



# Education Policy

Embroiderers' Association of Canada, Inc.  
Association canadienne de broderie, Inc.

## Purpose and Scope

EAC/ACB values Education as an important mandate to support the *Aim* and *Purpose* of the organization. It strives to keep a focus on improving our educational performance by providing learning opportunities for a broad range of embroidery techniques in the form of courses, projects, and lectures offered from the beginner level through to advanced techniques.

## Education Team

The Education Team shall consist of:

- Education Director
- EAC/ACB President (ex-officio)
- Consultant (past ED)
- Education Assistant
- Speaker Series Coordinator
- Registrar
- Project Coordinator
- Test Student Coordinator
- Online Assistant
- Counsellors
- *Librarian, Leonida Leatherdale Needle Arts Library (role reports to the Vice President)*

In the event that all of the Education Committee positions are not filled, some individuals may serve in more than one position.

**Awards Panel** – Original Design Award, Educational Grant, Pulled Thread Award, and Embroidery Adjudication.

- The Education Director will invite up to four members of the Education Team to form the Awards Panel for the upcoming seminar to adjudicate the submissions for the various awards. A minimum of two members will form the Awards Panel.

- The adjudication will be conducted after the in-person Education Team meeting at the Seminar.
- Refer to the Awards and Grants section of the Education Director Job Description for the task responsibilities for the various awards.

## General Definitions

**Instructors** and teachers are both important roles in the field of education. A teacher is a person who imparts knowledge to students. An instructor is a person who teaches a specific practical skill. A teacher's job also includes the role of instructing, but an instructor's job does not include all the roles of teaching, so EAC/ACB Education has chosen to use the term "Instructor."

Instructors are individuals hired to offer projects and/or classes:

- in-person or virtually for a local chapter,
- at an EAC/ACB Seminar or stitching retreat, or
- using Groups.io for Cyber projects.

**Counsellors** are individuals assigned by the Registrar to students taking a Technique Study Course. The Counsellor provides support and encouragement to the students during the course period and writes an assessment for each lesson the student completes.

**Authors** are individuals who sign a contract to offer a project through EAC/ACB.

**Test Students** are individuals who agree to test new offerings for EAC/ACB. No more than three Test Students are required per course or project.

The roster of Test Students covers a range of abilities (beginner, intermediate, and advanced stitcher) and techniques.

A **Project** is the instructions and material lists needed to embroider the advertised design using the stitches and fibres of a specific technique. Every student has the opportunity to create the same finished embroidery, provided they follow the instructions as directed.

A **Course** is a self-guided study of the history and stitches used within a category of embroidery. It is technique-based, and through a series of lessons, the student will complete assignments that include researching the background and history of the technique, learning the foundational stitches of the technique, and creating their own designs and stitch diagrams.

### Skill Level Definitions - Projects:

**Basic** – for anyone new to the technique or requiring detailed steps in the stitch diagrams and patterns.

Basic level projects can also be enjoyed by the intermediate and advanced stitcher.

**Basic/Intermediate** – for those that have stitching experience but are new to the technique. Foundational stitches of the technique will be fully explained and the order of work detailed in a step by step presentation within the instructions.

Basic/Intermediate level projects can also be enjoyed by the intermediate and advanced stitcher.

**Intermediate** – for those familiar with the technique, or similar technique, at the basic level and wish to advance their understanding of the technique; understand stitch diagrams and patterns. They should know how to mount fabric on the embroidery frame, how to follow stitching instructions, start and end threads, and other basics of embroidery.

Determined beginners could also be capable of completing the project, if they are acquainted with embroidery basics, if they know how to set up embroidery work on a preferred type of frame, and if they are comfortable and confident in following instructions and stitch diagrams.

**Intermediate/Advanced** – for those familiar with and having some experience with the technique at the intermediate level; they may not be fully proficient with the more complex stitches but these will be detailed in the instructions.

Intermediate stitchers are also capable of completing the project, if they are familiar with the foundational stitches of the technique, if they know how to set up embroidery work on a preferred type of frame, and if they are comfortable and confident in following instructions and stitch diagrams.

**Advanced** – for those wishing to expand and challenge their skills in a technique in which they have foundational experience; the student is able to read charts and stitch diagrams with ease and is expected to be familiar with the stitches used in the technique. In addition, the student has a proficient understanding of stitch technique for the more complex stitches.

Determined intermediate stitchers are also capable of completing the project, if they are familiar with the foundational stitches of the technique, if they know how to set up embroidery work on a preferred type of frame, and if they are comfortable and confident in following instructions and stitch diagrams.

**Skill Level Definitions - Classes** (in-person at a hosted event such as Seminar, retreat, or Chapter event):

**Basic** – for anyone new to the technique or requiring guidance in reading/understanding stitch diagrams and patterns. *Assistance and repeated directions will be provided.*

Basic level classes can also be enjoyed by the intermediate and advanced stitcher.

