

INTRODUCTION

The goal of this project is to help colleges and universities improve the accountability of their online courses. The main objectives of this project are:

- to create a useful evaluation tool (rubric) that can help faculty develop quality online courses;
- to identify "best practices" in online courses; and
- to be able to recognize faculty, programs, and institutions that are creating quality online courses.

RUBRIC

This rubric can be printed and used manually, or you can rate and add comments to each section directly inside the PDF. For the purpose of this rubric, please use the following scale:

Non-Existent -	Not Present, but should be, based on course design and content, or present, but not appropriate for this
	course.

- Developing Some evidence of this criterion, but it needs to be presented more clearly or better developed.
- Meets Evidence of this criterion is clear and is appropriate for this course. More could possibly be added.
- Exceeds Evidence of this criterion is clear, appropriate for this course, and demonstrates best practices in a manner that models its use.
- N/A Not applicable based on course design and content.

Points: Non-Existent -	0 Points
Developing -	1 Point
Meets -	2 Points
Exceeds -	3 Points
N/A -	Not Counted

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VI. Course Evaluation

A. Layout/Design

Course Information

Use this space to provide general information about the course being evaluated.

INTRODUCTION	
Course Title:	
Instructor:	
Description:	

TARGET AUDIENCI	
Institution:	
Department:	

REVIEWER	
Name:	
Review Date:	

Instructional Design	I. Instructional Design Instructional Design refers to the analysis of learning needs and the systemic approach of developing an online course in a manner that facilitates the transfer of knowledge and skills to the learner through the use of a variety of instructional methods, which relate to multiple learning styles, strategies, and preferences.				
A. STRUCTURE					
1. Sequence	Content is sequenced and structured in a manner which enables learners to achieve the stated goals.				
	Comments:				
	[Comments]				
2. Chunking	Information is "chunked" or grouped to help students learn the content.				
	Comments:				
	[Comments]				
3. Purpose	Purpose of learning activities is clearly presented.				
	Comments:				
B. LEARNING GOALS/ OBJ	[Comments]				

1. Course Goals & Objectives	Course Goals and Objectives/Outcomes are present and explicitly stated to the learner.				
	Comments: Non-Existent Developing Meets Exceeds N/A				
	[Comments]				
2. Module Objectives	Module Objectives / Outcomes are clearly presented to the learner and are aligned with the larger course objectives.				
	Comments:				
	[Comments]				
C. COURSE INFORMATION					
C. COURSE INFORMATION1. Description	A course description is provided.				
	A course description is provided. Comments: Non-Existent Developing Meets Exceeds N/A				
	Comments:				
	Comments: Non-Existent Developing Meets Exceeds N/A				
	Comments: Non-Existent Developing Meets Exceeds N/A				
	Comments: Non-Existent Developing Meets Exceeds N/A				
 Description 2. Instructor 	Comments: Non-Existent Developing Meets Exceeds N/A [Comments] Instructor information is available to student with contact, biographical, and				
 Description 2. Instructor 	Comments: Non-Existent Developing Meets Exceeds N/A [Comments] Instructor information is available to student with contact, biographical, and availability information, and picture. Comments: Non-Existent Developing Meets Exceeds				
 Description 2. Instructor 	Comments: Non-Existent Developing Meets Exceeds N/A [Comments] Instructor information is available to student with contact, biographical, and availability information, and picture. Comments: Non-Existent Developing Meets Exceeds N/A				

 Instructional Materials 	Students are provided with a list of supplies such as textbooks and other instructional materials needed for the course.				
	Comments:				
	[Comments]				
4. Credit Hours	Course provides information regarding number of Credit Hours earned for successful completion.				
	Comments: N/A [Comments]				
	[Comments]				
5. Content	A clear, concise list of modules and activities that will be completed within each of the course modules/chapters/topics is provided.				
	Comments: Non-Existent Developing Meets Exceeds N/A				
	[Comments]				
6. Grading Policy	Grading policy is provided, including grading scale and weights.				
	Comments:				
	[Comments]				
7. Calendar	Calendar of due dates and other events is provided.				
	Comments: Non-Existent Developing Inteets Letteeds IN/A				

