Quality Matters Certification of a Business Analytics Course: Online, Asynchronous, and Using Moodle

Dr. Rick Jerz
The University of Iowa
Iowa City, Iowa, USA

Presentation Overview

- **What is quality online education?**
- **What are Quality Matters (QM) and their "certification" process?**
- **What was Moodle's role in the Business Analytics course?**
- **What were my greatest obstacles to achieving certification?**
- **What were my results, and my plans for continued improvement?**

2

Covid-19 and Online Education

- **Everyone is "online"**

- **Is quality the same?**

- **Online is different from face-to-face**
    - **A different approach**
    - **Different technologies**
    - **A different interaction model**
    - **Different ways of assessing student outcomes**

3

© 2020 rjerz.com

Administrator's Statements

- "...simplify assignments and exams..."

- "Be a little easier on the grading..."

- "We just need to help students cross the finish line, particularly those who are planning to graduate."

Rick's Perspectives

- **Online education has been around for a while**

- **Schools want high quality online education**

- **Quality assessment external**

- **What is quality online education?**

MBA - Business Analytics

- **Face-to-face**
- **Hybrid**
- **Online**

- **MBA Online Program**
  - **Business Analytics to be taught online**

- **My Business Analytics course is high quality**

6

What is Quality Matters?
www.qualitymatters.org

- **Non-profit organization**
- **Began around 2005**
- **Goal: to measure and guarantee the quality of online courses**
- **Course design standards rubric and peer-review process**

8 Categories of 42 Standards

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

An example…

- **"Learners are introduced to the purpose and structure of the course."**

QM Process

- **Pay your fee**
- **Three reviewers, one who is the team leader**
- **Rigorous interactive process**
- **Standards worth between 1 – 3 points**
- **You are awarded with two of the three reviewer scores**
- **Goal is to "pass" with 85 points**
- **If you do not pass, you are given about 3 months to improve**

10

What was **Moodle's** Role?

- **QM not LMS specific**
- **A "course shell" is required**
  - **No students**
  - **Everything showing**
- **Reviewers were giving "student" role**
- **Simple course structure, with depth**
- **Navigation is simple**
- **New topics added each week**
- **Activity completion**
- **Grade book**

Other Moodle Features

- **Each topic emphasizes course objectives**
- **Right-side blocks**
  - **Upcoming Events and Calendar**
  - **Checklist**
  - **Forum search**
  - **Online users**
  - **Video blocks**

What were the major obstacles?

- **My syllabus needed revision to include Bloom's verbs**
- **Reviewer familiarity with Moodle**
- **Where is the course's "Home" icon?**
- **"Where do you tell students..."**
- **Course map**
- **Pick a good textbook**
- **"Your course does not have any student interaction!"**
- **A course shell does not have students**

13

Results, Surpassing QM, and Future Plans

- **Results**
  - **50-hour investment**
  - **My school's Online Education department not involved**
  - **I failed, achieving only 79 points**
  - **With more effort, I passed with a perfect 100-point score**

QM Team Leader

"In my professional opinion, your course presents the model for non-traditional online learning. It has been a pleasure reviewing your course and interacting with a professional such as yourself that puts the student learner first and foremost in their teaching. I wish that my MBA Business Analytics professor had been as thorough as you are in teaching the importance and utility of business analytics."

Results, **Surpassing QM**, and Future Plans

- **Surpassing QM standards**
  - **Moodle is very mobile-friendly**
    - Responsive in smartphone's browser
    - Mobile app
  - **Moodle discussion forums are powerful**
    - Read and grade posts, in context
  - **Moodle's powerful grade book**
    - Bonus points
  - **Videos highly edited**
    - Time-Warped
- **Continuous improvement**
  - **Title attributes to all hyperlinks on web pages**
  - **"Chapters" added to videos**

Results, Surpassing QM, and Future Plans

- **Future**
  - **Moodle improvements**
  - **H5P**

- **Technology is always improving**

17

© 2020 rjerz.com

Success!

- **The only online instructor at UIowa with Quality Matters certification**
- **University support not involved**

- **QM benefits all**
  - **Student – receives a better course**
  - **Instructor – professional development**
  - **University – can advertise online quality**

Conclusion

- **Thanks for watching!**

- **Rick@rjerz.com**

- **www.rjerz.com/professional/work/ Presentations/MoodleMoots2020/qm.html**