



## OLC QUALITY SCORECARD

# Establishing Standards for Excellence in Online Program Administration

### A MANDATE FOR QUALITY

Quality assurance remains one of the greatest challenges for higher education, as highlighted by the formation of the Spellings Commission. Couple that with funding reductions and increased competition to recruit students, the need for excellence is critical—especially in online education.

That’s why OLC set out to provide quality standards, guidance, and tools for online education at both the institution and program level. And we’re the only organization to do so.

### GROUNDING IN EXPERT RESEARCH

Leveraging the Delphi method of research, an intensive study—based on a panel of experts—was conducted to establish benchmarks and standards to measure and quantify elements of quality within online education.

### THE RESULT? A SCORECARD

Now in its second release, the OLC Quality Scorecard is an easy-to-use evaluation tool and rubric that can be implemented to demonstrate—and continuously improve—the overall quality of individual programs, or of an entire institution.

*“The Scorecard provides a helpful framework for strategic planning and is used to evaluate programs, identify areas for change, and reassess annually.”*

SANDRA HIRSCH, PROFESSOR & DIRECTOR,  
SCHOOL OF INFORMATION, SAN JOSE UNIVERSITY

### HOW IT WORKS

To gauge quality, the Scorecard measures 75 indicators within these categories:

- Institutional Support
- Technology Support
- Course Development & Instructional Design
- Course Structure
- Teaching & Learning
- Social & Student Engagement
- Faculty Support
- Student Support
- Evaluation & Assessment

By evaluating each quality indicator, administrators can determine online program strengths and weaknesses, and use them to support program improvement, guide strategic planning initiatives, and demonstrate elements of quality to accrediting bodies.

**Get a FREE PDF of the Scorecard at [onlinelearning-c.org/scorecard](http://onlinelearning-c.org/scorecard)**



### QUALITY SCORECARD BENEFITS:

- ▶ Plan and implement high-quality online education programs
- ▶ Develop strategic objectives for program improvement
- ▶ Identify opportunities for program optimization
- ▶ Differentiate your programs from others in the market
- ▶ Support accreditation activities by demonstrating the breadth of quality in program administration

### ADVANCING QUALITY WITH MEMBERSHIP

We reserve these exclusive Quality Scorecard services for OLC’s Institutional Members:

- ▶ Access to the web-based interactive version of the Quality Scorecard for cross-institutional engagement
- ▶ Receive program implementation support from trained scorecard consultants
- ▶ Request a third-party review, a final report, and recommendations for possible improvements
- ▶ Be considered for the OLC Exemplary Review Seal

Membership also provides early access to research, free webinars, and discounts to conferences and workshops for course designers, faculty members, support personnel, and administrators. **For more about Membership, visit <http://onlinelearning-c.org/join>**

*“The Quality Scorecard is grounded in research, best practices and expert opinion, so I know the University is well-served by implementing the self-assessment process and demonstrating our continuous improvement processes and outcomes to accreditors.”*

DEBBIE THORNE, ASSOCIATE VP FOR  
ACADEMIC AFFAIRS AND PROFESSOR OF  
MARKETING, TEXAS STATE UNIVERSITY

