



Continuing Education Instructor Guidelines (updated 8/18/17)

Booking Workshops:

Prior to booking a workshop the **following documents** need to be collected for your file:

- A current **professional license/registration**.
 - Updated **resume or curriculum vitae** (must demonstrate experience in field being taught.)
 - **A copy of your Course Outline**, which clearly shows the course structure and timeline
- Example:

8:45-9:00 – Check-in
9:00-9:15 – Introductions; Goals for course
9:15-10:15 – Developmental Sequence; Need to Know Components
10:15-10:30 – Developmental Trends
10:30-10:45 – Break
10:45-11:30 – Planes of Movement
11:30-12:00 – Facilitation Guidelines
12:00-1:00 – Lunch
1:00–2:30 – Facilitation of Prone & Supine Progressions
2:30-2:45 – Break
2:45-3:30 – Demonstration
3:30-4:00 – Q & A; Wrap up

- **A copy of your Course Manual**, which is a more detailed document covering all the topics and materials discussed in the course and including any handouts given during the course. Course materials will be reviewed by CNW staff to determine quality and validity of content.
- A copy of your **malpractice insurance rider**.
- A signed **1099 tax form**.
- A signed copy of **this document** or check on booking form.
- The **Continuing Education Booking Form** with all pertinent information filled out.
- **Headshot/Professional Photograph:** This will be posted alongside your Instructor Bio on the Website. Specifications for sending photograph: jpeg, gif or png file, sized 672 width and 372 height.

Minimum Qualification Requirements:

- Continuing Education Lead Instructors must demonstrate that they have the qualifications to conduct the proposed course.
- Beginning June 2017, all NEW Continuing Education Lead Instructors must hold a minimum of a Bachelor's Degree from a college or university that is accredited by a regional accrediting body recognized by the U.S. Department of Education, or a substantially equivalent accrediting body of a foreign sovereign state, **with a major in a subject directly related to the content of the program to be offered**; **OR**



- Have completed at least five years of professional experience in the practice of massage therapy;
AND
- Have a minimum of two years teaching experience in the subject matter.

- Assistant Instructors, selected by the Lead Instructor, must submit a professional License, Registration, Curriculum Vitae/resume and malpractice insurance and must demonstrate competency in the modality being taught.
- Presentations of didactic instruction may be provided by persons who are not licensed by the State of New York as massage therapists. The practical application of such modalities and techniques must be done by massage therapists licensed in New York, or those otherwise authorized to provide such services in New York, when the continuing education occurs in the State of New York. Effective December 2014, Chapter 498 of the Laws of 2014 was enacted authorizing persons who are licensed and in good standing in another state or country to do demonstrations of massage therapy techniques during the mandated massage therapy continuing education courses that take place in New York State through approved sponsors. This law became effective when Chapter 10 of the laws of 2015 was enacted in March 2015.
- All attendees of hands on classes must also have a License to touch in New York State.

Continuing Education Booking Form:

- This form needs to be filled out with all pertinent information. We would like this sent to us through e-mail as it decreases the time it takes to input your information onto our website and registration server.
- **There will be a charge of \$25.00 per booking form if this is not submitted electronically through e-mail.**
- Please note that submission of Course materials does not guarantee your acceptance into our continuing education curriculum. The Executive Director and Director of Continuing Education will select classes based on the likelihood they will be successful among other factors. Limiting the number of classes offered per session can be mutually beneficial for instructors and CNWSMT.

Workshop Timing and Advertising Deadlines:

- Our research indicates that workshops that are advertised at least 3-4 months prior to the seminar date are more likely to have a good enrollment.
- We strongly encourage you to have all information in so that we can input you into the system at least 4 months prior to your seminar date.
- There are **3 deadline dates** that will insure that your seminar will be posted in all of our advertising. If your information is received after the deadline we can not guarantee that your information will be posted in all of our advertising and brochures.

March 1: Deadline for Spring/Summer Program (Classes occurring in May to August)

July 1: Deadline for Fall/Winter Program (Classes occurring in September to December.)



November 1: Deadline for Winter/Spring Program (Classes occurring in January to April.)

- Once a class is scheduled and posted, the course information and date cannot be changed or adapted. It is advised that Instructors make sure the date they select will not pose any scheduling conflicts.

Advertising/Marketing Services Provided to Continued Education Instructors:

We provide the following as part of the service you receive as a Continuing Education (CE) Instructor:

- Listing on our website.
- Listing on our Bulletin Board CE Schedule
- Brochure that is posted on our website and at the school. (Can be downloaded or a request can be made for one to be mailed.)
- Three times per year we issue Postcards with upcoming workshops mailed to about 7,000 local LMT's, PT's, PTA's and AT's.
- Workshops are posted on the local Saratoga Integrative Practitioners Network events calendar each month.
- Workshops are posted on the Associated Bodywork and Massage Professionals (ABMP) online CE Calendar.
- Workshops are listed on the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) Approved CE provider course list.
- We have a monthly newsletter that goes to about 4,200 bodywork professionals via email using Constant Contact. Your workshop will be listed the month prior to your booking and a description and listing will be provided the month of your workshop.

