



## QM Certification Mark Guidelines for QM Subscribers

Quality Matters promotes a peer review process and provides a database of trained QM Peer Reviewers eligible for assignment to a peer review team. Any subscribing institution may conduct internal or informal reviews or contract with Quality Matters to conduct an official review. Official course reviews may also be conducted by eligible subscribers according to the terms in the appropriate subscription agreement.

Courses that meet QM Review Standards are listed in the [Quality Matters' Registry of Courses](#).

[Please visit the QM website for more information about QM course reviews.](#)

Courses that successfully meet QM Review Standards in an official course review are eligible to carry the QM Certification Mark that is specific to the QM Rubric version used in the course review. The following is an example of a certification mark issued for a course that successfully met standards in an official QM Course Review in 2015.



### Policies governing the use of the QM Certification Mark:

1. The use and access of the course certification mark is authorized by the QM Course Review department.
2. Wherever the certification mark is displayed, the following text may be displayed: "This certification mark recognizes that this course met Quality Matters Review Standards."
3. No other language is acceptable unless specifically approved by QM.
4. The registered (trademarked) QM Certification Mark is the only acceptable graphic to be used to signify course certification.
5. QM Certification Marks are owned by MarylandOnline, Inc. and are registered with the U.S. Patent and Trademark Office. The certification marks are only used in connection with the specific course (identified by both the title and the associated Course Representative) that met standards in an official QM review.
6. The QM Certification Mark must appear clear and as a stand-alone image. It may not be altered or redrawn in any way, including changes in typestyle, proportion, letter spacing, color or placement of the individual elements making up the mark.
7. The QM Certification Mark's likeness cannot be used as an institution logo or for any other commercial purpose.

8. The certification mark on a course is not transferable to another instructor or institution. Please refer to the QM Multi-Section Policy for master courses and course clones.
9. Courses more than five (5) years old must be recertified if they wish to continue to display the QM Certification Mark. For courses that have undergone significant revision before their five-year anniversary, recertification is required sooner. K-12 Publisher Certification is good for three (3) years, not five (5) years.
10. The certification mark is meant to be displayed on the course syllabus, course catalog or within the course in the organization's learning management system. With the QM Certification Mark widget, institutions may also list the mark where they deem appropriate.
11. Only courses that have completed a successful, official QM review and have been awarded the QM Certification Mark are eligible to be listed as having met QM Review Standards. Alternate formats of the course would require a subsequent review.
12. Using the QM Certification Mark enables institutions to demonstrate commitment to quality assurance tools and trainings and that the course has met a national benchmark for quality course design.