

MASTERCLASS

EDUCATOR HANDBOOK 2026/27



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Background

This handbook helps Algonquin College educators prepare, deliver, and follow up on a 60-minute recruitment-oriented masterclass, run in partnership with the International Education Centre (IEC). The objectives are to showcase teaching excellence, provide meaningful learning for prospective international students, and guide participants toward a clear next step – choosing Algonquin as their postsecondary destination.

What is a Masterclass

- **Format:** One-off session (60 minutes recommended) or short series focused on a specific skill or topic.
- **Interactive:** Includes discussion, polls, demonstrations, or brief activities suited to an international audience.
- **Recruitment intent:** Participants should understand program options and available support and be invited to take the next step.

Audience

- High School Students
- Recent High School Graduates
- Graduate Certificate and Master Prospects
- Degree Seeking Prospects
- Others interested in Algonquin College (i.e. education agents)
- Academic Pathway Learners (i.e. an ESL School overseas)

Masterclasses may be scheduled outside regular Algonquin College hours, as participating institutions can be located in time zones 9½ to 12 hours ahead of Ottawa.

Masterclasses use the Zoom Webinar platform (not Teams).

Benefits for Educators

Professional storytelling - Shape a compact narrative around your expertise; build a repeatable showcase of your teaching craft.

Curriculum prototyping - Test a new concept, case, or micro-module; gather real-time feedback; iterate before adopting it in a full course.

Cross-cultural perspective - See how a diverse audience reacts; surface assumptions; improve examples and explanations for global learners.

Reusable assets - Turn your masterclass into a micro-library: clipped video segments, annotated slides, polls you can reuse, and an FAQ for future classes.

Networking - Meet partner faculty and other Algonquin College colleagues; open doors for Collaborative Online International Learning (COIL), guest lectures, and collaborative projects.

Personal brand and program visibility - Associate your name with a strong topic; highlight your program's strengths; support recruitment while showcasing real teaching.

Ideas for Masterclasses

Ideas to consider...

- What you know well: topics you teach often; things colleagues/students ask you about; standards or procedures you created; tools you can demo end-to-end.
- Skills you applied: top tasks you can perform reliably under time pressure; mistakes you know how to fix; shortcuts that save time or improve quality.
- Your strongest classes/demos: sessions that consistently engaged learners; labs where participants produced a clear artifact; activities that worked online and in person.
- Recent work or research: a project, case study, prototype, dataset, or literature review you completed; a conference talk or industry collaboration worth unpacking.

How might this knowledge or skills/research unfold...

1. Skills Demonstration

A hands-on demonstration of a specific technical or practical skill.

Best for:

- Teaching techniques that require visual or step-by-step explanation.
- Engaging learners who benefit from seeing processes in action.

Example: Software walkthrough, culinary technique, lab procedure.

2. Applied Project

Participants work on a real-world project during or after the session.

Best for:

- Deep learning through practice and problem-solving.
- Topics that require collaboration and creativity.

Example: Designing a marketing campaign, coding a prototype, creating a business plan.

3. Industry Trends

A session focused on emerging developments, technologies, or practices in the field.

Best for:

- Keeping learners up-to-date with current and future directions.
- Inspiring innovation and adaptability.

Example: AI in healthcare, sustainability in design, global market shifts.

4. Dynamic Presentation

A highly engaging talk using storytelling, visuals, and interactive elements.

Best for:

- Motivating and inspiring audiences.
- Topics that benefit from a strong narrative or thought leadership.

Example: Keynote on leadership, TED-style talk on creativity.

5. Research Summary

A clear, accessible overview of recent or ongoing research.

Best for:

- Sharing evidence-based insights with practical implications.
- Academic audiences or professionals seeking depth.

Example: Faculty led applied research projects.

6. Other

Your unique idea that doesn't fit neatly into the categories above.

Best for:

- When you have a concept that sparks curiosity or breaks the mold.
- Sessions that combine formats or introduce something entirely new.

Example: A hybrid experience blending storytelling with live demos, a collaborative think-tank, or an immersive simulation.

Inspiration: If you have a vision that excites you and could energize your audience, trust it. Innovation often starts with “What if...?”

Preparing your session

IEC support

- IEC will promote masterclasses to our offshore network. IEC will provide 8 weeks' notice to faculty member to confirm engagement with partner.
- IEC will complete the required logistics for the masterclass, from booking the webinar and enrolling participants, to following up with participants.
- An IEC staff member will join the masterclass and support faculty, as needed, including answering questions about the application process and entry requirements.
- IEC will track attendance and conversion. As we gather data, we will determine which masterclasses **most effectively brand Algonquin College and generate leads and conversion.**

Content suitability checklist

- Topic showcases Algonquin strengths and aligns with target audience/programs.
- Clear learning objective (1–2) for a 60-minute session.

- 3–4 interaction points (poll, prompt, hands-up, brief activity).
- Plain language and paced for ESL audiences; avoid idioms; define acronyms.
- Slides are visual, minimal text, on-brand template.