Additional E-Mail Blast Opportunity:

Individual e-mail blasts are not provided as part of your agreement. If you would like an e-mail blast the following procedure is required:

- A written request needs to be submitted a minimum of 2 weeks prior to the scheduled e-mail blast.
- All information that you would like to be included in the blast needs to be submitted **electronically** a minimum of 2 weeks prior to the scheduled blast.
- **Each e-mail blast will cost \$50.00. Payment for this service is required at the time of the request.**

A word about Required Continuing Education Hours:

The Center for Natural Wellness School of Massage Therapy is recognized by the New York State Education Department as a sponsor of continuing education for massage therapists. Unless otherwise noted, all of our current Continuing Education classes satisfy CE Hours for New York State Licensed LMT's.

The Center for Natural Wellness School of Massage Therapy is recognized as an approved continuing education provider for Physical Therapists and Physical Therapy Assistants by the



New York State Education Department Office of Professions. Unless otherwise noted, all of our current Continuing Education classes satisfy CE Hours for PT's.

The Center for Natural Wellness School of Massage Therapy is also an Approved Provider with the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB). Unless otherwise noted, all of our current Continuing Education classes satisfy CE Hours for LMT's with National Licensure.

The Center for Natural Wellness School of Massage Therapy is recognized by the Board of Certification, Inc. to offer continuing education for BOC Certified Athletic Trainers. Classes which are eligible for Category A Continuing Education for Athletic Trainers are noted in the course descriptions. ****UPDATE:** Beginning in January 2016, CNW School of Massage will no longer be participating in the BOC Approved Provider program. However, Athletic Trainers may still receive CE hours for Category D programs and the Athletic Trainer is responsible for ensuring the program is eligible for Category D credit by contacting the Board of Certification.

Discounts:

We will not be able to accommodate individual requests for different discount options and every instructor must participate with these guidelines.

We ask that you adjust your pricing to achieve your personal financial goals for your workshop.

- There are two events which occur at CNWSMT annually when specials are offered for continuing education classes. Examples would be the Job Fair and Alumnae Picnic. At these times a 10% off discount may be offered for all continuing education classes.

Advice on Pricing Your Workshop:

In addition to the above mentioned discounts to registrants that may be deducted from your invoice, we are disclosing the costs deducted per registrant from our registration database. These costs are deducted from your invoice to determine the net amount received per registrant. Your Split as described below is based off of this net amount.

- \$3.95 per registration.
- 4.95% of the total cost of the registration fee for all credit card transactions.
- We charge late registrants a \$20.00 fee to cover our administrative costs for late registration. This fee goes directly to CNWSMT and is not a part of the instructor split.
- Please consider the cost of any materials handed out at your class when determining the price for your class.
- Please note CNWSMT does not allow instructors to charge attendees additional costs for itemized materials (ex. Handouts, textbooks, oils, etc.)
- When pricing a class, we advise staying within the range of \$18-\$25 per CE hour



Reimbursement Agreement

- Current CNW Faculty/Staff/ (Lead Teachers and Assistant Teachers)/PAC Members teaching CE classes will be given a 60% split of the total net collected after administrative fees are deducted. (Community Service supervisors and Guest Lecturers are NOT considered CNW Faculty/Staff.)
- CNW Faculty/Staff who have been instructing for 5 years or longer will receive a 65% split of the total net collected after administrative fees are deducted.
- All other CE instructors will be given a 50% split of the total net collected after administrative fees are deducted.
- Payment to the Instructor will be issued within 2 weeks of the course.

Services Included as a CE Instructor:

- Advertising as previously outlined.
- Listing on our website.
- Registration of all participants and collection of all monies.
- Room rental for the days of your workshop
- The following equipment **upon request**: Massage tables, folding tables, folding chairs, back jack floor chairs, projector, screen, VHS/DVD player and TV, CD player, skeleton models, overhead projector, whiteboard and markers.
- Certificates for participants will be printed and will include all pertinent information for NYS PT's, NYS AT's, NYS LMT's and NCBTMB.
- Feedback forms and a list of your participant's contact information available in your workshop packet the first day of your workshop.
- If you have **special requests** for your participants such as bringing supplies or equipment we will supply contact information to you upon your request so that you can make contact with the participants and inform them of your requests.

Room Set-Up:

- **Room set-up is not part of the service we provide.** We will provide you with all above supplies and it is the instructor's responsibility to set the room up to their liking.
- If you would like to pay for the service of room set-up a request needs to be placed in writing at least 2 weeks prior to your workshop along with a room chart to describe what your expectations are for room set-up.

