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**Using Learning Objectives Manager (LOM) in Your Online Course**

**What is Learning Objectives Manager (LOM)?**

Learning Objectives Manager (LOM) is part of the Pearson Learning Studio/eCollege learning management system that OCC utilizes for all online courses. LOM is a comprehensive approach to Course Objectives Assessment in online courses. LOM (which is only visible to instructors) allows the instructor to assess their students’ proficiency related to the official course objectives.

**Who designed LOM?**

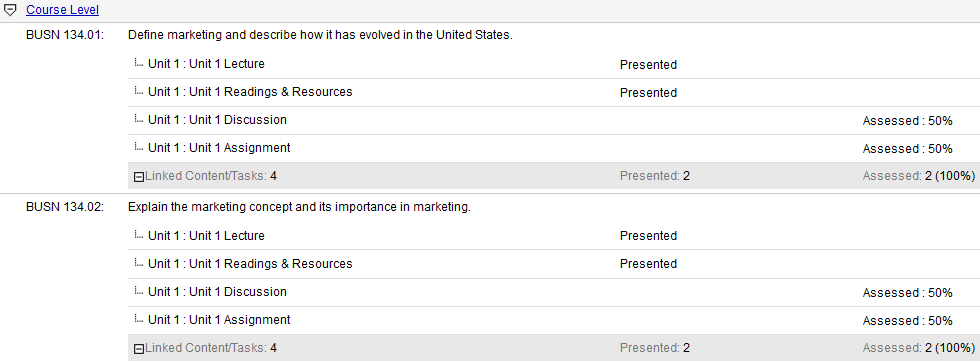
The Master Course Developer, who built your course, designed the assessment framework and deployed LOM within that course. LOM is updated as course objectives are revised.

**How does LOM work?**

The Master Course Developer constructed a rubric, based on the official course objectives, which contains proficiency levels and criteria statements. That rubric was imported into the Pearson Learning Studio/eCollege LMS (learning management system). The Master Course Developer then associated or tagged each piece of the course with the relevant course objectives. Content and learning activities were tagged as either “Presented” (for static content like lectures or videos) or “Assessed” (for interactive assessable items such as discussion boards or projects).

Here is an example rubric that is being used in one online course:

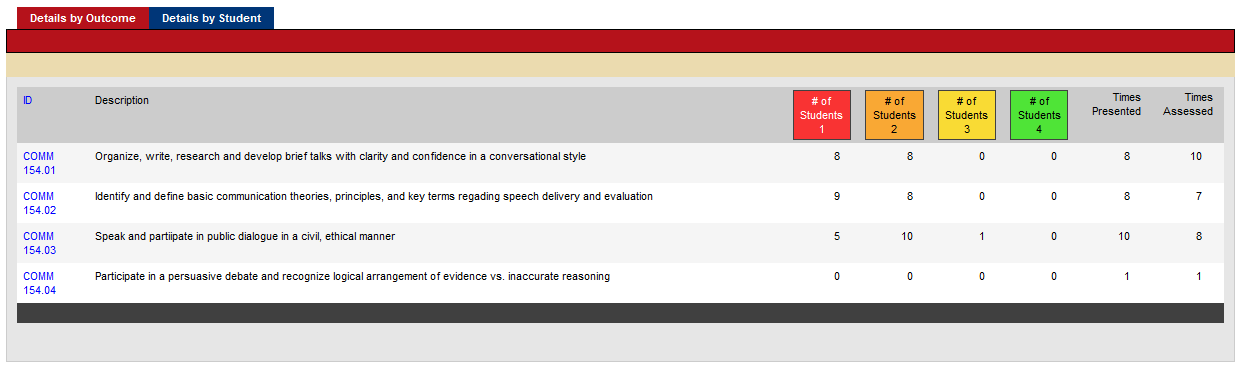
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| --- | --- | --- | --- | --- |
| **BUSN 134 (Sample)** | **Proficiency Level** | | | |
| **Course Objective** | **Minimal** | **Basic** | **Proficient** | **Advanced** |
| Define marketing and describe how it has evolved in the United States. | Student is unable to articulate the definition of marketing. | Student articulates a partial definition of marketing that is incomplete. | Student articulates the proper definition of marketing according to the American Association of Marketing. | Student articulates the proper definition of marketing, cites the AMA source, and correlates it with their own personal or professional experiences. |
| Explain the marketing concept and its importance in marketing. | Student is unable to describe the evolution of marketing in the United States | Student describes the evolution of marketing in the United States by recalling historical marketing campaigns in their lifetime. | Student describes the evolution of marketing in the United States by citing historical marketing campaigns evidence of research and compares and contrasts these with more recent campaigns. | Student describes the evolution of marketing in the United States by citing historical marketing campaigns evidence of research and compares and contrasts these with more recent campaigns. Student goes on to cite pros, cons, and a change in the social context of historical and recent campaigns. |

