BREED COURSE DEVELOPMENT
BEST PRACTICES

Breed Course Milestones
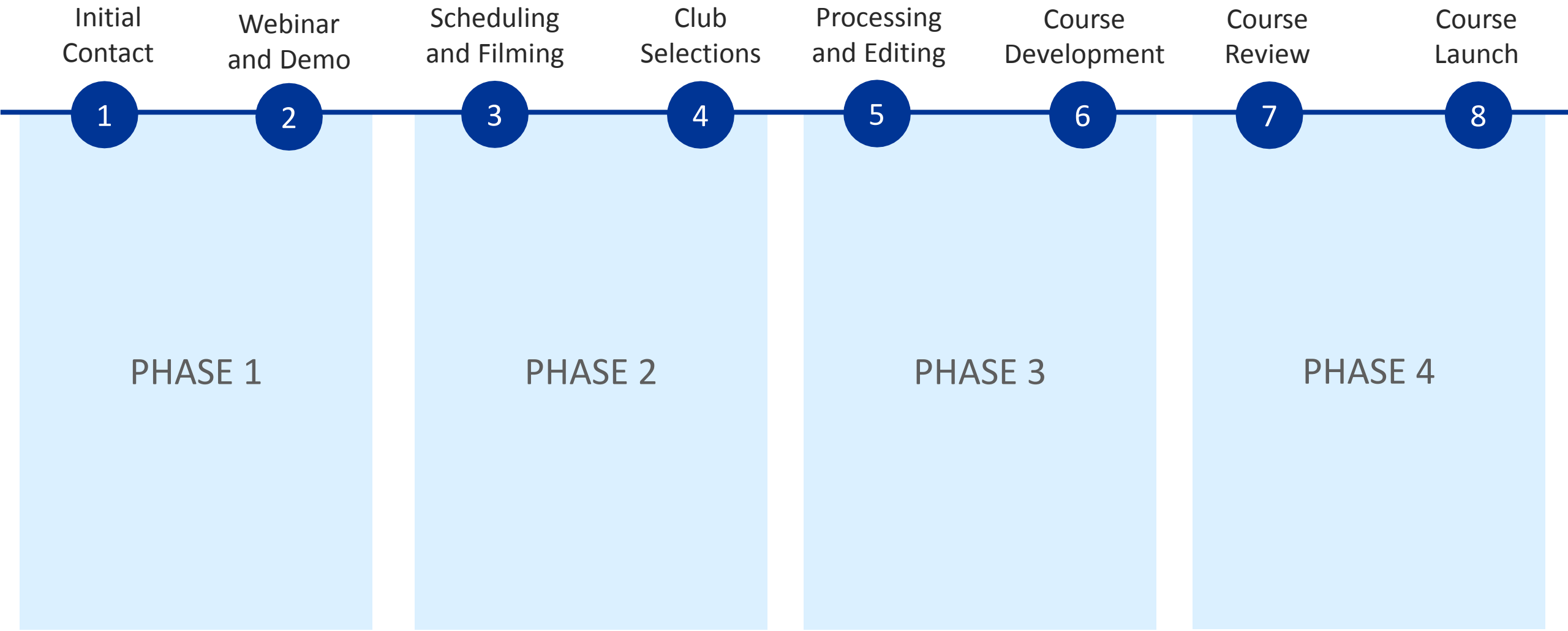
Parent Club Emails AKC

Parent Club President, Secretary and Delegate are sent an email detailing the AKC Canine College Project.

akceducation@akc.org

OR

AKC Emails Parent Club

If communication is initiated by a member of the Parent Club we notify all required officers.

AGENDA

1. Initial questions about Canine College
2. Club approved content and materials
3. Filming with Canine College
4. Parent Club primary point of contact (POC) established and roles and responsibilities are outlined
5. Selection and editing process
6. Approval of course assets
7. Course development, review phases, and launch
8. Demonstration of current live course
9. Final questions and next steps

OEM (Online Education Manager) schedules the webinar at the clubs' preferred date/time.

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OEM requests all approving members assisting with course development or approval are present during the webinar.

During the webinar we will identify an **individual** to communicate directly with AKC who will be available to commit between **4-6 hours each week** during the project.

Responsibilities include:

- ✓ **Updating** Parent Club leadership and members on course progress and milestones

- ✓ **Selecting** photos and movement clips for the course

- ✓ **Sharing** AKC assets selected for the course

- ✓ **Sending** club approved content for the course

- ✓ **Submitting** feedback on the developed course sections

Typically, this role is held by an individual club officer or member of the Judge's Education Committee, however more than one member may be assigned. If the Parent Club Board of Directors would like to be the approving authority, they should inform the Online Education Manager at the start of the project. If the Parent Club Board of Directors is to be the approving authority, they must agree to be a part of the process throughout each step of the course creation, providing periodic feedback and approval.

