

My Creative Classroom

Professional Instructor's Overview

As a teacher in the creative marketplace you know how difficult it is to find a convenient date and place for your students to meet for class. You also understand that it can be difficult to attract just enough new students to fill those classes. Taking your classes to the Internet offers maximum convenience and allows you to reach a larger audience, and My Creative Classroom has developed a framework which will help you do just that.

The **Mission** of My Creative Classroom is well defined: To provide highly interactive, online arts and crafts courses for consumers around the World. To fulfill this Mission, our objective is to partner with manufacturers, publishers, retailers, and professional creative arts instructors like you to assist in providing online education in a wide range of arts and crafts categories.

MCC has established strategies for creating these interactive online learning experiences, including:

- Virtual classroom presentation options. Classrooms are equipped with everything needed to present highly effective interactive courses.
- Creative assistance in developing course material. With over 30 years of professional training experience, we help build courses incorporating the most appropriate instructional tools.
- Live technical support throughout the process of uploading course content.
- Technical support for students while courses are in session.
- Referral service for manufacturers, publishers, and retailers who want qualified creative arts instructors like you to help write and teach online courses.
- Marketing to raise awareness of the MCC course offerings.

In the cooperative model developed by My Creative Classroom, we administer the time consuming technical aspects of online education, leaving you free to concentrate on course content and student interaction.

We look forward to helping you create your personal online classroom at My Creative Classroom.com.

Jeri Parks

Jeri Parks, MCC Founder



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Benefits of Teaching at MCC

Instructor benefits:

As a professional creative arts instructor, you may have wondered about online learning and whether it would be of value to you and your students.

Interactive online instruction with MCC can help teachers:

- **Create a Virtual Classroom.** You don't need any technical knowledge of the Internet or website construction – MCC handles all that for you. You don't even need a website!
- **Generate Additional Income.** If your income is solely from face-to-face courses for small numbers of students, adding online learning can help you reach a much larger audience.
- **Save Money and Time.** Your class preparation and presentation is done with your home computer. Online classes eliminate the time and expense of travel.
- **Keep Skills Current.** Online learning is not a passing fad; in fact it continues to grow rapidly. Today's consumer looks to the Internet for social networking and learning, and you can provide it for them.
- **Reach Out to Customers.** Many of your fans may not be able to attend your face-to-face courses, and not everyone can attend trade and/or consumer shows. Online teaching allows you to reach out to all your potential students.
- **Develop New Income Sources.** Offering class kits for sale to your students gives you exclusive control over that process and the revenues from it.

Students enjoy the many unique features of MCC's online learning:

- **Convenience.** Students can attend anytime, from anywhere. Course material is accessible 24 hours a day, 7 days a week.
- **Multiple Educational Methods.** Using a variety of delivery styles is more effective for all types of learners. Some people learn visually, some aurally, and others by doing.
- **On-going Dialogue.** The student has the opportunity to reach the instructor in many ways on the MCC website. They have the opportunity to try a new technique, then go back to the instructor and ask questions.
- **Instructor/Student Relationships.** The instructor and students get to know each other through communication on MCC's online chats, email and forums.
- **Reduced Pressure through Anonymity.** Unlike a traditional classroom where students may be reluctant to ask questions or others may dominate the conversation, the anonymity of the Internet provides all participants a level playing field.
- **Optional Sharing Opportunities.** Students can share their experience and project photos, if desired.
- **One Source.** All their instructional needs satisfied in one location. MCC is their source for all types of creative courses.

The logo for My Creative Classroom (MCC) features the letters 'MCC' in a large, stylized, serif font. The 'M' and 'C' are dark, while the second 'C' is a lighter, golden-brown color. Below the letters, the words 'My Creative Classroom' are written in a smaller, dark, serif font.

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What do you need to teach at MCC?

Creating truly interactive and effective online learning experiences with MCC requires less than you might think. We enable our instructors to focus less on technology and more on teacher/student interaction, the most important aspect of learning.

Tools Needed to Create a Class at MCC:

1. **Computer with High-speed Internet Access.** Our system works with both PCs and Macs.
2. **Digital Camera.** Photos of projects and techniques you will be using in the classroom must be in digital format.
3. **Photo Editing Software.** Often your photos will need to be re-sized and/or altered before adding them to the website.
4. **Word Processing Software.** All courses need to include step-by-step tutorials for the student to download and/or print.
5. **Microphone.** MCC instructors provide students with audio presentations of the techniques and projects they will be completing.

When you have these five simple tools, My Creative Classroom can help you develop online courses your students will rave about, which in turn will generate increased demand for your future courses.

Want to take your instruction to the next level?

With additional tools, you can take your courses to a whole new level:

1. **Presentation Software.** You can create instructions using PowerPoint for PC or Keynote for Mac. We will assist you in converting your presentations to web ready files for your classroom.
2. **Digital Camcorder.** Move from static narrated presentations to video presentations for greater impact and clarity. We will assist you in converting your video presentations to MP4 files.

"The online classrooms at MCC are a wonderful vehicle for delivering online learning materials--students can engage in forums, view galleries, download PDFs, and watch a variety of audio/video presentations, including slide or video formats.

MCC's administrative staff is attentive and quick to provide technical support to both students and instructors when needed.

Every class I have offered through MCC has proven to be an enjoyable experience for both myself and my students, and I look forward to reaching even more people through the site's virtual classrooms!"

Julie Ebersole,
Lead Instructor and Senior Designer for amuseartstamps.com



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Why teach at My Creative Classroom?

