



**A Journey to the Top 2 Percent**

Sheryl Barton  
Kim Hansen  
Jill Holmes

Albert Lea, Austin, and Owatonna, Minnesota

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**Learning Objectives**

- Describe a successful in-house Quality Matters™ initiative
- Discuss effective means to motivate faculty to pursue Quality Matters™ certification
- Integrate Quality Matters™ with professional development to enhance online and on campus courses

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**PART 1**

Riverland Community College

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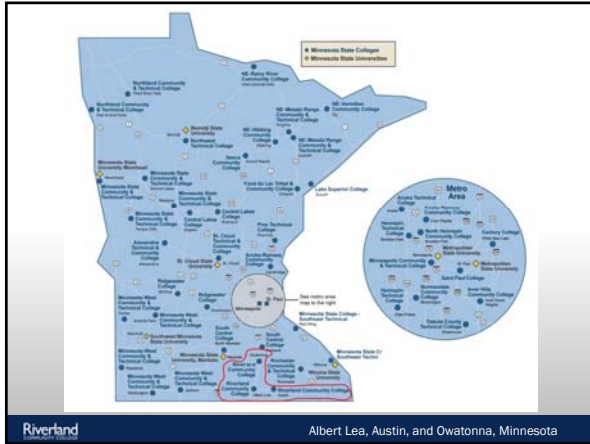
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### Riverland Campuses

Albert Lea  
Population: 18,016

Austin  
Population: 24,718

Owatonna  
Population: 25,599

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### Riverland Data - Students

Fall Semester 2015

- Headcount – 2,650
- Full-Year Equivalent – 883
- Full-Time (12 credits or more) – 45.7%
- Part-Time (less than 12 credits) – 54.3%
- Non-Traditional (age 24 and older) – 38.4%
- Students Exclusively Online – 25%

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**Riverland Data – Faculty & Class Offerings**

**Number of Faculty**

Full-Time – 79

Part-Time/Adjunct – 59

**Class Offerings Fall 2015**

Class Sections – 1,161

On Campus – Approximately 84%

Online or Hybrid – Approximately 16%

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**PART 2**

Riverland's QM Accomplishments

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**Our Journey to the Top**

Riverland Community College  
ranks in the

**Top Two Percent**

of all QM subscribing institutions  
based on number of courses certified.



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### 2008 - Exploration Stage

**"A journey of a thousand miles begins with a single step"**  
—Confucius

It all started with one person's vision:



Dr. Alan Erdahl  
Biology

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### 2009 - First QM Certifications



Heidi Schara  
Speech

Spearheaded by  
Office of Instructional Technology

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### Started with Small Steps

2009	2010	2011	2012
<b>2 Courses</b> <b>2 Faculty</b> Riverland had the first two Minnesota QM certified courses. Two instructors led the way.	<b>2 Courses</b> <b>2 Faculty</b> Two more Riverland instructors gained QM certification. Six Minnesota courses certified.	<b>0 Courses</b> <b>0 Faculty</b> Eight Minnesota courses QM certified. None of them Riverland courses.	<b>7 Courses</b> <b>6 Faculty</b> Internal process now in place. Part-time faculty began participating in the QM process.

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### And the Steps Grew Bigger

2013	2014	2015	FUTURE
<b>15 Courses</b> <b>12 Faculty</b>	<b>25 Courses</b> <b>12 Faculty</b>	<b>16 Courses</b> <b>12 Faculty</b>	<b>?? Courses</b> <b>?? Faculty</b>
Riverland increased its lead for total courses certified within Minnesota.	Riverland surpassed 50 QM certified courses! A celebration was held. First hybrid courses.	And still counting. Course re-certification begins.	Goals—additional faculty involvement, additional courses, and course re-certifications.

