



Why QM?

In 2024, nine of the top ten US News & World Report's Best Online Bachelor Degree Programs were from QM Members.

15,000+

Courses that have been QM-Certified using Rubric Standards for Course Design since 2006.

100,000+

Number of faculty that participated in facilitated and assessed professional development in the past five years.

Over 1300 institutions in 40 countries have chosen Quality Matters.

Focused on Student Success

Quality Matters prioritizes student success by emphasizing factors such as learner engagement, accessibility and alignment of learning objectives with assessment and activities. This focus ultimately contributes to improved learning outcomes for students.

Wondering how quality is connected to increased demand for online learning? Watch the [2024 CHEA panel discussion](#) with QM.

Customized Approach

Quality Matters offers a flexible and customizable approach to quality assurance. Institutions can tailor their implementation of Quality Matters Standards to align with their unique goals, resources and priorities.

Alignment with Accreditation Standards

The QM Quality Assurance process aligns with regional and national standards for accreditation, easing the way for demonstrating institutional compliance. QM is both a vital part of institutional accreditation for online quality and for providing a process to assure quality through design reviews.

Continuous Improvement

Quality Matters promotes a culture of continuous improvement by encouraging institutions to regularly evaluate and refine online courses based on feedback and data. This iterative process ensures that courses remain relevant and effective over time.

Why build a quality assurance process for course design, improvement and review when you can leverage QM's 20 years of experience?