Pedagogy for international audiences

- Speak clearly and slightly slower; summarize key points.
- Use examples from multiple regions; avoid culture-specific references.
- Invite questions explicitly and offer alternatives (chat, poll).
- Provide a short recap and explicit next steps.
- Visit the [Intercultural Teaching Resources webpage](#) for more resources.
- Consider speaking to [Learning and Teaching Services](#) for training opportunities to learn or renew pedagogy.

Slide & brand guidelines

- Use Algonquin-approved fonts/colors and logo placement.
- Ensure minimum 18–24 pt text, high color contrast.
- IEC staff will provide a slide with *Call to Apply at Algonquin College* slide link.
- Use [AC-Visual-Identity-Standards-2024.pdf](#)

Masterclass Delivery

5.0 Delivering the Session (SAMPLE)

- Welcome (IEC Host, 2 min): Introduce Algonquin, recording/consent notice, agenda, engagement methods (Q&A/chat/polls).
- **Educator segment (40–45 min):** Core content with 3–4 interaction points.
- **Q&A (10 min):** Moderated by IEC; address top questions; point to resources.
- **Call to Apply (3 min):** Display application slide with tracked link/QR; reiterate next steps.
- Close (1 min): Thank participants; advise on follow-up email and resources, as applicable.

Post-Masterclass

Delivering a masterclass is a valuable contribution to Algonquin College's international engagement efforts. After your session, these steps help us capture insights, celebrate success, and improve future offerings whether by you or another colleague.

Your feedback is essential. Please share what worked well and what could be improved. This helps IEC refine the process and ensure future sessions are even stronger:

[Instructor Feedback Survey](#)

Reflect and Debrief

Take a moment to consider:

- Which aspects of the session engaged participants most?
- Were there any challenges with timing, technology, or interaction? IEC may invite you to a short debrief conversation to exchange ideas and feedback.

Future Opportunities

- Your masterclass was a one-time commitment, not an ongoing obligation. If you enjoyed the experience and see potential for another topic, let us know. IEC will review feedback and reach out if there's interest in repeating or adapting the session. Participation is always voluntary.

Celebrate Your Impact

- IEC will share highlights and outcomes with you—such as attendance numbers and engagement metrics—so you can see the reach of your work. We may also feature your session in IEC communications or social channels (with your consent).

Appendix I - Checklist of Tasks for Educators

- Complete the [Expression of Interest](#) form.**
 - The form takes about three minutes to complete. The application form answers will be delivered to IEC (lead department coordinator) for next steps.
- Review Time and Resource Requirements**
 - Understand scheduling and time zone differences and ask for any support needed.
 - Provide a short professional biography to the IEC.
- Confirm Session Details with IEC**
 - IEC will complete all the logistics and ensure date, time, and platform (Zoom Webinar) are finalized and shared with you.
- Review [the Process Chart](#)**
 - Understand roles, responsibilities, and timelines.
- Develop Your Session Content**
 - Align topic with Algonquin College strengths and target audience.
 - Define 1–2 clear learning objectives for a 60-minute session.
 - Plan 3–4 interaction points (polls, prompts, activities).
 - Adapt language for ESL audiences; avoid idioms and jargon.
- Prepare Slides and Materials**
 - Use Algonquin-approved branding, fonts, and colors.
 - Ensure slides are visual, minimal text, and include the ***Call To Apply*** slide with QR code/link.
- Coordinate Technology Setup**
 - Confirm Zoom Webinar settings (Q&A, captions, recording consent) with IEC.
 - Test microphone, camera, lighting, and screen share.
 - Prepare polls and backup copies of slides.
- Complete a Dry Run**
 - Test timing (40–45 min content, 10 min Q&A, 3 min for the Call to Apply).
 - Validate all tech and engagement tools with IEC support.

Masterclass Delivery

- Join Early for Tech Check**
 - Be ready 15–20 minutes before start time.
- Follow the Delivery Script**
 - IEC Host welcomes participants and introduces you.
 - Deliver your content with planned interaction points.
 - Engage in Q&A (moderated by IEC).
 - End with a clear call to apply and next steps.

Post-Masterclass

- Complete [Instructor Feedback Survey](#)**
 - Share insights and suggestions for improvement.
- Provide Any Reusable Assets**
 - Submit slides, recordings (if approved), and polls for IEC follow-up.
- Reflect and Iterate**
 - Consider adjustments for future sessions based on feedback and experience.

Appendix II – RACI

Responsible **A**ccountable **C**onsulted **I**nformed

IEC (IEC) | Educator (MASTER) | International Partner (PARTNER)

Task Area	IEC	MASTER	PARTNER	Notes
Define goals & audience	A/R	C	C	
Schedule & time zone selection	A/R	C	C	
Promotion & registration	A/R	C	C	IEC owns list management & landing page.

Content design & slides	C	A/R	I	Use on-brand template.
Webinar setup (Zoom)	R	I	I	Settings, captions, recording, polls.
Dry run / tech check	R	R	I	
Hosting & moderation	A/R	R (present)	I	
Data capture & follow-up	A/R	C	I	
Feedback & debrief	A/R	R	C	