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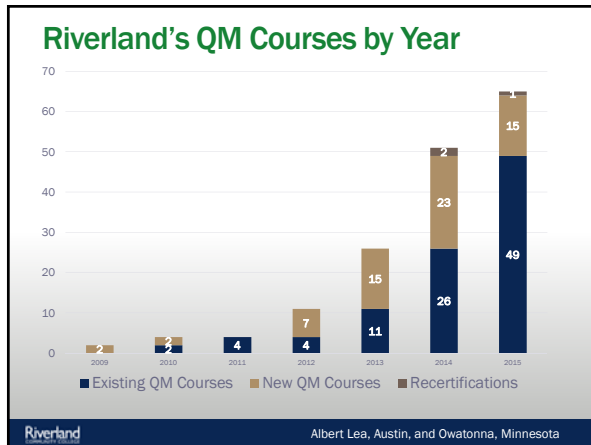
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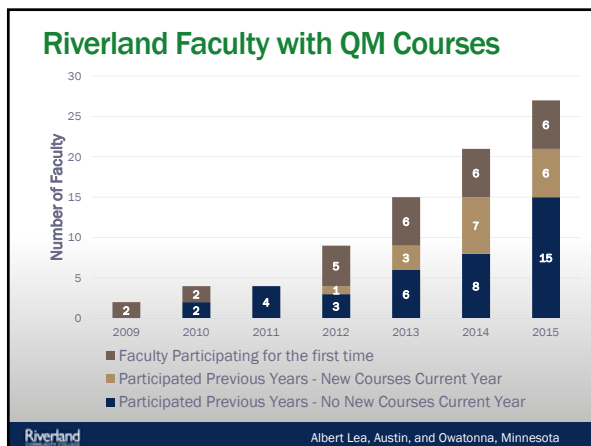
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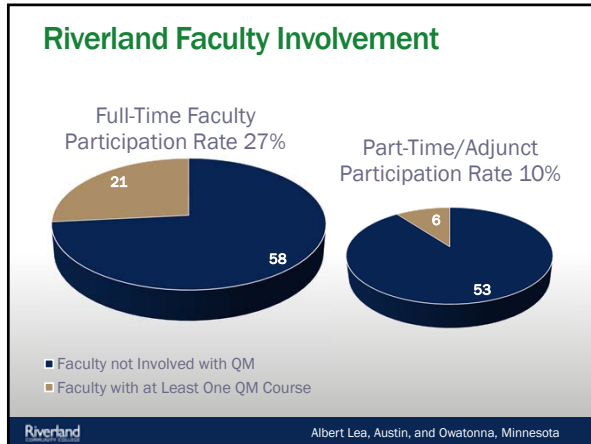
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### Subjects with QM Certified and Recertified Courses

Accounting	11	Human Services	1
Anthropology	2	Humanities	2
Astronomy	1	Math	1
Biology	5	Philosophy	1
Business	15	Psychology	5
Business & Office	4	Supervisory Management	3
Chemistry	2	Spanish	2
Economics	1	Speech	4
English	3	Statistics	2
Geography	1	Theater	1

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### The Impressive Summit We Climbed

- More than 900 academic institutions subscribe to QM
- More than 36,000 faculty and education professionals are involved
- More than 4,000 courses are certified

According to **Deb Adair**, Ph.D.  
Quality Matters Managing Director and  
Chief Planning Officer



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**PART 3**

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How Riverland Climbed to the Top

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**Our Journey to the Top**

How did Riverland Community College become one of the **top two percent** of all QM subscribing institutions?



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**Evolution of Our Internal Process**



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### Internal Process (continued)

Dr. Deb McManimon  
Business

Rayce Hardy  
Economics

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### Internal Process – Key Points

- A learning opportunity, not a requirement
- Flexible faculty development times
- Help for instructors from beginning to end
- Questions answered from Riverland people
  - Director of Instructional Technology and Intellectual Property
  - Internal Mentors (faculty)
  - Other faculty with QM certified courses

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### Duty Day Presentations

Dr. Deb McManimon  
Business

Dr. Suzette Overby  
Human Services

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### Duty Day Presentations – Key Points

- Break-out sessions
- Inexpensive way to spread the word
- Information from fellow faculty
- Non-threatening environment
- Non-committal way to discover more about QM
- Started conversations

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### Congratulatory Announcements

- RiverlandAll e-mail
- Information about college and individual achievements
- Ignites peer pressure and pride

*Congratulations to Jill Holmes, whose BUSA1065 Microcomputer Applications online course has also received Quality Matters certification. This is Jill's seventh course to receive certification.*

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### Pride

Riverland Comparison to Other Two-Year MnSCU Institutions.

Sample e-mail text—Riverland now totals 63 of the 333 QM certified courses in all MnSCU institutions.

