Quality Assurance Re-Imagined

Leveraging a “Perfect Storm” of Factors to Redefine Online Course Quality Assurance
The PURPOSE of our session

- To share our experiences at George Mason University (GMU) in “re-imagining” our QA process for online course quality
- Discuss our challenges and opportunities to create and implement quality assurance processes for online courses and teaching
- How can you apply our “lessons learned” to your institution?
Meet your presenters

Monisha Tripathy
Instructional Designer
QA Reviewer

Charles Kreitzer
Executive Director
Online Operations
George Mason University is Virginia's Largest Public R1 University

Online Programs: 10 UG | 62 GR
Total Enrollment: 25,418 UG | 10,661 GR*
Section Distribution (f2f/online): 70/30% UG | 80/20% GR**
LMS: Blackboard Learn 9

*As of Spring 2022 enrollment figures
**f2f data combines f2f and hybrid sections
Discussion

How does your institution define 'quality'?
Defining Quality Assurance

Part of the challenge is that "QUALITY" is defined differently across courses, programs, and institutions.

At Mason, we sought to define a quality assurance model that can be used to build confidence in the course development process and ensure that key, research-based indicators that lead to success are incorporated; this includes both course design and teaching practices.
Where we were...

**Lack of Buy-in**
- Little incentive for faculty participation
- No guiding policy for online education

**Not a Priority**
- 'Online' was a growing effort, but agreement as to how stalled progress

**Multiple Methods**
- No agreement on a single, institutional evaluation tool
And then the pandemic hits - Mason moves to fully remote instruction April 2020
Quality Assurance

Results
- Completed 84 total QA reviews (2021-2022)
  - Program: 50
  - Course Design: 33
  - Direct: 1

Direct Request
Program Level
Course Design
Support for Faculty

Webinars

Watch our latest webinar:
https://coursemedia.gmu.edu/media/Checking+Quality+Criteria+of+Your+Online+Course+/1_tqyuxhw6

Faculty Self-Checklist

Check out a copy of our checklist at:

Essential Elements

Download our Essential Elements infographic at:
Lessons Learned

☑️ Consistency is Key
Be transparent and clearly communicate quality standards, branding your message to speak to student success, institutional mission, and diverse stakeholders.

☑️ Work At All Levels
Get University administration at all levels to express their support to the QA initiative. Work collaboratively with faculty groups, such as Senate or Learning Environment groups to reinforce adoption.

☑️ Get Faculty Involved
Involve faculty in developing quality checklists, resources, and guidelines, emphasizing research-based standards. Keep the focus on students when navigating crucial conversations.
Discussion

At your tables, consider some of the following:

- How can you apply our “lessons learned” to your institution?
- What might be the “perfect storm” of factors influencing QA at your institution?
- What groups on campus can you leverage now to improve QA at your institution?
The work continues

Contact us at: QATeam@gmu.edu to stay connected

Checkout our resources at:
https://stearnscenter.gmu.edu/knowledge-center/online-course-quality/
Session Evaluation

Rate our session for a chance to win!

1. Navigate to: Quality Assurance Re-Imagined: Leveraging a “Perfect Storm” of Factors to Redefine Online Course Quality Assurance
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4. Each session evaluation completed (Limited to one per person per session) = one contest entry. Five (5) $25 gift cards will be awarded.