



Canine College Course Creation Process

Thank you for your interest in Canine College! Our goal is to provide a valuable supplemental online educational tool for all breeds recognized by the American Kennel Club. Judges and breed enthusiasts will be able to access these courses anytime, anywhere! The American Kennel Club commits to a collaborative relationship with the Parent Club of each breed to ensure that an accurate and premium experience is delivered to learners.

Below you will find the evolution of a breed specific course.

1. Contact the AKC Education Department to **initiate communication** – education@akc.org.
 - OEM (Online Education Manager) will respond within 48 hours.
2. Parent Club leadership **attends a one-hour webinar** with the Online Education Manager. Any Club member is welcome to attend at the discretion of Club leadership. We strongly suggest the attendance of all Club members that will be involved in course creation and/or approval of the course.
 - OEM schedules at the club's convenience of date/time.
3. A **follow-up email** is sent to attendees to include all materials presented during the webinar, a link to a current course for member review, interview questions, and a scheduling link (if applicable).
 - OEM sends within 24 hours of the conclusion of the webinar.
4. The Parent Club Point of Contact will **select and schedule dogs for filming** and schedule appointments.
 - Timeline varies depending on the date of the event.
5. The AKC Education Multimedia Team will **photograph dogs, film movement, and conduct interviews with breed judges and experts**.
 - Following filming at a smaller venue, assets will be delivered within two weeks.
 - Following filming at a larger venue, assets are typically delivered within 60 days.
 - Parent Clubs who would like their media made available sooner may request their footage expedited.
6. The Parent Club Point of Contact will **review all photos and movement** and submit selections for the course.
 - OEM or MMS shares materials and requests club selections within two weeks.
 - 3-6 weeks is the average we expect to receive the photo and movement selections back.
7. AKC Judging Operations (JO) will review the selections made by the Parent Club Point of Contact.
 - OEM sends to JO with one week turn around requested.
8. AKC Education Multimedia Team will **process the approved media**.
 - 1-2 weeks is the average processing time.
9. The Parent Club Point of Contact will **review the processed media a second time**, and upon approval, course development begins.
 - OEM or MMS shares processed materials and requests the club response within one week.

10. The Instructional Designer develops courses by section and sends to the Parent Club Point of Contact for club review:
 - Section 1: Meet the Breed (2-4 weeks)
 - Section 2: Examine the Breed (4-6 weeks)
 - Section 3: Observe the Breed (1-2 weeks)
11. The Parent Club Point of Contact will **review and provide feedback** on the sections of the course.
 - One week per section to review/add feedback.
 - 2-4 weeks is the average we expect to receive feedback.
12. The Instructional Designer will **update the course** based on the feedback provided by the Parent Club Point of Contact.
 - One week per section to update.
13. The Parent Club Point of Contact will **review updates** until the section meets their approval.
 - One week per section to review/add feedback.
14. AKC Judging Operations will review the sections of the course.
 - One week per section to review/add feedback.
15. Upon approval by AKC Judging Operations and the Parent Club Point of Contact, the **course will be added to the AKC Canine College** and will be available for enrollment by learners within one week

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

IMPORTANT NOTE: The Parent Club Board of Directors is responsible for the selection of the primary Point of Contact (POC) for the Canine College project. It is the Parent Club Board of Director's final decision to whom this critical role is assigned. The Parent Club POC is responsible for disseminating photos, movement, and all project updates to the Parent Club Board of Directors.

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.