**Basic/Intermediate** – for those that have stitching experience but are new to the technique. *Assistance and detailed directions will be provided.*

Basic/Intermediate level classes can also be enjoyed by the intermediate and advanced stitcher.

**Intermediate** – for those familiar with the technique, or similar technique, at the basic level and wish to advance their understanding of the technique; understand stitch diagrams and patterns but may need guidance; able to work somewhat independently.

**Intermediate/Advanced** – must be familiar and have some experience with the technique at the intermediate level; may not be fully proficient with the more complex stitches; able to work independently with some guidance from the instructor and able to move quickly from one section/element to the next.

*There may not be a lot of class time available to repeat instructions/demonstrations and stitchers unfamiliar with the technique may not be able to keep up.*

**Advanced** – for those wishing to expand and challenge their skills in a technique in which they have foundational experience; the student is able to read charts and stitch diagrams with ease and is expected to be familiar with the stitches used in the technique. In addition, the student has a proficient understanding of stitch technique for the more complex stitches, able to work independently. The class will move quickly through the set-up and basic elements of the project.

*There may not be a lot of class time available to repeat instructions/demonstrations and stitchers unfamiliar with the technique may not be able to keep up.*

### **Skill Level Definitions - Technique Study Courses:**

**Introductory/Basic** – No experience with the technique being taught is necessary as the student at this level is either new to embroidery, new to the technique; or, requires guidance in reading/understanding stitch diagrams and patterns.

**Intermediate** – Knowledge of basic stitches, materials, and their use in the technique being taught is required. The student understands stitch diagrams and patterns but may need guidance; and, is familiar with the technique, or similar technique, at the basic level. In addition, the student has an elementary understanding of colour and design as well as some knowledge of the history of the technique.

**Advanced** – The student is able to read charts and stitch diagrams with ease and is expected to be familiar with the foundational stitches used in the technique. In addition, the student has a proficient understanding of stitch technique for the more complex stitches, comprehends colour and design theory, has more comprehensive knowledge of the technique history, and is able to work independently.

## **Learning Opportunity Models**

### **Technique Study Program**

The Technique Study Program offers a variety of courses in a broad range of embroidery techniques and also includes some theory related courses on colour and design. These courses are only available to EAC/ACB members.

This program is designed to provide a student with a guided study of the history and stitches used within a category of embroidery. It is technique-based, not project-based (*this point needs to be very clear in the images and in the descriptions on the website*). A key feature of these courses is the one-on-one support, feedback, and evaluation that a student receives from their assigned Counsellor.

At this time, all the Technique Study courses are offered in English only. Students for whom English is not their first language are encouraged to communicate this to their assigned Counsellor so that accommodations can be made that will allow the student to work in their native language and submit their work using translation tools such as Google Translate (<https://translate.google.ca/>) or DeepL Translate (<https://www.deepl.com/en/translator>).

There are four levels:

- Introductory (A Taste of ...) – The course is presented over four lessons and there is minimal research or writing required of the student. It is expected that the student will complete the lessons within six months of the registration date.  
There are no prerequisites for this level.
- Basic – The course is presented over six lessons and it is expected that the student will complete the lessons within 12 months of the registration date. Some basic research and short essays or definitions are included in the assignments of this course. Basic colour and design principles are introduced.  
There are no prerequisites for this level.
- Intermediate – The course is presented over eight lessons and it is expected that the student will complete the lessons within 18 months of the registration date. Research and essays are an essential component of the course as well as major design projects. The prerequisites for each course are listed in the course descriptions but generally, the student must have successfully completed an EAC/ACB Basic course in the same or similar technique.

The Education Director may, at their discretion and in consultation with relevant EAC/ACB counsellor, allow an applicant who has not completed the prerequisites entry into an intermediate-level Course. Applicants may submit their request, in writing, to the Education Director along with photo evidence of their embroidery work so that their skill level can be reviewed.

- Advanced – The student must have taken an intermediate-level course in the technique and must be able to work independently. The course is presented over eight lessons and it is expected that the student will complete the lessons within 24 months of the registration date.

Extensive research and essays are an essential component of the course as well as major design projects.

The prerequisites for each course are listed in the course descriptions but generally, the student must have successfully completed an EAC/ACB Intermediate course in the same or similar technique.

Upon successful completion of a course, a certificate, pin and congratulatory letter will be presented to the student by the Education Director.

The student can grant permission to the Education Director for their name to be posted in *Embroidery Canada* along with a student-provided image of their coursework.

There is a list of the full set of courses available under the Technique Study Program in Appendix I.

## **Instructor Certification Program**

The Instructor Certification Program is designed for the student who wishes to develop the necessary skills needed to construct all the components for a design into a project that could be offered through the EAC/ACB Learning Opportunities, at an EAC/ACB Seminar, or through a local chapter. This program is comprised of four parts: Required Reading, Course Design, Writing and Research, and an Examination component. In addition to learning the skills required to write and instruct, students of this program will also learn about contract development, photographing their work, copyright, the use of technology, and the importance of keeping financial records - all key components in helping them be successful in a career as an embroidery instructor.