You might be asking yourself, "If all I need is five simple tools, why do I want to teach at My Creative Classroom?" It is true that you could instruct classes on your own website. Once you create the course materials, you could add forums, galleries and chat rooms to your site. You could learn how to convert your materials into Internet-friendly files, and you could spend countless hours learning the best practices of online education and applying them to your site. Or you could hire someone to do all that work.

Or you could teach at My Creative Classroom. Using our software, which has been carefully designed for optimum effectiveness in online learning, is far superior to patching together resources on your website.

We already have **Proven Success: 97% of MCC students find our classrooms easy to navigate and course content easy to access, and 92% have taken more than one MCC course.**

Your course content is presented for optimum learning on the professionally designed MCC website. Each of our online classrooms comes fully equipped:

- **Chat rooms** for informal teacher/student or student/student conversations about the course.
- **Message boards** for interactions between the student and teacher.
- **Galleries** for students to share their work in-process for feedback on their progress and to display finished projects.
- **Assignment modules** where teachers can assign tasks, receive student submissions, and give feedback for increased interaction.

Benefits to teaching at My Creative Classroom:

- **No Upfront Fees.** You don't have to pay anything for us to set up your classroom.
- **Software Designed for Online Learning.** Our classrooms come fully equipped with the structure you need to create interactive online courses.
- **Technical and Creative Support.** MCC will personally assist you through every step of the process, from creating and uploading your materials to assuring that teacher/student communication can flow seamlessly. This ensures that your students receive the best quality education, while you will be able to focus on course content and student/teacher interaction. MCC handles all the technical aspects for you.
- **Consistency.** The basic layout and functions of each MCC classroom remain the same, but your classroom can be customized to create an individual look. MCC students quickly grow familiar with the classroom setup and know exactly what to expect each time they enter a new classroom.



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MCC and Professional Instructor Agreements

Instructing at My Creative Classroom greatly simplifies the process of offering online classes. You create the course content, and we set up the classroom.

My Creative Classroom will provide the following **Services**:

- **Classroom Set-up.** We will build your classroom while the MCC training specialist, the webmaster, and you are all on a conference call. You can watch on your computer in real time as we build your classroom – all at no charge to you.
- **Adjustment to Classroom after Set-up.** One additional follow-up conference call will be made to allow you to make any changes needed to the classroom.
- **Ongoing Technical Support.** Your students will have technical support throughout the course.
- **Tutorials and Technical Assistance.** From the inception of your course, we will help guide you in designing your classroom.
- **Creative Assistance.** To ensure our high standards of course content, so we will assist you, as needed, in creating the most effective educational materials.
- **Advertising.** Our ongoing marketing campaign includes print and online advertising to reach a broad base of the creative marketplace.
- **Personal Profile Page.** Information on you as a teacher is featured on a personalized page on the MCC website.

Quotes from MCC Students

"I've really enjoyed this class. I learned A LOT, found the pace good and the lessons easy to understand. Having the PDF's as a backup to refer to was very helpful.....I felt like I had a private tutor."

"This is a great way to learn a new skill. I live in a rural area and no classes like this around. I absolutely love this format. Keep up the great work!"

What does MCC expect from our instructors?

To ensure that our students consistently receive the highest quality online education in arts and crafts, MCC has certain standards for our instructors. We expect ...

1. That you will create high quality educational materials needed for your courses.
2. That you will provide the students with both PDF tutorials – including step-by-step written and photographic instructions – and audio presentations.
3. That you will facilitate your classes and be attentive to the students throughout the time that the class is offered.
4. That each class will conclude with our feedback survey for the students.
5. That you will promote your classes through your website, email, mailings, or other contacts with potential students.
6. That you will maintain an average student enrollment of 20 or more students per course with a minimum course fee of \$25.
7. That you offer at least one course per semester.



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Professional Instructor Terms

My Creative Classroom knows how important instructors are to the creative industry, and we value our relationships with professional creative arts instructors. We are committed to honoring your talents by insuring that you retain the majority of the revenue you generate on MCC.

By placing their course materials on the MCC site, instructors agree to comply with the MCC/ Instructor Agreements (as previously stated) and to accept the following Terms:

1. **Revenue Split of 60/40.** You retain 60% of the revenue you generate through course fees, and MCC retains 40%.
2. **Course Fee Revenue Payout.** My Creative Classroom assumes all responsibility for collecting course fees. Currently we utilize Paypal to pay our instructors. A payment for half of the revenue split due to the instructor is processed on the Friday after the course begins; the remaining half of the instructor's revenue split will be processed the Friday after the course ends. All instructors have the option to receive payments via check if they prefer.
3. **Minimum Course Fee of \$25.** As an MCC instructor, you can charge more for your courses, but you cannot charge less than \$25. MCC will advise you on pricing your courses, if needed.
4. **Facilitation and Communication.** Instructors must be attentive to the needs of each individual student enrolled in their courses. For that reason, new instructors are limited to two courses per semester for the 1st year. Courses may be 1-8 weeks in length. After the first year instructors may offer up to five courses per semester.
5. **Minimum 20 Students per Course on Average.** In order to continue as a MCC instructor, your classes must have an average of at least 20 students enrolled over a one year period.
6. **Instructors Retain Copyrights.** MCC instructors retain the copyrights to all course materials they have created. Instructors give MCC permission to use those course materials and the instructor's name (or pseudonym) on the website and also in marketing for MCC.
7. **Student Feedback Surveys.** MCC retains the right to use information submitted by students in our feedback surveys including student comments.
8. **Product Kits for Classes.** MCC focuses solely on presenting educational opportunities. Any product kits offered to the student by the instructor are solely the instructor's responsibility, including assembly and delivery of such kits. MCC does not collect fees for kits, however we can assist you in adding a Paypal button to your classroom if you wish to offer a kit for your course.

