

INTERNATIONAL ACADEMY  
of  
AESTHETICS

**Educator Program Handbook**  
Best Practices and Expectations for IAA Educators

## Educator Program

International Academy of Aesthetics (IAA) is the first and only academy that offers Educator Program, a program that provides aspiring dental and medical educators with the ability to become Certified IAA Educators. Educators have the opportunity to develop their very own online training program further enriching the IAA global learning community. Upon approval, you will be granted access to develop, create, host and teach your very own online training programs on our social learning management system. We provide the innovative tools for educators to reach a global audience such as the ability to host online programs, host your very own webinar through our video conferencing tool and conduct a virtual conference with invited members. Virtually operate your entire training association through our social learning management system.

We offer a streamlined process to support you through the program development stage and direct you to a successful launch. Upon completion of your program, you will receive an official Certified Educator Certificate, educator title and a virtual badge in the platform then your program will be added to our website for fellow member registrations. Furthermore, you will be recognized in our member-wide monthly newsletter and compensated for each of your program registrations.

### **Educator Program benefits include:**

- 24-7 Educator access to the learning management system
- Lifetime complimentary membership to the online platform
- Receive an Educator Certificate and virtual badge
- Customizable profile page
- Create, host and teach online training programs
- Hold online lectures with our webinar broadcast app
- Host online conferences and invite members to attend
- Conduct a web-based congress on the platform
- Create groups, discussion forums, portfolios, blogs & more
- Featured Educator on IAA's website
- Earn revenue on program sales

## Eligibility and Requirements:

Only actively licensed physicians and dentists with 5 years or more professional experience are eligible to apply for the Educator Program. An Educator Program Application is required for new and existing members. View Membership (<https://iaaesthetics.com/membership/>) for eligibility, requirements and fees. Our Certification Committee reviews all Educator Program applications. Approved applicants will be required to e-sign an Educator Agreement prior to program launch.

## Educator Program Submission Guidelines:

English is the official language of the program content however you may submit a program in another language. Program length should be 60 minutes or greater. You may submit your program in one of the following video formats: .mp4, .mov, .wmv, .avi, or .flv.

## Educator Image Guidelines:

Applicants must submit a professionally photographed vertical portrait on a solid background, uncluttered background in full color. Images must be sized at 1200 px or greater on any given side and have a resolution of 300 dpi or greater. Image must be in one of the following formats: .jpg, .jpeg, .png, or .tiff. Maximum upload size is 12 MB.

*Educator Image examples:*



## Educator Program Submission Topics:

IAA is soliciting aesthetic medicine, dental aesthetics and cosmetic surgery training related programs including, whilst not limited to, the following areas of interest:

- Topics in Aesthetic Medicine, Dental Aesthetics and Cosmetic Surgery
- Advancements in Aesthetic Medicine, Dental Aesthetics and Cosmetic Surgery
- Facial Aesthetics
- Restorative Dentistry: Operative and Endodontics
- Oral and Maxillofacial Surgery, Oral Medicine and Implantology
- Aesthetic Dentistry, Photography and Smile Design
- Prosthodontics
- Periodontology
- Digital Dentistry
- Laser Dentistry
- Orthodontics and Functional Appliances
- Voluntarism and Philanthropy in Medicine or Dentistry
- Infection Control, Patient Safety or Prevention of Medical Errors
- Health Care Management, Marketing, and Business Strategies
- Media, Social Media and Digital Marketing
- Start Up, Medical or Dental Entrepreneurship and Creative Thinking
- Communication and Body Language
- Dealing with Public Figures, Celebrity and VIP Protocols
- Dermatological Aesthetic Medicine and Surgery
- Non-Surgical Aesthetic Medicine and Surgery
- Specific or General Aesthetic Techniques
- Practice Management, Marketing and Business Management
- New Advancements and Breakthroughs
- Professional Branding for Aesthetic Professionals
- Patient Consultation Training
- Patient Pre and Post Op Photography
- Aesthetic Medicine or Surgery Products / Services

## Steps for Applying

### 1) Apply

Are you interested in becoming an Educator with International Academy of Aesthetics? Great! We are excited to have you joining us. First, we request that you review the Educator Handbook (<https://iaaesthetics.com/educator-handbook/>) then apply for the Educator Program. You will fill out an application, upload your program content and educator image, and lastly submit the application fee for review. We will immediately receive your application and begin the review process.

### 2) Get Approved

IAA reviews, evaluates, and processes the application. Approved applicants will receive a confirmation email and get enrolled in Educator's Group and Introduction to Educator Program: Module, which is designed to guide them through the entire program creation process. Proceed to create your Program while referring to your Proposed Program Template, the Educator Handbook, the Course Creation Step-by-Step Guide and the Educator's Virtual Library.

### 3) Launch Your Program

Once ready, we will launch your program and you will be recognized as a Certified IAA Educator. Teach your program, gain recognition, and earn direct deposits of revenue for each program registration!