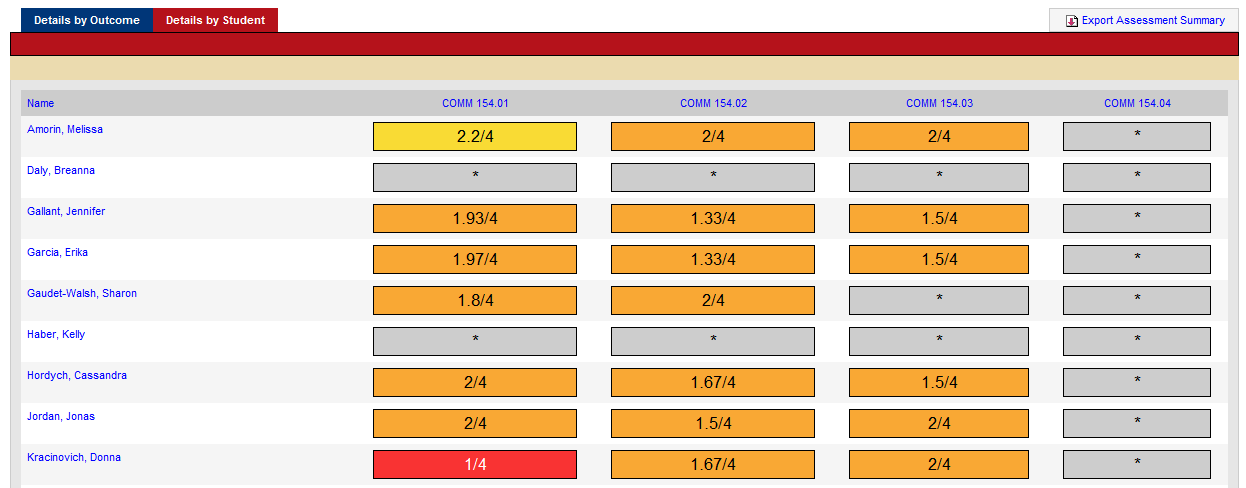


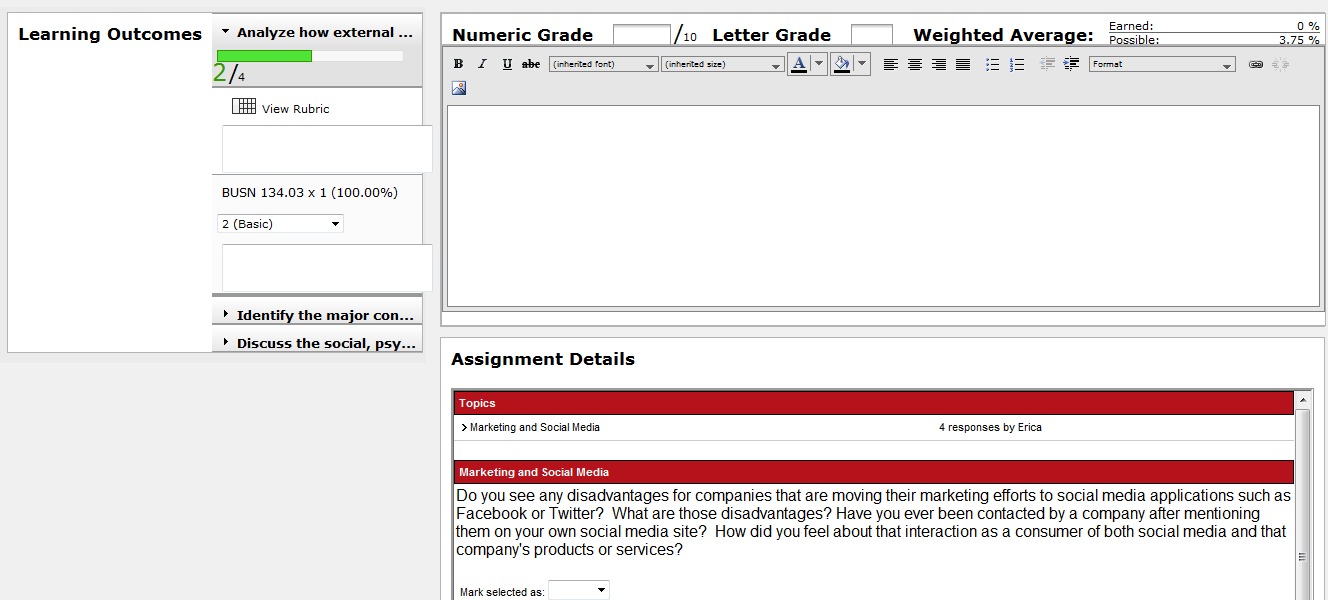
Here is an example of course objectives being tagged to various course components:

