

Class Critiques and Comments from Innovations 2009

At Innovations 2009 each student packet included a Critique Form. Many students took the time to share their thoughts and ideas with us. The majority of the responses were positive with many students praising the teachers and the learning experiences they had at Innovations. However, there were a few negative comments. Below are some of the most frequent comments made and each of these comments was made by several attendees. Our observations and suggestions for making Innovations better for our attendees follow the student comments.

Please take the time to read these comments and take them into consideration when planning and teaching your classes.

Class Descriptions

Student Comments:

- **The # 1 comment received:** "The content of the class being taught did not match the class described in the Class Catalog."
- "The class was listed as being for All Skill Levels. The content was geared to a beginner. I'm an experienced quilter and I was bored and left the class early."

Innovations Comments: Your Class Description is the ONLY way to advertise your class. Please make your Class Description as clear, descriptive, complete and inviting as possible. Ask yourself, "Would I want to take this class based on this class description?" Remember, the more people who take your class, the more \$\$\$ for you!

We realize that you are writing a class description for a class that will be taught many months in the future. We know that it is possible that your class content may change during this time. Feel free to add new information to your class content, but **PLEASE make sure that your class content includes what you have described in the Class Description.**

You are responsible for carefully and accurately determining the skill level of your class content and indicating the skill level on your Class Proposal form.

Class Content

Student Comments:

- "I signed up and paid for a three hour class and the teacher was finished with the class in an hour and a half."
- "The teacher ran out of things to say!"
- "I took two classes from the same teacher and I expected the classes to be significantly different and they weren't."

Innovations Comments: As a teacher, I know that many things can contribute to shortened classes. Fortunately, this seldom happens, but when it does, BE PREPARED! Please make an effort to bring extra ideas, questions, examples, etc., in case this happens. Give the students that little "extra" bit of your expertise. Class length is determined by your class proposal. Be prepared to fill the entire class time with valuable information and instruction.

Classes at Innovations are selected based on the uniqueness of each class. Please make sure that each class you teach is distinct from any other class you teach. There may be some overlap, but most of the class content should be new and different information from other classes you teach.

Copyrights

Student Comment: • "The teacher was unclear if we could use her technique and patterns in our customer's quilts."

Innovations Comments: Please remember that as a quilting teacher you will probably bring teaching samples of your work to show in your class. Please be aware that as a teacher, once you show your work, patterns, techniques, etc., students in your class will begin to use the information and designs that you have shared with them. Most of the students attending Innovations are professional quilters and will use your information in the completion of their customer's and their own quilts. **If you have a technique or design that you want to keep exclusively as your own, please don't show it or teach it in your class.**

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Class Handouts

Student Comments:

- “There were not enough class handouts for each student.”
- “There were NO class hand outs.”
- “Print quality of class handouts was poor.”
- “Information in the class handout did not relate to the class content.”
- “I took three classes from this teacher and she used the same handout in all three classes!”
- “The class handout was full of typos and incomplete sentences and very difficult to understand.”
- “I took a class from this teacher last year and thoroughly enjoyed it. I signed up for a different class from the same teacher this year. I was disappointed that I received the same exact handout again!”

Innovations Comments: There is ongoing, onsite registration during Innovations. Teachers **MUST** be prepared for additional students. Make sure that your class handout is specific to each class you teach.

“Infomercial” Classes

Student Comments:

- “The teacher talked so much about her products and how much they cost and how to purchase them that I felt that I was in one long infomercial instead of a quilting class.” (This was one of the most frequent comments we received!)
- “The teacher was selling an expensive book. I think there should have been a handout provided and a \$20 book shouldn’t have been heavily promoted in the class.”

Innovations Comments: Many teachers have many wonderful and unique time saving products that will make everyone’s quilting life easier and faster. We honor and celebrate these individuals for their creativity and entrepreneurial spirit. But Your primary mission as an Innovations instructor is teaching, **NOT selling**. The students are paying for your expert instruction **NOT a commercial**.

One suggestion is to take a minute or two at the start or end of your class to let people know how to obtain your products or hand out a catalog of your products.

Teacher Personal Information

Student Comment:

- “The teacher spent the first 30 minutes of the class talking about her personal life (husband, children, financial situation, etc.), not anything quilting related. I felt cheated that this time was not devoted to the subject of the class.”
- “The teacher made some political and religious comments that were not relevant to the class and that I did not appreciate.”

Innovations Comments: Limit your comments about your personal life to a minimum and concentrate on filling your class time with information related to your class topic. Please keep your comments about politics and religion out of your classroom and reserve them for other venues and other times.

Watch Your Language

Student Comment:

- “The language that the teacher used contained several swear words and other coarse language.”
- “The teacher told an off color joke that was offensive.”

Innovations Comments: Even though colloquial language and rude words have become commonplace today, please leave this language out of the classroom. If you have favorite jokes that you like to include in your classes, consider whether or not they are appropriate and in good taste.

**If you have any comments or questions, please contact Cindy Roth at 253-854-3362
or email me at mqinnovations@aol.com.**

SELL YOUR CLASS WITH A GREAT CLASS DESCRIPTION

When submitting your class proposal, please make your class description as informative and inviting as possible. Your class description is what makes people WANT to take your class. The more people who attend your classes, the more \$\$\$ you will be paid.

Which class described below would you rather attend?

Class #1: Quilt Borders

This class will show you how to fix and quilt borders on a quilt and learn how to do a "turned border."

Class #2: Bad Borders - Exposed!

Have you ever tried to quilt poorly pieced quilt borders? In this class you will learn why borders are flared or ruffled, the proper way of sewing borders to your quilts to prevent this problem and several ways to fix "bad" borders. You will learn how to take a border design and make coordinating corners -- then quilt these designs on a "turned border." The teacher will also demonstrate several simple free hand designs that make great border patterns.

Please make sure your class description ACCURATELY describes what you will teach in your class! Each year there are several comments from students who said some class(es) they signed up for were not what was advertised in the class description!

REMEMBER

**The Class Proposal submissions MUST be
postmarked NO later than**

February 19, 2010