

Using Course Evaluation Rubrics in the Online Course Design Process

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About Presenter

- 10+ years in Online Education
- Director of Instructional Technology a MCON
- Focus on quality in online and web-based courses

- Presentation and handouts -

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Purpose or Goal

- To discuss the process of designing courses using quality standards

Assumptions

- Course design is separate from instruction
- Online environment is different/similar to F2F in distinct ways
- Rubrics are a useful/valuable tool

What is a rubric?

Scoring, evaluation, or assessment tool

	0	1	2	Score
Project includes all requirements	no requirements/ no project	Some requirements	All requirements	
Grammar & spelling	More than 10 mistakes	5 – 10 mistakes	No mistakes	
Use of theory	Theory not evident	Theory somewhat evident	Theory clearly evident	
				Total

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Scoring, evaluation, or assessment tool

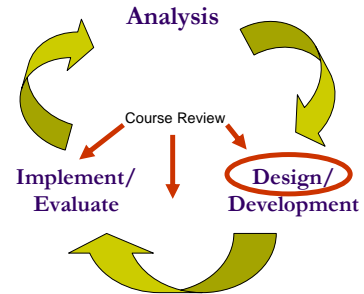
Standards/Criteria	Levels of performance			Scoring mechanism
	0	1	2	Score
Project includes all requirements	no requirements/ no project	Some requirements	All requirements	2
Grammar & spelling	More than 10 mistakes	5 – 10 mistakes	No mistakes	1
Use of theory	Theory not evident	Theory somewhat evident	Theory clearly evident	1
				Total 4

Comments

How Are They Used?

- Assess performance
- Evaluate a project/product
- Learning tool
 - Set expectations
 - How do I get an A
 - Question score
 - Consistent scoring
- Course Evaluation
- Design Tool?

Course Design



Why are we using a standards rubric?

- Online RN-BSN
 - Previous attempts disastrous
 - Want courses to be of the best possible quality at the starting line
 - Why not design to the standards?
 - As a guide in the course design process
 - Increase quality, reduce rework.
 - Engage faculty in the course design, peer review, and redesign process (willingly)

4 Rubrics Considered

- Quality Matters – Originated with Maryland Online, FIPSE Grant project*
- [ROI - Rubric for Online Instruction](#) - a result of a quality project at California State University - Chico.
- QOCI (Quality Online Course Initiative) Rubric & Checklist - ION [Illinois Online Network](#)
- Blackboard - [Greenhouse Award](#)

* Used with Permission from www.qualitymatters.org, version 05/06.

Quality Matters

1. Course Overview and Introduction
2. Learning Objectives
3. Assessment & Measurement
4. Resources and Materials
5. Learning Activities
6. Course Technology
7. Learner Support
8. Accessibility

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QM Rubric

- Only evaluates course design
- Supports a team peer review process
- Unique scoring system
- Logical course component segments
- Fairly easy to use in course design

Questions for Discussion

- What are the benefits of using a rubric?
- What are the drawbacks?
- What are the connects/disconnects for faculty developers, instructional designers and faculty?

Our Experience (so far)

- Grateful for a guide to design
- I've never worked so hard at learning objectives
- I'm starting to see how I can redesign my course to be better, online and in class
- I feel better about the peer review process using this rubric
- I had trouble meshing the rubric with the design process.

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Mismatched Purposes

- Rubric: Used for evaluation after the process
- Checklist: Used for creating, designing during the process

Course Design Checklist

- Focuses on what needs to go into the course
- Used as a design tool
- Used in conjunction with the course review rubric

Collaborators/Testers?



- Looking for faculty/instructional designers
- Use checklist in design process
- Participate by survey and interview

Resources



- www.qualitymatters.org - "The Quality Matters™ program (www.qualitymatters.org) is sponsored by MarylandOnline, and was supported in part by the Fund for the Improvement of Postsecondary Education (FIPSE), U.S. Department of Education."
- <http://www.ion.illinois.edu/initiatives/qoci/rubric.asp>
- http://communities.blackboard.com/webapps/portal/frameset.jsp?tab_id=130_1
- <http://www.csuchico.edu/celt/roi/>
- This presentation can be found at www.elicbrown.com