

New Dawson Academy Course Protocol

To Get New Course Put on the Schedule:

The following must be submitted to The Dawson Academy Marketing team at least 6 months prior to the proposed course. Once the below is received and approved by the Clinical Director and CEO, we will pick a date & location.

- Course Name:** 7 words or less.
- Course Description:** 300 words or less on the goal of the course, what challenge this course will address, why it is important for the student to attend and what they will learn.
- Learning Objectives:** 10 bullets or less of what they will be able to do or know upon the completion of the course.
- Course Outline:** This outline should be your blueprint for the course - including timelines and topics.
- Times & Number of Days:** i.e. 8:00am-5:00pm - 2 days
- Class Size:** If less than 20 or more than 20
- Target Audience:** i.e. dentist, specialist, hygienist, team members, etc.
- Prerequisites** (if applicable)
- Pre-Course Homework:** Readings or viewings of DVDs/Videos
- Things Needed to Bring to Class** (if applicable): i.e. models, records, etc.
- Supplies list:** This includes everything you will use from models, equipment, instruments, burs, hand pieces, materials, etc. This drives the pricing for the courses.

4 Months Prior to Course Date:

- Model Work:** All model work needs to be approved by the Clinical Director. This will give time, if necessary, for any correction to be made, then duplicated and ready for the course. (Ship to the Clinical Director directly)
- Slides:** At least a rough draft of your slides must be submitted to Greg Sitek & the Clinical Director for review and approval. This is to insure proper formatting and to eliminate any copyrighted images The Dawson Academy does not have permission to use. It also insures that the course content is consistent with Dawson teachings.
- Blog Articles/Interview:** Either submit 3 articles to Virginia Bussey or be interviewed for blog articles by Virginia Bussey.
- Schedule Webinar or Whitepaper Interview:** Either schedule an evening webinar or a time to do an interview for a whitepaper in the next 2 months. In either option, expect to teach one thing as an excerpt from the course and provide an outline.

2 Months Prior to Course Date:

- Final Slides:** Submit final slides for the course to Greg Sitek & the Clinical Director for review and approval.
- Manual & Handouts:** Provide anything that will need to be handed out to the students to Greg Sitek, including any content for the manual. If you would like to use your slides as your manual, please let Greg Sitek know.

Contact Information:

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