Institution	Count
Alexandria Technical College	1
Araska Technical College	1
Central Lakes College	1
Central Lakes State & Community College	1
Hennepin Technical College	1
Hibbing Community College	1
Iron Range Community College	1
Lake Superior College	1
MN State	1
Minnesota State College-Southeast Tx.	1
Minnesota Community & Technical C.	1
MN West Community & Technical College	1
North Hennepin Community College	1
Northland Community & Technical Coll.	1
Oneida Technical College	1
Polk State Community College	1
Riverland Community College	63
Rochester Community & Technical Coll.	1

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### Peer Pressure



Peer Pressure used in a positive way is not a "bad" thing.



Faculty, Office of Instructional Technology, and administrators encourage participation.

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### Wall of Fame



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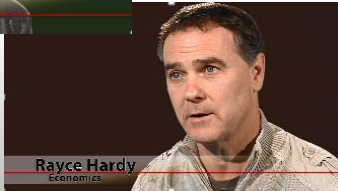
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### Wall of Fame



Framed certificates displayed collectively in a public area.



Faculty also receive a framed certificate to display in their office.

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### Money!!

- Only part of the whole picture
- Return on investment
- Financial incentive provides motivation
- Faculty Stipends
  - New course—1/3 credit pay per course credit
  - Recertification—\$1,000 per course
  - Internal mentor—based upon number of mentees



Dr. Suzette Overby  
Human Services



Heidi Schara  
Speech

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### Key Motivators

- Duty Day Presentations
- Congratulatory Announcements
- Peer Pressure/Pride
- Wall of Fame
- Money!!!!

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### Obstacles to Overcome



Catherine Haslag  
Chemistry

Technical issues



Rayce Hardy  
Economics

Procrastination and never enough time

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**Faculty Development**



- Professional development plans
- Applying QM to on campus courses
- Individual program area accreditation
- AQIP/HLC assessment

**Riverland has three QM Peer Reviewers and one Master Reviewer**

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**Keys to Achieving QM Success College-Wide**

- Spearhead an internal process and support system
- Identify faculty motivators
- Provide local help for overcoming obstacles
- Integrate QM into faculty development
- Find ways to promote and celebrate successes

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**PART 4**

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Next Steps - Promotion of QM Certified Courses

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### Marketing Efforts (continued)

Office of Instructional Technology Quality Matters Course Specifics

**Jill Schmeier BUSA 2050 Introduction to Management Information Systems**, has met the 2015 Quality Matters standard for online courses.

Programs that include this course are:

- [Certificate: Business](#)
- [Associate in Science: Business](#)
- [Associate in Arts: Business Concentration](#)

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**Catherine Haslag's CHEM 1000 Introductory Chemistry**, has met the 2015 Quality Matters standard for online courses.

This course satisfies the Natural Sciences requirement for the Minnesota Transfer Curriculum for the following degrees:

- [Associate in Arts](#)
- [Associate in Fine Arts](#)
- [Associate in Applied Science](#)
- [Associate in Science](#)

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**Sheryl Barton's BUSO 1640 Medical Terminology**, has met the 2015 Quality Matters Recertification standard for online courses.

Programs that include this course are:

- [Associate in Applied Science: Medical Administrative Assistant](#)
- [Certificate: Advanced Medical Transcriptionist Specialist](#)
- [Certificate: Medical Receptionist](#)
- [Certificate: Health Unit Coordinator](#)
- [Diploma: Medical Administrative Assistant](#)
- [Diploma: Medical Secretary](#)

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### Special Thanks To:

#### Technical Support

- Shawn Martin, OIT Coordinator
- J.C. Turner, Director of Instructional Technology and Intellectual Property
- Theo Beckmann, OIT Management Analyst



#### Faculty Videos

- Dr. Alan Erdahl, Biology
- Rayce Hardy, Economics
- Catherine Haslag, Chemistry
- Dr. Deb McManimon, Business
- Dr. Suzette Overby, Human Services
- Heidi Schara, Speech
- Dan Wirkus, Accounting

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### Resources

- Kahoot! (<http://getkahoot.com>)
- Quality Matters ([www.qualitymatters.org](http://www.qualitymatters.org))
- Minnesota Online Quality Initiative (<http://minnesota.qualitymatters.org>)
- Minnesota State Colleges and Universities ([www.mnscu.edu](http://www.mnscu.edu))
- Riverland Community College ([www.riverland.edu](http://www.riverland.edu))

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