

So you Want to Be a Certified Instructor...

Thank you for your interest in becoming a Certified Instructor for our company! The following handout provides you with a detailed overview of what becoming Certified as an Instructor for our company involves. Since 2010, we have been certifying instructors that have been dedicated and avid followers of our company. These instructors commit themselves to completing many Quiltworx designs, attending a wide range of workshops, and bringing that knowledge back to their local communities, teaching throughout the world.

Quiltworx has a worldwide Certification program featuring instructors in the United States, Canada, South Pacific, and European Continent. We also have Certified Shops throughout all of those countries as well.

Our program has evolved significantly over the years, not only in size, but also in the requirements for training. This is primarily due to Judy's evolving responsibilities in the company and also her continued desire to reduce the teaching demands that are placed on her.

Our inventory of patterns has also grown to a level that is beyond any one instructor's ability to do it all. And, as a result, we have had to teach our instructors not only how to make each quilt, but also teach techniques for multiple quilts at once.

Our interest in the program both from prospective teachers and from shops, quilt shows, and guilds interested in hiring our Certified Instructors continues to grow as well.

The latest updates and revisions to our program reflect the current conditions of the Quilting Industry, our role as a training program and pattern design company, and the types of requests we are getting from both prospective instructors and those interested in hiring them to teach.

In 2013, the Certification program transitioned from a competitive application process to a training program. We will continue this approach to training instructors moving forward. However, the prerequisites and interactivity necessary to be considered for the program changed for all instructors not already enrolled in a final certification program in 2016 to what is provided herein.

Please review the information provided in this document thoroughly before you determine your interest in pursuing Certification in the future! If you have any further questions, please contact Leonie de Haas:

just.one.more.stitch@bigpond.com.

PREREQUISITES TO BECOMING CERTIFIED

- ▶ **You will be required to have attended TWO retreats with an Approved Certified Instructor (4 or 5 days)**

Location: Varies Regionally

Purpose: This is required to allow our current Certified Instructor staff to get to know you. They can spend time with each student and determine if they are meeting appropriate skill levels both as traditional-piecers and paper-piecers, to be able to adequately teach others as a Professional Instructor.

- ▶ **Completed (Quilted and Bound) Quilts (Minimum of (5) completed quilts for your portfolio, does not include Table Runners or Technique of the Month Quilts)**

Purpose: You must be prepared to deliver samples to quilt shops to advertise your class, administer trunk shows, and demonstrate competency to your students through completed projects. We do not include Table Runners as completed projects, although we do consider Table Runners vital to your teaching program. The purpose of this requirement is to learn proficiency and prepare yourself for being a professional instructor. Anyone can make a few table runners and begin teaching. If you are interested in being an instructor on a professional level, full-size quilts demonstrate you have earned that title. If you walk into a workshop with an instructor, you want to know that they have done the work to master what they are teaching. Being confident in tackling even the most detailed and large of Judy's projects demonstrates this. Having them quilted and bound is a step professionals must take. We still want you to have an entire line of table runner options for one day classes and shop samples, but they will not count towards your five completed quilts.

NOTE - Timing of Completion: *These quilts MUST be completed before you are allowed to enter the Phase 1 Certification Workshop! They must be quilted, bound, and submitted to Quiltworx and the Certified Instructor Program Facilitator for Australia as part of your portfolio before you can enter any formalized training workshops as part of the program.*

- ▶ **Teaching Experience (Minimum of two workshops)**

Purpose: This prerequisite has one primary purpose. It is for you to have experience teaching in the quilting industry before you begin to spend significant amounts of time and money on becoming a Certified Instructor.

We have had many people want to come into the program in recent years that have just not had enough teaching experience and as a result, this process has been a much longer and frustrating experience for them, with some even ultimately deciding it is not in their future. We will ask you for shop references and provide you with a questionnaire about the workshops you have taught. These teaching events can include local teaching through a local shop, local guilds, or friends. A paid teaching contract is not necessary (but is something you will need to learn and grow towards with your Certification). Volunteer teaching is acceptable. You are not required to teach Quiltworx patterns or techniques in these classes. All we ask is that you have some teaching experience before you jump into being a Certified Instructor so that you have an idea of what it takes to teach.

► **One Phase 1 Training Workshop (5-days)**

Location: (With an Approved Certified Instructor)

Acceptance to Workshop is Required: When you have worked with our Certifications Program Coordinator to develop a portfolio including all the above pieces, your portfolio will be approved for attendance at a future Phase 1 Training Workshop. Please note that acceptance into Phase 1 does not guarantee that you will automatically move to Phase 2. During the Phase 1 workshop an Approved Certified Instructor will work with you to determine how much additional training you may require before you are ready for Phase 2. In some cases, you may be asked to come back to interim training opportunities or additional retreats and/or work on specific projects to complete the skills needed to attain your certification.

