



Continuing Education Instructor Guidelines

Booking Workshops:

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

- A current **professional license/registration**.
- Updated **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**.
- The **Continuing Education Booking Form** with all pertinent information filled out including the **Instructor Biography**.
- **Event Topic Photograph** for marketing your class. Be sure that you have the rights to this photo. This will be posted alongside your Course Description on the Website and Facebook. Specifications for sending photograph: jpeg, gif or png file, sized 672 width and 372 height. If necessary, CNWSMT reserves the right to edit these photos in accordance with Facebook and website regulations.

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 2-3 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 3 months prior to your seminar date.

We will continually accept submissions for new classes, however, we cannot guarantee that they will be approved and properly advertised if submitted less than 3 months prior to your class date.



- 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
- Workshops are listed on the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) Approved CE provider course list.
- We have a monthly continuing education email that goes to bodywork professionals including our Alumni using Constant Contact. Your workshop will be listed the month prior to your class date.

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.

Advice on Pricing Your Workshop:

Firstly, when pricing a class, we advise staying within the range of \$18-\$25 per CE hour. There are a few factors to consider when deciding exactly how much to charge students.



1. As there is a transaction fee for each credit card payment, instructor payout is given from the funds collected. 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.
 - The fee for each credit card transaction is 2.99% of the total cost of class + \$.30.
Example: If your class cost is \$100, the fee per registrant is: \$3.29.
2. We will no longer offer a set percentage split. We have created a new model that rewards the instructor the more students they have register for their class. We have provided the basic, known administrative upfront costs for the school to run a CE class and have taken this into account when developing this model.

The model is as follows:

- The first 3 students to register for the class are split 50% to the instructor and 50% to CNWSMT. This helps to cover the basic costs of the class.
- The percentage split for the instructor increases by 5% for each 3rd student. Please see the table below as an example using the price of the class as \$100.

Number of Students	CNW Percentage Split	Instructor Percentage Split	Subtotal	Transaction Fees	Net After Transaction Fees	\$ per registrant CNW	\$ per registrant Instructor	CNW Total \$ Split	Instructor Total \$ Split
1	50%	50%	\$ 100.00	\$ (3.29)	\$ 96.71	\$ 48.35	\$ 48.35	\$ 48.35	\$ 48.35
2	50%	50%	\$ 200.00	\$ (6.58)	\$ 193.42	\$ 48.35	\$ 48.35	\$ 96.50	\$ 96.50
3	50%	50%	\$ 300.00	\$ (9.87)	\$ 290.13	\$ 48.35	\$ 48.35	\$ 145.07	\$ 145.07
4	45%	55%	\$ 400.00	\$ (13.16)	\$ 386.84	\$ 43.52	\$ 53.19	\$ 188.59	\$ 198.26
5	45%	55%	\$ 500.00	\$ (16.45)	\$ 483.55	\$ 43.52	\$ 53.19	\$ 232.11	\$ 251.45
6	45%	55%	\$ 600.00	\$ (19.74)	\$ 580.26	\$ 43.52	\$ 53.19	\$ 275.63	\$ 304.64
7	40%	60%	\$ 700.00	\$ (23.03)	\$ 676.97	\$ 38.68	\$ 58.03	\$ 296.31	\$ 362.67
8	40%	60%	\$ 800.00	\$ (26.32)	\$ 773.68	\$ 38.68	\$ 58.03	\$ 334.99	\$ 420.70
9	40%	60%	\$ 900.00	\$ (29.61)	\$ 870.39	\$ 38.68	\$ 58.03	\$ 373.67	\$ 478.73
10	35%	65%	\$ 1,000.00	\$ (32.90)	\$ 967.10	\$ 33.85	\$ 62.86	\$ 407.52	\$ 541.59
11	35%	65%	\$ 1,100.00	\$ (36.19)	\$ 1,063.81	\$ 33.85	\$ 62.86	\$ 441.37	\$ 604.45
12	35%	65%	\$ 1,200.00	\$ (39.48)	\$ 1,160.52	\$ 33.85	\$ 62.86	\$ 475.22	\$ 667.31
13	30%	70%	\$ 1,300.00	\$ (42.77)	\$ 1,257.23	\$ 29.01	\$ 67.70	\$ 504.23	\$ 735.01
14	30%	70%	\$ 1,400.00	\$ (46.06)	\$ 1,353.94	\$ 29.01	\$ 67.70	\$ 533.24	\$ 802.71
15	30%	70%	\$ 1,500.00	\$ (49.35)	\$ 1,450.65	\$ 29.01	\$ 67.70	\$ 562.25	\$ 870.41
16	25%	75%	\$ 1,600.00	\$ (52.64)	\$ 1,547.36	\$ 24.18	\$ 72.53	\$ 586.43	\$ 942.94
17	25%	75%	\$ 1,700.00	\$ (55.93)	\$ 1,644.07	\$ 24.18	\$ 72.53	\$ 610.61	\$ 1,015.47
18	25%	75%	\$ 1,800.00	\$ (59.22)	\$ 1,740.78	\$ 24.18	\$ 72.53	\$ 634.79	\$ 1,088.00
19	20%	80%	\$ 1,900.00	\$ (62.51)	\$ 1,837.49	\$ 19.34	\$ 77.37	\$ 654.13	\$ 1,165.37
20	20%	80%	\$ 2,000.00	\$ (65.80)	\$ 1,934.20	\$ 19.34	\$ 77.37	\$ 673.47	\$ 1,242.74
21	20%	80%	\$ 2,100.00	\$ (69.09)	\$ 2,030.91	\$ 19.34	\$ 77.37	\$ 692.81	\$ 1,320.11
22	20%	80%	\$ 2,200.00	\$ (72.38)	\$ 2,127.62	\$ 19.34	\$ 77.37	\$ 712.15	\$ 1,397.48
23	20%	80%	\$ 2,300.00	\$ (75.67)	\$ 2,224.33	\$ 19.34	\$ 77.37	\$ 731.49	\$ 1,474.85
24	20%	80%	\$ 2,400.00	\$ (78.96)	\$ 2,321.04	\$ 19.34	\$ 77.37	\$ 750.83	\$ 1,552.22
25	20%	80%	\$ 2,500.00	\$ (82.25)	\$ 2,417.75	\$ 19.34	\$ 77.37	\$ 770.17	\$ 1,629.59