The cost for this service is \$100.00

Access to CNWSMT Building:

- Keys for the front door must be picked up at CNWSMT on Thursday between 8:30 am and 6:00 pm for CE classes beginning on Friday and between 8:30 am and 1:30 pm on Friday for CE classes beginning on Saturday or Sunday.



- If you are unable to pick up a key as noted above, **please notify us at least 2 weeks in advance** so that alternate arrangements may be made.
- If you are provided with a key please be sure the front door is locked upon your departure. When leaving hold door open while locking, place the key in the folder provided, and leave the folder on the front desk.

Cancellations:

- Instructors may choose to cancel classes without penalty only on or after the registration deadline and only if there are less than 4 registrants.
- The registration deadline takes place approximately 1 week prior to the start date of a class.
- If an instructor chooses to cancel a class before the registration deadline or if they have 4 or more registrants a fee of \$150 will be imposed.
- In order to maintain professional high standards of education, instructors with repeated cancellations may not be considered for future classes.

Cancellation Policy for Registrants (from CNW Website):

Continuing Education Instructors have the right to cancel a class at their discretion. One reason for a class cancellation might be if there is a low number of registrants in the class at the time of the Registration Deadline. Another reason might be if the instructor is not feeling well or has a personal matter to tend to. In any of these cases, the registered students will be notified with a phone call ASAP, and will receive a FULL REFUND (minus any late fees if applicable).

Should you need to cancel your registration and withdraw from the class, our policy is that if you notify us prior to the Registration Deadline you will receive a FULL REFUND minus a \$20 processing fee.

If you notify us that you will not be attending a class after the Registration deadline and up to 72 hours before the class you will be refunded 50% minus any late fee registration if applicable.

If you give less than 72 hours notice or don't show up to the class at all, you will receive NO REFUND. Payments cannot be transferred to future classes. Completion of the workshop in its entirety is required to receive Continuing Education credit. No partial credit given.

We do not issue refunds for classes missed due to illness or injury. However, the instructor may be willing to allow you to participate on the next class date. No guarantee. In order to be allowed entrance into the next class date you must submit a doctor's note excusing you from the original class within 1 week of the missed date. Re-admittance will only be allowed for the exact same class that was missed and is non transferrable to a different class.

Secondary Rental Option

- Instructors also have the option of renting CNW Classroom space to host their class.
- This option is for instructors not interested in offering Approved CE hours to their attendees.
- Instructors renting space are responsible for their own advertising, attendee registration and issuance of certificates.
- The rental fee is \$25/Hour (smaller classrooms), \$35/Hour (larger classrooms)



Miscellaneous:

- You may want to consider bringing in an assistant if class size is an issue for you as we sometimes have classes nearing 20 registrants. Acquiring an assistant is the responsibility of the Instructor and payments will be made to the Lead Instructor only.
- If you are teaching a class with us for the first time, you may be required to attend a brief meeting with the Director of Continuing Education to make you familiar with the school and required paperwork for your class.
- The day of your class a packet of required paperwork will be left for you at the front desk containing several different forms. Directions for how to complete this paperwork will also be left. Many of the forms included are crucial to the completion of your class and have been mandated by our accrediting agency. Failure to complete this paperwork correctly may result in a hold on your payment for the class.
- If you are teaching a multi-day class that spans over a period of time longer than one weekend CNW will pay for the portion of class complete on each session date. Only one invoice will be submitted for the total payment amount, but the payments will be divided among your class dates and distributed on or around those dates.
- Pre-registration is required for all Continuing Ed classes. We do not accept walk-in attendees to Continuing Education classes. If the student's name does not appear on the attendance sheet they are not allowed to participate in the class.
- Certificates of Completion will not be given to Lead or Assistant Instructors. If you would like more information on how to obtain continuing education hours for teaching a class, please contact the NYS Office of Professions (518) 474-3817.
- Registrant contact information will only be given to instructors for the sole purpose of communication about the upcoming class they have registered for (ex, additional items to bring to class, welcome letter, etc). Instructors are not allowed to use this contact information for any other purpose (ex. promoting another class, personal communications follow up after a class, etc.).
- In the event of inclement weather, CNW administration will determine if it is safe to hold classes. If poor weather is imminent a voice message will be left on the answering machine at CNW by 6:30am on the day of a class. Attendees are advised to call the school the morning of the class to check to see if the class will be held. If a class is cancelled due to poor weather all attendees will be refunded 100% of the class fee.
- An Equipment Checklist will be emailed to instructors approximately one week prior to your class. This checklist will allow instructors to inform CNW of their equipment needs for their class. Instructors must email completed forms 2 days prior to class.

Instructor Signature: _____

Date Signed: _____