8. Technical Competencies	A list of technical competencies necessary for course completion is provided.
Competencies	Comments:
	[Comments]
9. Technical Requirements	A list of technical requirements such as connection speed, hardware, and software is provided.
	Comments: Non-Existent Developing Meets Exceeds N/A
	[Comments]
D. INSTRUCTIONAL STRAT	
1. Multimodal Instruction	A variety of instructional delivery methods, accommodating multiple learning styles, are available throughout the course.
1. Multimodal	A variety of instructional delivery methods, accommodating multiple learning
1. Multimodal	A variety of instructional delivery methods, accommodating multiple learning styles, are available throughout the course.
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 Multimodal Instruction 2. Knowledge 	A variety of instructional delivery methods, accommodating multiple learning styles, are available throughout the course. Comments: Non-Existent Developing Meets Exceeds N/A [Comments] A variety of ways for learners to demonstrate knowledge is provided.
1. Multimodal Instruction	A variety of instructional delivery methods, accommodating multiple learning styles, are available throughout the course. Comments: Non-Existent Developing Meets Exceeds N/A [Comments]
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 Multimodal Instruction 2. Knowledge 	A variety of instructional delivery methods, accommodating multiple learning styles, are available throughout the course. Comments: Non-Existent Developing Meets Exceeds N/A [Comments] A variety of ways for learners to demonstrate knowledge is provided. Comments: Non-Existent Developing Meets Exceeds N/A

3. Ice Breaker	At the beginning of the course, students and the instructor are provided with an opportunity to introduce themselves to each other as a way of encouraging synergy within the course.
	[Comments]
4. Presentation	The selected tool for each activity is appropriate for effective delivery of the content.
	Comments: Image: Non-Existent image: Developing image: Meets image: Exceeds image: N/A [Comments] N/A
E. ACADEMIC INTEGRITY	Ý
	Course abides by copyright and fair use laws.
Development	Comments:
	[Comments]
	A Code of Conduct, including netiquette standards and academic integrity expectations, is provided.
	Comments:
	[Comments]
F. USE OF MULTIMEDIA	

1. Audio	Audio files have a specific purpose that does not distract from course goals and objectives.				
	Comments:	Non-Existent Developing Meets Exceeds N/A			
	[Comments]				
2. Video	Video files have a specific purpose that does not distract from course goals and objectives.				
	Comments:	Non-Existent Developing Meets Exceeds N/A			
	[Comments]				
	ITS REGARDING INSTRUCTIO	NAL DESIGN			

[Comments]			

Communication, Interaction, & Collaboration	II. Communication, Interaction, & Collaboration Communication, Interaction, and Collaboration addresses how the course design, assignments, and technology effectively encourage exchanges amongst the instructor, students, and content.		
A. ACTIVITIES AND OPPOR	RTUNITIES		
1. Student-Student	Learning activities and other opportunities are developed to foster Student- Student communication and/or collaboration.		
	Comments: Non-Existent Developing Meets Exceeds N/A		
	[Comments]		
2. Student-Instructor	Learning activities and other opportunities are developed to foster Student- Instructor communication and/or collaboration.		
	Comments: Non-Existent Developing Meets Exceeds N/A		
	[Comments]		
3. Student-Content	Learning activities and other opportunities are developed to foster Student- Content interaction.		
	Comments: Image: Non-Existent Developing Meets Exceeds N/A		
	[Comments]		

B. ORGANIZATION AND M	ANAGEMENT	
1. Types	Course offers separate forums for Community, Course Questions, and Content.	
	N/A	
	[Comments]	
2. Organization	Discussions are organized in clearly defined forums and/or threads.	
	Comments:	
	[Comments]	
3. Access	Access is available to individuals and groups based upon discussion's purpose, such as private conversations between student and instructor, group work, and class interactions.	
	Comments:	
	[Comments]	
4. Role	The instructor's role in discussion activities is clearly defined.	
	Comments:	
	[Comments]	

C. GROUP WORK			
1. Task	A statement of the group's overall task is provided, with clear and concise outcomes that are appropriate, reasonable, and achievable.		
	Comments:	□ Non-Existent □ Developing □ Meets □ Exceeds □ N/A	
	[Comments]		
2. Formation	Rules for forming arc	oups and assigning roles within each are clearly stated.	
	Comments:	□ Non-Existent □ Developing □ Meets □ Exceeds □ N/A	
	[Comments]		
3. Management	Benchmarks and exp	bectations of group participation are clearly stated.	
	Comments:	□ Non-Existent □ Developing □ Meets □ Exceeds □ N/A	
	[Comments]		
4. Delivery	A statement of how.	when, and where the final product will be delivered is	
	provided.		
	Comments:	□ Non-Existent □ Developing □ Meets □ Exceeds □ N/A	
	[Comments]		
ADDITIONAL COMMENTS F	REGARDING COMMUNICA	TION, INTERACTION, AND COLLABORATION	
[Comments]			

Student Evaluation & Assessment	III. Student Evaluation and Assessment Student Evaluation and Assessment refers to the process your institution uses to determine student achievement and quality of work, including the assigning of grades.	
A. GOALS AND OBJECTIVE	ES	
1. Aligned	Assessment and evaluation are aligned with learning objectives.	
	Comments:	
	[Comments]	
2. Communicated	Assessment and evaluation goals are clearly communicated.	
	Comments:	
	[Comments]	
B. STRATEGIES		
1. Method	Assessments and evaluations use multiple methods, such as quizzes, tests, discussion, essay, projects, and surveys.	
	Comments:	
	[Comments]	
2. Frequency	Assessments and evaluations are conducted on an ongoing basis throughout the course.	
	Comments:	
	[Comments]	