We ask the Parent Club POC to provide any educational material that they **approve** to use in the course.

This information may include:

- Illustrated Standard
- Judge's Education PPT
- JE Materials for Participants
- Historical Photos
- Candid Photos
- Breed Videos (function, history, etc.)
- Approved online resources/web pages
- Published breed articles
- Faults or DQs

Within 24 hours all materials presented during the webinar is shared.

Materials include:

- PowerPoint

- Getting Started w/ Canine College FAQs

- Demo link of current course

- Interview questions

- Scheduling link (if applicable)

Any other requests the webinar participants had are sent with this correspondence.

3 Scheduling and Filming

Parent Club POC will:

- Select breed experts for interviews and share interview questions

  o At a minimum, 1 breed judge and 1 breed expert

- Select dogs to participate in filming

  o At a minimum, 4-6 dogs with ideal characteristics

- Share appointment links and permission forms with participants

- Confirm breed judge, expert interviews and dogs are scheduled

- Schedule the handler/dog for the judge's hands-on exam

- Confirm a club representative will be present at the filming (if available)

To ensure the best possible outcome, club representation present at filming is **strongly recommended** to review the footage in real-time and provide immediate feedback to the photographer and handler.

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AKC will:

- Photograph all dogs scheduled
  - Approx. 20-30 minutes per dog
- Film movement
  - Following photographs, 5-10 minutes per dog
- Film judge's interview and hands-on exam
- Film breed expert(s) interview
- Schedule the handler/dog for the judge's hands-on exam
- Will request a club representative is present (if available)

To ensure the best possible outcome, club representation present at filming is **strongly recommended** to review the footage in real-time and provide immediate feedback to the photographer and handler.

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PHOTO SELECTIONS

1. AKC sends links to all raw/unedited images
2. Parent Club POC(s) review and select images, noting any changes to be made
3. AKC edits images for the course and sends for final review/approval
   *This process will continue until the processed images are approved.
4. Final processed photos will be added to the course

All images are isolated as shown in the example. Handler, lead, and background are removed.

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AFTER

BEFORE

POSTER DOG SELECTION

Select the profile image of the dog to be represented with a skeletal overlay.

MOVEMENT SELECTION

1. AKC sends raw/unedited movement clip with identification numbers
2. Breed expert(s) review and select approved clips
3. AKC edits clips for course (zoom-in, slow-motion) and share the edited footage back for review/approval
4. Final processed clips will be added to the course

Post processing can include:

- Adjusting legs, ears, toplines, tails, and heads
- Correcting coat color
- Changing identifying markings
- Adding definition and sharpness

We do not make any edits to the photos without the direction of the POC.

BEFORE

AFTER

After selections are approved, AKC will need **6-8 weeks to complete a breed specific course** for Parent Club POC review.

CONTENT REVIEW

Parent Club POC will review the breed course in three sections:

1. Meet the Breed
2. Examine the Breed
3. Observe the Breed

CONTENT UPDATES

AKC will make changes based on the feedback from the Parent Club POC. Updates will be shared as the are completed to confirm they have been made.

FINAL REVIEW

Judging Operations and the Parent Club POC will review the course until it meets final approval.

COURSE LAUNCH

Course is added to the Canine College Library and available for the public.

Summary of POC Project Milestones

From the date the Parent Club POC receives the tasks below they should respond by the date requested or provide an alternative date they will complete the task:

PHASE 1: PROJECT INITIATION
Attend webinar
Schedule and film dogs and experts

PHASE 2: FILMING AND SELECTION
Provide all club approved content – 10 business days
Photo and movement selections – 10 business days
Review of edited photo and movement selections – 5 business days
Review of the skeletal overlay – 5 business days

PHASE 3: AKC PROCESSING AND COURSE DEVELOPMENT
Following the completion of Phase 1, the Canine College team will begin Phase 2: Course Development. On average, we will need **6-8 weeks to complete a breed specific course sections** for Parent Club POC review.

Summary of POC Project Milestones

From the date the Parent Club POC receives the tasks below they should respond by the date requested or provide an alternative date they will complete the task:

PHASE 4: COURSE REVIEW

Review of Meet the Breed: Section 1 – 5 business days

Review of Examine the Breed: Section 2 – 10 business days

Review of Observe the Breed: Section 3 – 5 business days

*The review process continues until the course meets the final approval of the Parent Club POC

To accurately plan and anticipate a breed course launch date, each step of the process has a deadline. We are aware that our volunteers time is valuable and life happens, so this timeline is flexible.

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We ask that the Parent Club POC communicate if they require additional time to complete a task or if they will be unavailable for an extended period of time.

CONTACT US

Email us today to schedule a webinar:
akccaninecollege@akc.org

Have more questions?
See our *Getting Started with Canine College FAQ.*