Workshop Goals: This workshop will be designed to give insight into how the program is structured, and what is expected. When you leave, you will have a full understanding of what needs to be done to complete your training. The workshop will not involve free sewing on your own projects but will include a crash course in all the techniques you will be expected to carry through to workshops. If you can demonstrate technical proficiency by the end of the workshop, you will be invited for Phase 2. If you have not met the standards that the Approved Instructor believes you will need to be at to begin teaching as a professional, the instructor will work with you on a path of additional training workshops and homework to be completed before you can move into the Phase 2 workshop. This is at the approved instructor's discretion and could require multiple workshops on your part in order to meet the criteria necessary to teach as a professional instructor.

► **Interim Homework**

Once you leave the Phase 1 Training workshop, you will need to complete any additional steps that your Approved Instructor and Instructor Program Coordinator have outlined for you. In addition, we ask that you keep the Program Coordinator informed on where you are teaching, how the classes are going, and how you may be making progress on the steps we have outlined for you in preparation for the final Phase 2 Training Course.

► **Phase 2 Certified Training Course: FINAL REQUIREMENT (5-days):**

Once you have completed all the prerequisites, shown technical proficiency in the various techniques, and completed all of the interim homework, you will be eligible to attend the next Phase 2 Instructor training program. In this workshop, you will be required to attend training led by the Program Coordinator and one additional Approved Certified Instructor. The Program Coordinator will outline the pre-class preparation required for the workshop.

You will be completing, at a minimum, the most current Technique of the Month quilt and be required to assemble at least (1) of the previous Technique of the Month designs (of your choosing). The second quilt of your choosing must be different than the one completed as part of your prerequisites to the program. You will be required to complete both samples (these do not need to be quilted and bound) to receive your Certification. If you have not completed them by the end of class, you will need to finalize the samples as home prior to being awarded your Certification.

■ **WHAT IS TEACHING ALL ABOUT?**

Since I started the program, I have had many people come to me and express interest in the program. I have learned a lot about why different people are interested and based on these conversations, I have developed a list of questions that I believe everyone should ask themselves before they determine that pursuing this program is the right path for them.

► **First, what is the reason you would like to teach, and does it align with performing the various duties in the list below on a regular basis (at least one weekend a month)?**

List of Duties Teachers are Expected to Perform as a National Instructor: Lectures, Education, Training, sharing (Trunk Shows), Helping (Quiltworx.com Support Network, phone calls, emails, etc.), Demonstrations, Traveling, Signing Contracts, Commitment, Communication, Organization.

► **Are you prepared to be away from your family for extended periods of time?**

I spend a lot of time in my hotel room by myself while my family is at home. It can become very lonely at times, and even exhausting during those hours, I am often catching up on the other business aspects of my life.

► **Are you social and enjoy the company of other people?**

Teaching requires you to refocus your emotions and energy on your students and away from yourself. You need to be comfortable engaging your students on a personal level. You don't have to like them, but you don't need to share that with anyone other than yourself. Be prepared to laugh, be patient, let things go, and have a good time. You are there to provide them with an enjoyable experience, not for yourself. It is very important that you are prepared for this type of personal interaction with your students.

► **Are you interested in what your students might bring to the table to teach you?**

The most successful instructors recognize when they walk into a classroom, that they are with a wealth of experience from students and that if you listen to the way students perceive your instructions, they can teach you how to be better, give you new ideas, or even teach you something you didn't know before. A student that walks away feeling respected will likely come back again because they had a great time and you instilled trust.

► **Are you prepared to show up early and set up, plus stay after the workshop with the store staff and make sure the teaching areas is completely spotless before you leave?**

As a contracted service to the Quilt Shop, this is professional courtesy that becomes your responsibility as an instructor. If you are interested in being an instructor and willing to take on a leadership and guidance role, along with being accountable to other businesses for your actions and conduct, you will be successful, and a teaching career may be an excellent fit for you. If you just enjoy making quilts and want to work on your own projects instead of others, then pursuing a national instructor position might not be the best fit. It is something you need to decide for yourself.

► **Do you have a business plan? (When I ask for a business plan I am wanting to know what are your expectations for yourself after you complete your certification.)**

Becoming Certified is a significant investment. After completing the prerequisites for the program, you may have as much as \$15,000 into pre-training workshops, including workshops, quilts, travel, and the training program fees. In addition, you will have an annual certification fee (in 2014, this fee is \$450.00). These costs are usually ones that can be returned in income after a year (or even less than that in teaching), if you are doing lectures, workshops, selling patterns at shows and trunk shows, etc. You need to make sure that you are prepared for how you will make teaching profitable for you. And a business plan of how you plan to create a successful teaching career is important.

► **Who do you want to teach for? (Guilds) (friends) (shops) (retreats) (cruises) (conventions) (national shows)**

Are you simply wanting to teach at the quilt shop down the road or to your local guild? Are you considering teaching across your region and/or State? Are you looking for national exposure? Do you want to specialize in niche teaching (cruises, private retreats, your own training program?)

