

**Shoot for the Moon:  
Improving Online Course Quality  
and Learning Assessment**

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Madisonville Community College

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**Madisonville  
Community College**

- Rural western Kentucky
- Unduplicated headcount 3,546 / FTE 1,738
- Modest enrollment growth after 5 year decline
- Online enrollments exceed F2F by 1/3
- Over 40% of online students earn an A grade

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**Our story**

- Catch-up (import vs. export)
- Tuition revenue
- Poaching
- Dual credit
- New programs

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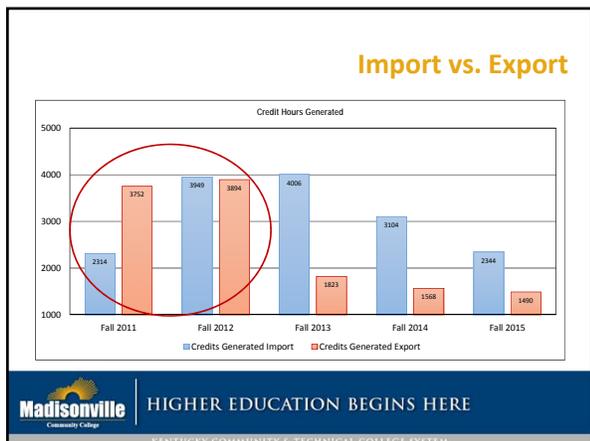
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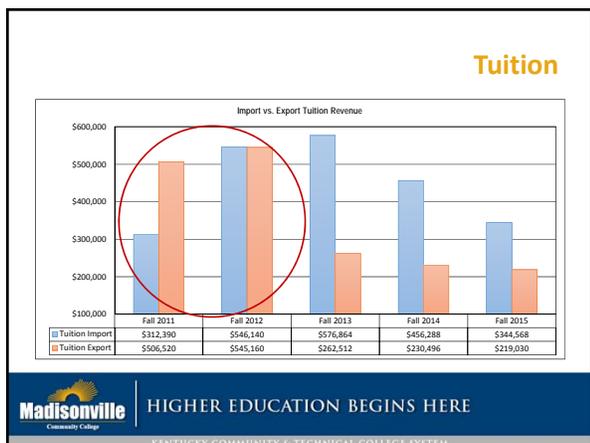
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### What does a grade tell us?

“I got an A, but didn’t learn anything.”

How do you know your students are learning?

Two phase QEP

- Faculty buy-in & peer review
- SLO assessment & appropriate rigor

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**Action research**

The Cross/Steadman “action research” model

Key characteristics

- Learner-centered
- Teacher-directed
- Context-specific
- Practical & relevant
- On-going

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**Keeping it simple**

One or two SLOs at a time

- Identify & document benchmarks
- Prioritize most troubling ones
- Good faith effort counts
- Professional judgment counts
- Rubrics help
- Well crafted assignments help

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**Document,  
document, document**

Our SLO documentation format

- Link data to intervention
- New and different, not more of same
- Describe intervention in some detail
- Note on division/departmental annual plans
- Address one, then pick another

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