your Online Course (IYOC)

❖ 半天的面对面研讨会
half day face-to-face workshop

❖ 亲身体验
Hands-on experience

❖ 利用QM rubric审查自己的 课程并制定课程改进计划
Utilize the Quality Matters Higher Education Rubric to review your own course and develop a course improvement plan



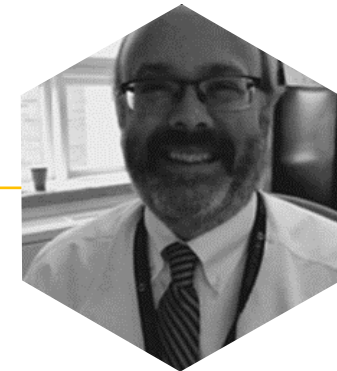
教师发展成就一览



APPQMR	OTC	OCDC	IYOC	ADACAC	PRC
190	177	20	30	23	22

注： 数据统计截至2018年4月30日

Master Online Instructors



从2015-至2017年12月， 共有8位教师获得在线教学大师证书

Impact of Pathway Program

- ❖ Improve skills for instructor presence online (social, teaching, cognitive presence)
- ❖ Master better ways of managing online workload
- ❖ Improve skills in online course design E.g: Creating rubrics, designing active learning activities
- ❖ Being connected with other faculty members

[Pathway video](#)

QM认证课程汇总



2014	2015	2016	2017	2018	Total
2	8	15	28	14	67

注：至2018年五月21日， 共有67门在线课程获得了QM认证
HIM 和 RCRT 两个专业项目的全部课程都获得了QM认证

Student Perception on QM certified course

对QM认证课程 的设计的满意度超过95%以上 (More than 95% satisfaction with the design of the QM certified course)

有更好的学习体验问题 better learning experience

较少遇到导航或技术

Less likely encounter navigation or technical problems

更好地实现课程学习目标 Help better achieve the course learning objectives

Instructor's Perception on QM Certification

- Most instructor with course QM certified think that QM helpful and beneficial to student learning.
e.g.” The QM peer review process is very helpful to ensure the quality of online courses. The feedback provided by the reviewers are not only helpful, but also friendly. It's my hope that all online courses or at least all the required courses for fully online programs undergo this process (official or internal) to ensure course quality”.

A few problems:

It seems the process was tedious and overwhelming

Different review teams might not be consistent with their application of QM standard

未来的方向

发展更多的教师成为QM评审员

Train more peer reviewers

更深入地将QM融入组织文化

Integrating QM more deeply into the culture of the organization

使QM认证更具吸引力

Making QM certification more attractive

参加专业项目认证

Participate in Program certification

QM Implementation Tips

- ❖ Have a shared vision and goals 有共同的愿景和目标
- ❖ It's a collaborative effort 这是一项协作努力
- ❖ Lead by example 以身作则
- ❖ Mixed approaches: Top-down, Grass-root 混合方法：自上而下，草根
- ❖ Use positive ripple effect 使用正面的连锁效
- ❖ Be creative! 应有创意

Don't Forget to Celebrate Success

电邮贺信

Email acknowledgement

教师表彰会

Faculty recognition event

网站公示

Publish on website

新闻报导

Report on UT News



最后寄语：

Culture of quality is a process, attitude, habit. It decides our destiny.

Quality Matters!

Questions?



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