3. Tools	Assessment and evaluation tools are appropriate for measuring stated outcomes.		
	Comments: Non-Existent Developing Meets Exceeds N/A		
	[Comments]		
4. Readiness	A tool/reporting mechanism is provided to help determine student's readiness for course.		
	Comments:		
	[Comments]		
5. Academic Integrity	Assessments and evaluations are designed and administered to uphold academic integrity.		
	Comments: Non-Existent Developing Meets Exceeds N/A		
	[Comments]		
C. GRADES			
1. Rubric	Explicit rubric, rationale, and/or characteristics are provided for each graded assignment.		
	Comments: Non-Existent Developing Meets Exceeds N/A		
	[Comments]		

2. FERPA	Defined course procedures for reporting grade information complies with FERPA and institutional regulations on reporting grade information to students.		
	Comments:	□ Non-Existent □ Developing □ Meets □ Exceeds □ N/A	
	[Comments]		
3. Grading Scale	A grading scale that defines letter grades and/or weights, if applicable, is provided.		
	Comments:	□ Non-Existent □ Developing □ Meets □ Exceeds □ N/A	
	[Comments]		
4. Penalties	Penalties assessed to grades, if applicable, are provided.		
	Comments:	□ Non-Existent □ Developing □ Meets □ Exceeds □ N/A	
	[Comments]		
C. Doutioination			
5. Participation	quantity is provided.	is defined, and a mechanism for measuring quality and	
	Comments:	□ Non-Existent □ Developing □ Meets □ Exceeds □ N/A	
	[Comments]		

6. Extra Credit	A statement describing whether or not Extra Credit is available is provided, and any extra credit assignments are described in detail, including where, when, and how any extra credit will be administered and submitted.		
	Comments:	□ Non-Existent □ Developing □ Meets □ Exceeds □ N/A	
	[Comments]		
D. FEEDBACK			
1. When	A statement explaini	ng when students should receive feedback is provided.	
	Comments:	Non-Existent Developing Meets Exceeds N/A	
	[Comments]		
2. What	A statement explaini	ng what type of feedback students will receive is provided.	
	Comments:	Non-Existent Developing Meets Exceeds N/A	
	[Comments]		
3. How	A statement explain	ng how feedback will be given is provided.	
	Comments:	Non-Existent Developing Meets Exceeds	
	[Comments]	N/A	
E. MANAGEMENT			

ceeds N/A	
A deadline for each activity is provided.	
ceeds D N/A	
A date/time when each assessment will be available is provided.	
ceeds	
N/A	
 S	
5	
ceeds □ N/A	
A description of the assessment delivery method is provided.	
ceeds □ N/A	

6. Submit	Instructions for completion and submission are provided.		
	Comments:	Non-Existent Developing Meets Exceeds N/A	
	[Comments]		
ADDITIONAL COMMENTS R	EGARDING STUDENT E	ALUATION AND ASSESSMENT	
[Comments]			

Learner Support & Resources	IV. Learner Support & Resources Learner Support and Resources refers to program, academic, and/or technical resources available to learners.		
A. INSTITUTIONAL/PROGR	AM SUPPORT AND RESOURCES		
1. Policies	Links to institutional/program information and/or policies and procedures are provided.		
	Comments:		
	[Comments]		
2. CMS Support	Links to tutorials and other CMS Support sites are provided.		
	Comments:		
	[Comments]		
3. Technical Support	Links, E-mail Addresses, and/or phone numbers for technical support are provided.		
	Comments:		
	[Comments]		
4. ADA Support	Statement of ADA Compliance and procedure for requesting special services is provided.		
	Comments:		
	[Comments]		

B. ACADEMIC SUPPORT A	ID RESOURCES	
1. Glossary	A glossary of terms is available.	
	Comments:	
	[Comments]	
2. Orientation	Opportunities for program and course orientation are provided.	
	Comments:	
	[Comments]	
3. Resources	A list of academic resources with links to the institution's library, tutoring center, counseling services, and other resources is provided.	
	Comments:	
	[Comments]	
4. Gradebook	A gradebook is available for checking progress.	
4. Gladebook	Non-Existent Developing Detector Developing	
	Comments: Iteristication [Comments]	
ADDITIONAL COMMENTS R	EGARDING LEARNER SUPPORT AND RESOURCES	
[Comments]		