**IMPORTANT NOTE:** You will have up to 90 days to develop and finalize your Program or your Educator Program Application will be withdrawn and you will be required to submit a new application. When your Program is finalized and ready for launch, please submit a Final Program Review application from within the Introduction to Educator Program: Module. IAA faculty will complete a final quality control check to inspect your Program and verify that it is:

- **Clear of any technical related issues**
- **Structured according to your Proposed Program Template**
- **Compliant with all requirements of the Educator Program Handbook and the Course Creation Step-by-Step Guide**

Shortly after, you will be emailed the Educator Agreement via DocuSign for e-signature. Upon completion of your digital signature, your Program will be made available for registration on IAA's website.

***LEGAL NOTICE: As an Educator, you are subject to IAA's User Terms and Conditions, Additional Educator Terms and Privacy Policy (copies available on IAA's website). This Educator Program Handbook constitutes "Additional Terms" under the User Terms and Conditions. This Educator Program Handbook is subject to change by IAA at any time and IAA shall have no liability or obligation to you arising out of any changes IAA may make to this Handbook or for any deviation by IAA from procedures or policies described in this Handbook or by IAA in taking any actions not described in this Handbook.***

The online learning environment presents a unique set of challenges that require clear definition of educator performance. The following "Best Practices and Expectations for IAA Educators" identifies the minimum level of interaction and management needed between members and educators to create positive learning outcomes and maintain a high quality online learning environment. Please diligently follow this handout.

As an educator, it is your sole responsibility to manage your course by following the best practices and expectations below.

- The key to effectively managing an online course is to be consistently "present" in your online classroom. Regular contact with members participating in your course ("Participants") helps assure them that they are well supported. As many-seasoned online faculty can attest, the online classroom can become even more "personal" than the face-to-face one. Through regular communications with your Participants, observations of their discussions with one another in discussion forums, reading notes they share publicly with one another, and so on, you will likely be surprised at how you are able to connect with your Participants and learn about them as individuals in ways you had not envisioned!
- Monitor assignment submissions and communication with Participants to remind them of upcoming tasks and deadlines. You can help insure a successful learning experience by practicing proactive course management strategies. Good practice suggests posting an update in your course at least once a week to engage with Participants and remind them of any important topics. One tool to monitor Participant activity is the "recent activity" feature in the learning management system (LMS). From within your course, simply click on "Analytics" then click on "Users" and view the data.
- Early in the course, establish a regular schedule for when you will be logging in to the course and communicate this to Participants. Normally this is once per day. Many of the Participants learning via IAA are professionals who have work and family responsibilities. These Participants tend to be more active in courses on weekends, so you may also wish to reserve time in your schedule to monitor courses at least once on weekends.

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- Give prior notice to your Participants in the event that you will be unable to log into the course for several days or more (e.g., during professional travel or illness). Providing this information up front will help to forestall many Participant inquiries.
- You should also consider finding substitute coverage for your online course if you are going to be out of contact with Participants for more than a week, especially if they are to be working on tasks while you are away. If you will be away from the course for any reason and/or you appoint a substitute for any period, you are asked to notify Participants and our Membership Director Yara Al Khatib via email at [membership@iaaesthetics.com](mailto:membership@iaaesthetics.com) as soon as reasonable. Any substitute you appoint must be a member of IAA in good standing. You are responsible for the actions of your substitute. *[NOTE: IF YOU ARE GOING TO ALLOW SUBSTITUTES, YOU WANT TO MAKE SURE THAT THEY ARE ALSO SUBJECT TO ALL THE MEMBER (AT LEAST) AND IDEALLY EDUCATOR TERMS AND CONDITIONS].*
- Provide feedback to Participant inquiries within one business day. In other words, be accessible! Because online Participants must manage their time carefully, timely educator feedback is especially important to them. Without it, they may not be able to make progress on their course work. If you cannot provide a detailed response within one business day, it is good practice to respond to the Participant within a business day to let them know when you will provide them a more detailed response. Remember, sometimes the fastest way to provide a response might be to directly message them. A quick message from you can help refocus them in a positive direction.
- Provide meaningful feedback on Participant work using clear and concise language. You have ideal "teachable moments" when providing feedback on Participants' work. Simply telling a Participant "good job" or "needs work" does not give them the information they need to succeed. They need and want more specifics. What was it that made the work good? So they can do it again. What needs more work and how can they improve the quality of their work? Be specific.
- If you decide to create assignments and exams, then communicate to your Participants in advance when you will review assignments and exams. Participants need to self-regulate their time and learning and will need to adapt as needed. If you do not tell them this information, you will definitely be asked. How long it will take to review assignments and send meaningful feedback to Participants depends, of course, on the nature of the assignment. However, Participants may not be able to proceed in your course until they get your feedback on how they are doing.
- Please strive to get graded assignments (if applicable in your course) complete with meaningful feedback, to your Participants as promptly as possible. As a general rule of thumb, it seems

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reasonable to expect Participants to receive feedback, within one week of submitting an assignment. If one anticipates that it will take longer than that to return Participants' work, it is best to inform them in advance when their feedback will be available. Doing so will forestall a lot of questions from Participants...which often end up coming to our Membership Department! It also is best to review assignments in sequence (i.e., assignment 1, then assignment 2, and so on) so Participants can apply the feedback from one assignment to the subsequent assignment.