**How do I use LOM?**

Inside each Master Course, under the “Course Home” unit, there will be an item entitled “Learning Outcomes.” This area is only visible to instructors. From this area you will be able to view the full course objectives alignment with your course’s content. You will be able to see the weightings of assessments. Additionally, this area will show you a heat grid of your student’s proficiency levels.

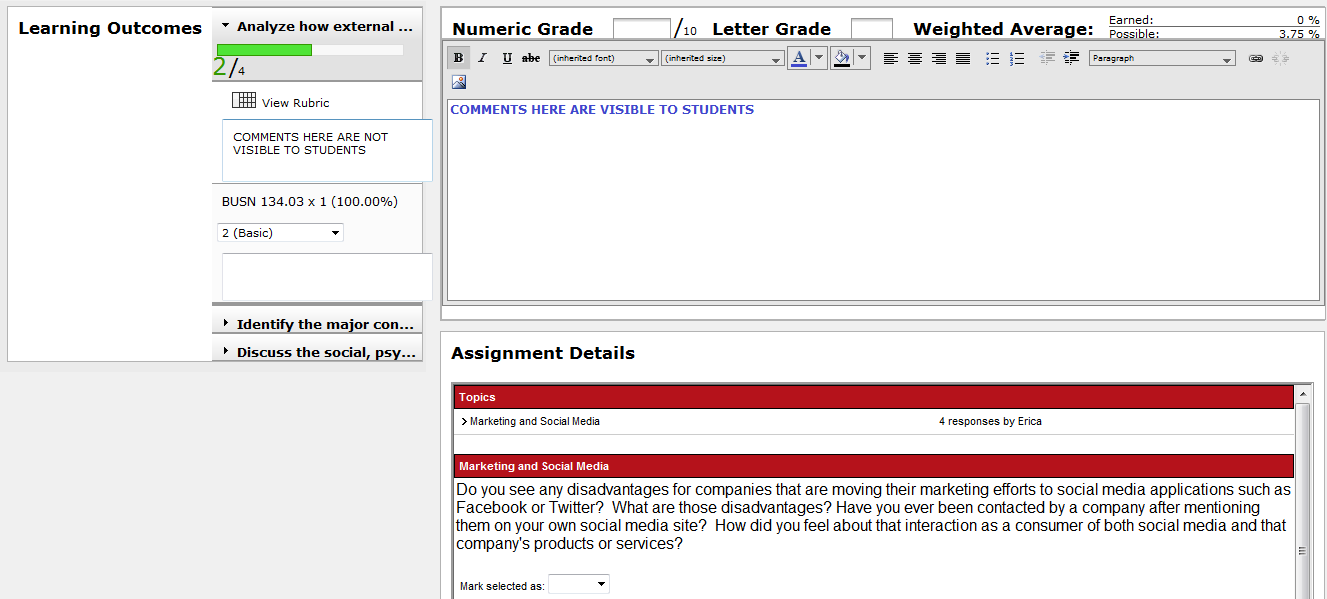
Here is a sample report looking at the “Details by Outcome” (Note: some portions of LOM use the word “Outcome” to mean “Objective.”

Here is a sample report showing “Details by Student”

The gradebook tool looks a little bit different in a LOM-enabled course than a non LOM-enabled course.

The gradebook contains both the standard grading tools (points and comments) as well as an interactive series of drop-down menus for you to assess your students course objective proficiency related to the particular assignment you are grading. From this screen, you may also view the full rubric to familiarize yourself with the relevant criteria statements.

**Please Note: The comment box adjacent to the numeric / letter grade area is visible to students. However the comment box next to the objectives is not.**



**Is LOM the only assessment strategy utilized?**

Ocean County Colleges utilizes many assessment methodologies. LOM (used only in online courses) is just one of those methods. OCC also utilizes key assessment instruments in 40 courses, student reaction forms, writing-across-the-curriculum, and much more.