Web Design	V. Web Design Web Design refers to the use of Web pages, graphics, multimedia, and accessibility standards in the web pages of a course which are under the course developer's control.		
A. LAYOUT/DESIGN	1		
1. Scrolling	Scrolling is minimize	d or facilitated with anchors.	
	Comments:	□ Non-Existent □ Developing □ Meets □ Exceeds □ N/A	
	[Comments]		
2. Consistency	Consistent lavout do	sign orients users throughout the site.	
		Non-Existent Developing Meets Exceeds	
	Comments: [Comments]	N/A	
3. Fonts	Font type, size, and	color are readable and consistent throughout the site.	
	Comments:	□ Non-Existent □ Developing □ Meets □ Exceeds □ N/A	
	[Comments]		
4. Pop-up Windows	Use of Pop-up windows (windows with specific information, no scroll bars, and no menus) is appropriate.		
	Comments:	□ Non-Existent □ Developing □ Meets □ Exceeds □ N/A	
	[Comments]		

5. Frames	Windows open in appropriate frames that do not confuse users. The use of additional frames, other than those within the CMS, is avoided. Comments:				
B. USE OF MULTIMEDIA					
1. Technical Requirements	Audio/Video hardware requirements do not extend beyond the basic sound cards, speakers, and video players unless appropriately needed to meet course goals and objectives. Comments:				
2. Audio Standards	 Audio files meet minimum standards in the following areas: Audio quality is clear. Audio file length is adequate to meet the goals of the activity without being too large to restrict users' ability to download the file on computers with lower bandwidths. Audio file length is adequate to meet the goals of the activity without adding unnecessary information. Audio player required is compatible with multiple operating systems and requires only a standard, free plug-in. Comments: Non-Existent Developing Meets Exceeds N/A 				

3. Video Standards	Video files meet minimum standards in the following areas:				
	- Video quality is clear.				
	 Video file length is adequate to meet the goals of the activity without being too large to restrict users' ability to download the file on computers with lower bandwidths. Video file length is adequate to meet the goals of the activity without adding unnecessary information. Video player required is compatible with multiple operating systems and requires only a standard, free plug-in. 				
	Comments:				
	[Comments]				
C. USE OF IMAGES					
1. Image Quality	Images are clear Comments: Non-Existent Developing Meets Exceeds N/A [Comments]				
2. Image File Size	Image files are optimized for efficient loading.				

3. Animation of Images	Use of animated GIFs is limited to only those that contribute to the learning experience or support the course content.			
	Comments:			
	[Comments]			
D. LINKS/NAVIGATION				
1. Consistency	Navigation aids are located in the same location; graphics used as links are consistent.			
	Comments:			
	[Comments]			
2. Hyperlink Identity	Navigation cues are present, clearly identifiable, offered in text and graphic formats, and are obvious links based on visual cues such as color, underlining, and text directives (e.g., Start here).			
	Comments:			
	[Comments]			
3. Hyperlink Function	Course has no broken links.			
	Comments:			
	[Comments]			

4. Hyperlink Target	Hyperlinks open in appropriate windows or frames.			
	Comments:	Non-Existent Developing Meets Exceeds N/A		
	[Comments]			

E. ACCESSIBILITY						
1. Section 508(B)	Course design indicates a conscious effort to comply with or exceed Level 1 of Accessibility standards.					
	 A text equivalent for every non-text element is provided (e.g. Alt Text Transcripts, etc.) 					
	 Captioning options is available for audio portions of multimedia presentations. 					
	 Redundant text links are provided for links embedded on server-side image maps. 					
	- Information conveyed with color is also available without color.					
	 When a Web page requires that an applet, plug-in, or other application be present on the client system to interpret page content, the page provides a link to the needed plug-in or applet. 					
	 When a timed response is required, the user is alerted and given time to indicate that more time is required. 					
	- Row and column headers are identified in data tables.					
	Comments:					
	[Comments]					
ADDITIONAL COMMENTS						
ADDITIONAL COMMENTS	REGARDING WEB DESIGN					
[Comments]						

Course Evaluation	VI. Course Evaluation Course Evaluation refers to the processes and mechanisms used to elicit feedback from learners for the purpose of course improvement.				
A. LAYOUT/DESIGN					
1. Physical Course	Opportunities for learner feedback throughout the course on issues surrounding the course's physical structure (e.g. spelling mistakes, navigation, dead links, etc.) are provided.				
	Comments:				
	[Comments]				
2. Instruction	Opportunities for learners to offer feedback to instructor on instructional strategies are provided.				
	Comments:				
	[Comments]				
3. Content	Opportunities for learners to offer feedback on course content are provided.				
	Comments:				
	[Comments]				
ADDITIONAL COMMENTS F	REGARDING COURSE EVALUATION				
[Comments]					

Evaluation Use this space to calculate a quantitative final score for this course.					
Category	Possible	Earned	Percent		
Instructional Design					
Communication, Interaction, and Collaboration					
Student Evaluation and Assessment					
Learner Support and Resources					
Web Design					
Course Evaluation					
Total					

NOTES

[Notes]