► **Are you willing to travel? If the answer is yes, then how much?**

Our instructors spend a significant amount of time traveling, both by car and air.

You will need to determine how much you would like to do, how frequently, and how long this is sustainable for you either due to family, health, age, or other personal issues.

► **What would you expect for an income? Do you need the income?**

Are you prepared for a situation where it may take some time to build up classes? Does your business plan consider viable ways that you can meet your income needs?

► **Are you interested in teaching other techniques to other instructors?**

Some of our instructors are professional instructors, teaching more than just Quiltworx.com patterns. Are you already doing this and if so, how would having multiple certifications benefit you?

■ **WHICH QUILTS HAVE YOU MADE?**

I am often asked which quilts students need to complete to be best prepared for being a Certified Instructor. There is no correct answer to this. Make what you like! And it might be a good idea to focus on quilts that can give you a wide range of experience with the techniques below so you have a nice range of workshop possibilities as you begin teaching. Go through the list of techniques and make a check by each one you've learned in a quilt you have made. The more groups you can hit, the better prepared you are to teach a wide range of class options when asked. Likewise, if you focus on one group, these groups could be offered as one class over multiple days, so students have some flexibility in selecting the project they want to work on.

It is worth noting that many of our quilts go in and out of publication based on whether we determine that updated instructions are needed, new colorways are necessary, or the industry requests something special from us. As a result, some of our older designs and techniques may not be the classes that students are interested in taking from a Certified Instructor. Strongly consider choosing your five quilts to be considered for publication as ones that use the most recent directions for the pattern you teach and ones that are popular. To determine which quilts people are most interested in making, check out the galleries on our pattern pages on our websites and our Facebook pages. It is easy to see which quilts have been made by many people. These are the quilts you will most want to have in your portfolio when you present yourself as a professional instructor.

- ▶ **Lone Star and Foundation Strip Piecing Techniques**
- ▶ **Circling Geese Techniques**
- ▶ **Flying Geese Techniques**
- ▶ **New York Beauty Techniques**
- ▶ **Wedding Ring Techniques**
- ▶ **Quiltworx Strip Set Compatible Quilts and the Associated Techniques**
- ▶ **Log Cabin Techniques**
- ▶ **Curved Foundation Paper Piecing Techniques**
- ▶ **Leaf and Flower Stem Piecing Techniques**
- ▶ **Chain Piecing Techniques**
- ▶ **Cut-Out Template Techniques**
- ▶ **Curved Traditional Piecing Techniques**

- ▶ **Using Templates and Template Layout Sheets**
- ▶ **Smart Corner Techniques**
- ▶ **Transition and Registration Point (TRP) Techniques**
- ▶ **Applique Techniques (Stitch-n-Peel)**
- ▶ **General Teaching Tricks of the Trade & Demonstrations you Need Proficiency In**
 - Y-Seams
 - Bali Wedding Star Binding
 - How to insert a flange
 - How to measure and sew on a mitered border
 - How to sew and press to stacked seams
 - How to stack and cut out foundation papers
- ▶ **Tool Demonstrations You Should be Prepared to Cover**

It is always a good idea to demonstrate and go over the following information in class.

- Demonstrations of Every Technique in the Pattern
- Special Hints (Things that may not be in the pattern)
- Tools
- How to Stack and cut out Foundation Papers

- Dictionary of common Terms
- Finishing your Quilts
- Choosing Fabrics for your Students

Sharing: Sharing tips and hints unrelated to the class with your students is great. Give credit to the person who taught you the technique to show respect for the industry.

BENEFITS OF BEING AN AUSTRALIAN CERTIFIED INSTRUCTOR

- Wholesale purchasing privileges through Victorian Textiles in coordination with wholesale account requirements by Victorian Textiles.
- Inclusion on the Quiltworx.com Certified Instructor Slack Communications Channel for company and product information sharing.
- The ability to teach the Technique of the Month Program as an Independent Professional Instructor (Note that as a Certified Instructor, you cannot sell the Technique of the Month patterns without teaching them in a workshop.)
- Inclusion on the Quiltworx.com Australian Certified Instructors webpage.

- Access up to 8 free patterns a year, if you meet the minimum program requirements.
- 25% off Digitized Quilting Designs.

STAYING CERTIFIED

- Return for In-person Training with an Authorized Australian Program Coordinator after 2 years, then every 4 years thereafter.
- Maintain an Events Calendar and Profile on the Quiltworx Website
- Teach a minimum of 12 days a year.
- Maintain a Quiltster Account (\$99.00 (us\$) a year).
- Pay the annual Certification Fee (\$475 (us\$) with a \$25 discount if your Events Calendar has been maintained for the year.

After reviewing this information, if you believe you have the skills, time, commitment, interest, and passion to pursue or expand a professional Quilting Instructor Career Path, we would love to hear from you by contacting just.one.more.stitch@bigpond.com and certifications@quiltworx.com!