3. Please also consider the cost of any materials handed out at your class when determining the price for your class as CNWSMT does not allow instructors to charge attendees additional costs for itemized materials (ex. handouts, textbooks, oils, etc.). We encourage you to have handouts as they are helpful to your students and make a lasting impression. Students are more likely to return to take additional classes from the same instructor when they have a positive experience in their first class.
 - If you would like CNWSMT to make copies of any handouts or manuals for your class, you **MUST** allow at least 3 business days before the start of your class for us to process your request. The prices for copies are as follows:
 - Black and white copies: \$.10 per page
 - Color copies: \$.15 per page
 - Collated: Add \$.20 for each collation
 - If you do not submit requests in time, you are responsible for your own materials to be printed outside of CNWSMT. Continuing Education instructors will **NOT** be permitted to make their own copies at CNWSMT.

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.

- The Alumni Picnic is the only event that we offer the alumni who attend a 10% discount on upcoming CE classes. This is good for any one (1) continuing education class for a year. Instructors receive their percentage split only on funds collected (or after the discount and transaction fees are taken).

Reimbursement Agreement

- An excel spreadsheet, like the one above will be sent to the instructor as soon as they have set the price of the class that will show you exactly how much to expect in your check. If copies are made by CNWSMT, the price of the copies will be deducted from your check and it will be notated on your invoice.
- 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, it should be noted as part of your class description that will be posted on our website.

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.

Access to CNWSMT Building:

- Keys for the front door must be picked up at CNWSMT on Thursday between 8:30 am and 5:00 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 3 business days 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 2 or less registrants.
- The registration deadline takes place **3 business days** prior to the start date of a class.
- If an instructor chooses to cancel a class before the registration deadline or if they have 3 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 under CNW's NCBTMB number.
- 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 unless a snow date agreement is set up.
- 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 3 business days prior to class.

I have read and understand the Instructor Guidelines document (accessible through the CNWSMT website or in paper format) and agree to the terms and conditions laid out in both the Instructor Guidelines Form and Continuing Education Booking Form. I also understand that the Continuing Education Booking Form is a contract that cannot be changed, updated or altered in any way once the class has been approved by The Center for Natural Wellness School of Massage Therapy.

Instructor Signature: _____

Date Signed: _____