Course Types

Webinars

Webinars are synchronous, meaning that students need to log in at a certain time or day to attend the live session. We do provide a free recording of each webinar so attendees can watch it later, however. The EFA offers two lengths of webinars for members:

- 60 minutes
- 90 minutes

These are taught using Zoom, and a staff member is assigned to help instructors manage the students and questions they may ask. Instructors can choose to take questions throughout or include a Q&A session at the end, but we generally recommend saving questions for the end. (This provides a better experience for students watching the recording.) We recommend setting aside at least 15 minutes for Q&A at the end of the session.

Traditional Courses

Traditional courses are asynchronous, meaning that students don’t need to log in at a certain time of day to attend a class session. Instead, students are given access to the course content one week at a time. Students in these courses benefit from:

- One-on-one feedback on their work
- Direct access to their instructor, potentially in multiple formats (in the class forum and live Q&A sessions, for instance)
- Weekly lessons that are released on a specific day of the week

Because these classes take by far the most instructor interaction, they are priced the highest for students. However, we aim to make all our courses as affordable as possible for our members and guests.
Self-Paced Courses

Self-paced courses don’t include one-on-one feedback or a class forum, but they do provide in-depth lessons that all release at once so students can move through them at their own pace. These courses also stay open for one year, providing plenty of time to work through the lessons, assignments, and self-assessments. These courses offer the following benefits for students:

- Freedom to move through the lessons at their own pace
- Access to the course for a one-year period
- Low cost
- No waitlists
- The entire course is available immediately

Self-paced classes are offered at a low price point, and instructor compensation is tied to student enrollment. They include regular Q&A sessions for students, held via Zoom.

Course Promotion

The EFA staff and volunteers promote classes through the EFA website, newsletters, email marketing, and social media. We encourage instructors to promote their classes (and other EFA classes) through their social media outlets, newsletters, and other means as well.

About EFA Students

EFA students are adult learners from a wide range of ages and backgrounds who are interested in professional development. Most have limited time for classwork but appreciate the opportunity to try out their new skills. Students are never required to share their work with other students, although they’re welcome to do so if they’d like.

We do not offer grades or certifications at this time, although instructors can agree to provide a class completion letter on request. Students self-select their level. This means instructors may have a wide range of student levels and skillsets in one class. Ideally, instructors will be able to meet each student at an appropriate level, adjusting expectations accordingly. We do our best to specify the skill level required in the course descriptions (e.g., beginning, intermediate, advanced) to avoid beginner students signing up for intermediate or advanced courses.

Student Registration

Student registration is handled by the EFA staff. All questions regarding registration, refunds, transfers, etc. should be sent to the Education Coordinator, Rose Fox, at educationcoordinator@the-efa.org.
Sometimes the instructor’s input is required for the Education Coordinator to resolve a request for a refund. Generally, we do not approve refund requests made once courses have begun. However, we will make an exception on the rare occasion that the instructor and Education Coordinator believe it is in the best interest of the other students and/or the organization.

Enrollment is currently capped at 250 attendees for webinars (two of which are the instructor and the EFA staff moderator) and 29 students for traditional courses. Self-paced courses have unlimited capacity.

**Student Evaluations**

We use student evaluations to understand how effective our instructors are. After your webinar or course ends, attendees will receive a link to fill out a form with their feedback. The Education Coordinator also monitors comments from students that come outside the official evaluation process.

These evaluations are used to decide which classes will run again and which instructors will continue to teach in the program. They’re also used to monitor for any problems.

**Teaching Policies**

As with any online class or discussion forum, respectful disagreement is to be expected, and instructors should anticipate and accept this, especially if controversial or challenging content or language is involved. However, harassment, bullying, hate speech, and all abusive, defamatory, offensive, or threatening language are prohibited and should be reported to the Education Coordinator.

We want to create an environment that is welcoming to students of all backgrounds and identities and we expect instructors to foster this environment for their students. Instructors need to read and agree to the EFA’s anti-harassment policy. All instructors are expected to respect student privacy. We require that you:

- Don’t talk about participants outside of class.
- Don’t post forum/chat discussions or student questions anywhere.
- Only use students’ personal information (contact information, name, etc.) for purposes directly related to your instruction of the course in which they are enrolled.

We also expect all instructors to comply with all copyright and intellectual property laws.

**Expectations for Instructors**

We expect that instructors will:
• Respond to emails from the EFA office, the Education Coordinator, and the Education chairperson in a timely fashion.
• Not share classroom or webinar access with anyone who is not registered.
• Not include any required reading for webinars, and not use their own books as required reading for the class.
• Be sparing in choosing required reading for the class in general. Most students are time-pressed and want to get to the action steps of learning as quickly as possible.
• Not use self-promotional or self-branded materials as course materials. (This means removing your company logo from your presentation and not engaging in self-promotion of your other products or non-EFA courses or services).
• Discuss disruptive student behavior with the Education Coordinator before taking steps (this is not a problem we generally have but it can happen).
• Be willing to update their course if/as needed to improve the learning experience and/or address feedback from students.
• Rely primarily on the materials created for the course rather than outside materials or resources. (Links to outside resources are fine, but keep copyright law in mind.)
• (For webinars only) Submit your complete slide deck (PowerPoint, Google Docs, or PDF format) to educationcoordinator@the-efa.org at least 3 full business days in advance of your scheduled webinar.
• (For self-paced courses only) Host live Q&As for students on a regular basis and be willing to create video content/lessons. (The EFA provides transcription and captioning services.)

Be aware that office staff or the Education chairperson may attend your course or webinar for many purposes, including resolving technical problems and auditing and/or evaluating your course.

Instructor Compensation

Instructors are independent contractors. The EFA does not withhold taxes from the instructor’s payment and is not the instructor’s employer. Instructors will receive an IRS Form 1099 if income meets or exceeds $600 within the previous calendar year.

For webinars, we pay instructors a flat rate depending on the length of the webinar (60 or 90 minutes). You are required to invoice us.

For traditional courses, we pay instructors per hour spent interacting with students and giving feedback. You are required to invoice us.

For self-paced classes, we pay instructors a flat rate per student, on a quarterly basis (no need to invoice us). If you need time to develop the course content, we will list your course with a start date a few months in the future to give you time to build it out and put it through our internal review process while we run a presale for students.