- Provide a teaching and learning environment that supports academic freedom. Educators are entitled to freedom in the online classroom in discussing their subjects. Participants must also be free to express their opinions without fear of ridicule, intimidation, or retaliation by any educator. Consistent with IAA Policy, Rules and Responsibilities:

- *Respect the diversity of opinions between the educator and Participants and engage with them in a courteous, respectful, and professional manner.*
- *Maintain an environment free of abusive conduct such as harassment, stalking, threats, intimidation, bullying, abuse, insults, or humiliation toward the educator and Participants. This includes, but is not limited to demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation) or racist nature; and any unwanted sexual advances, comments or intimidations by email, on discussion boards or other postings within or connected to the (LMS).*
- *Respect the professional authority of the faculty and educators to manage the modules and comply with any faculty requests related to maintaining an environment free from bullying, threats, harassment, or coercion related to grading and the application of institutional policies and procedures.*



### NOTE:

Keep in mind that you are responsible for all aspects of the content design for your Program, including:

- Designing, recording, and editing lectures into short, segmented videos.
- Creating rigorous, engaging assessments that allow students to test their learning and gain feedback.
- Uploading the video content, assessments, slides, and other accompanying materials onto the hosting platform.
- You are responsible for making sure that any material, sound, video, etc. that is included in your Program but was created by someone other than you is clear of copyright issues. We recommend that you collect written permission from all such other persons and keep records of that permission for at least five (5) years after your Program is completed. We may ask for copies of these records, but at no point does IAA have any responsibility for ensuring you have appropriate rights or clearances for your materials or Program.
- In designing your Program, we encourage you to consider features to provide accessibility for Participants with disabilities, such as:
  - Verbally explaining handwritten text or graphics in lecture videos;
  - Uploading slides together with video;
  - Reducing the amount of content on slides that is not accessible to screen readers (e.g., using text tables or formulas rather than ones created as images);
  - Ensuring that all images used in assessments have a text alternative.
- In designing your Program, please pay special attention to facilitating Program reusability by ensuring that the content can be easily reused in subsequent offerings of the Program. This includes:
  - Avoiding references to particular dates in lecture videos, power points, and training content.

## Measuring Educator and Course Quality: Average Score Number

In order to measure the level of course and educator quality, our Membership Department sends a Member survey to course Participants within a week of completing a course. The Member survey provides the following questions and rating scale:

### Questions:

- 1) *How satisfied are you with the course content, materials, and topics?*
- 2) *How satisfied are you with the learning outcome(s) of the course?*
- 3) *How satisfied are you with the responsiveness, promptness of feedback and level of engagement of your educator?*
- 4) *What suggestions, improvements or changes do you have for this course? (optional)*
- 5) *What feedback, thoughts or opinions do you have for your course educator? (optional)*
- 6) *Please share any additional feedback: (optional)*

### Rating Scale:

- 5 - *Extremely Satisfied*
- 4 – *Satisfied*
- 3 - *Neither Dissatisfied or Satisfied*
- 2 – *Dissatisfied*
- 1 - *Extremely Dissatisfied*

The average of questions 1, 2 and 3 are used to calculate a total average score number (ASN). ASN is the most appropriate quantitative method to jointly measure the quality of both the Course and the Educator. Questions 4 and 5 are used for general quality measurement purposes and do not impact ASN. ASN may not be altered, changed or skewed by any other method than as stated above.

For example:

A Participant completes a survey and provides the following answers for questions 1 - 3:

1. 4 - *Satisfied*
2. 5 - *Extremely Satisfied*
3. 5 - *Extremely Satisfied*

What is the ASN?

**Solution:**

$$(4 + 5 + 5) / 3 = ASN$$

$$ASN = (14) / 3$$

$$ASN = 4.66$$

The ASN is 4.66 The ASN is displayed as "Member Rating.... out of 5" under the course name of each course on the IAA website and is updated on a monthly basis according to the new data collected from completed surveys. Sample Screen Shot for ASN equaling 4.66:

Sampleshot example:



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ASN ratings are precisely calculated as defined above. No other factors or variables may impact ASN ratings. Educators will be provided a copy of every Member survey.

Research shows that Participants are more likely to register for courses that have higher ASN ratings. For this reason, every educator should strive for an ASN rating of 5. The strongest influence on ASN is you, the educator. Please take this into consideration when engaging with your Participants and developing your course content. Any course with an ASN of less than 3 will be reviewed by IAA and potentially removed from the platform.

Have questions? Please email Membership Service Department at  
[membership@iaaesthetics.com](mailto:membership@iaaesthetics.com)