The timeline for the program is 36 months. One extension of six months may be granted by the Education Director, but this is not an automatic extension.

The prerequisites for this program are included in the Admission Information, and students must submit an embroidery portfolio, including an Application form, to the Education Director. The application will be reviewed by the Education Team to determine admission to the program.

Upon successful completion of the program, a certificate, pin and congratulatory letter will be presented to the student by the Education Director. If possible, this will be presented at the annual seminar.

## **Projects**

Projects offer a specific design with instructions and charts. Under specific models, support and feedback is available. Projects are offered to members and non-members, but EAC/ACB members enjoy discounted pricing.

There are no prerequisites for Projects.

There are three delivery models:

**EAC/ACB-owned Projects (OP)** – there are a number of Projects that have been developed exclusively for use by EAC/ACB and are copyrighted.

The Registrar will send out all Project information and kit, if applicable.

These Projects are available indefinitely or until EAC/ACB decides to retire the Project.

There is a list of the Projects currently available in Appendix II and a list of the retired Projects in Appendix III.

Students print their own instructions from the email sent to them from the Registrar; typically, hard copy will not be provided unless specifically requested.

**Cyber Projects (CP)** – these Projects are made available for a specific calendar period with a defined start and end date and hosted on the Groups.io platform; the students must have a Groups.io account (free) in order to access the project lesson materials.

The Groups.io platform is used to create a closed group that is exclusive to the registered students of the Cyber Project. The lessons are posted at the start of each month (unless otherwise noted in the project description materials), and there are features where questions/comments can be posted to the instructor or other students, photos can be uploaded and shared with the group, and any other support needed to successfully complete the project.

The Groups.io site remains open for an additional month beyond the close of the Cyber Project end date, which allows students to post finishing photos, ask questions, and download the lesson materials.

Students are responsible for printing their own instructions; no hard copy is provided.

There is no assessment of the student's work as the student is able to correspond with the author/designer during the project, and no certificate is provided.

**Patterns & Charts (EP)** – also referred to as *Projects by eMail*, are projects offered for a limited period of time; a minimum of 4 months but could be as many as 36 months. The chart and instructions are emailed to the purchaser directly from the designer and the purchaser is responsible for printing their own instructions. If there is a kit option, the kit will be mailed.

These are projects that are not readily available through any other source, such as a brick-and-mortar shop or the designer's website. They can be projects that have been offered in the past under a different delivery model or projects from a prior seminar.

There is no feedback or support provided, although the purchaser is welcome to contact the designer in the unlikely event they require assistance with the instructions.

| Learning Opportunities                | EAC/ACB<br>Owned Projects                                                         | Cyber Projects                                                                    | Patterns &<br>Charts                                                               | Technique Study<br>Course                                                           |
|---------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| For Individuals                       |  |  |  |  |
| For Chapters                          |  |  |  |                                                                                     |
| Limited Time Availability             |                                                                                   |  |  |                                                                                     |
| Counsellor Evaluation /<br>Feedback * |  |  |  |  |
| Designer Support                      |                                                                                   |  |                                                                                    |                                                                                     |
| Skill Development                     |                                                                                   |                                                                                   |                                                                                    |  |
| Kits Available **                     |  |  |  |                                                                                     |

\* feedback and support, for any project, is available through the Shop page

\*\* Kit availability is determined by the project

## Registration

### Technique Study Program

Registration for the Technique Study Courses is achieved through the website. The Registrar will ensure that the student is an EAC/ACB member in good standing and has met the prerequisites for the course.

The student must maintain their membership in EAC/ACB for the entire period of enrollment in the course.

Once registration has been confirmed, students are assigned to a Counsellor and will receive the first two lessons. After that, the student will receive the next lesson when the submitted lesson has been assessed.

### Instructor Certification Program

Students wishing to enroll in the Instructor Certification Program must submit an Application Form (available on the website) and an Embroidery Portfolio to the Education Director.

The student must be an EAC/ACB member in good standing for the entire period of enrollment in this program.

## Projects

**EAC/ACB-owned Projects (OP)** – are open for enrollment on the EAC/ACB *Learning Opportunities* page until the end of the contract period or the project has been retired.

The Registrar will notify both the author and registrant once the enrollment process is complete.

**Cyber Projects (CP)** – a two-month registration period opens on the EAC/ACB Learning Opportunities page 4 months prior to the project start date.

The Registrar will notify the student once the registration is complete.

Students will receive an invitation to join the cyber group on the Groups.io platform from the Online Assistant within 2 weeks of the close of the registration period.

No students will be accepted after registration closes.

If the minimum registration number set by the author is not met, the project will be cancelled and payments refunded.

**Patterns & Charts** – purchased through the *Shop* page on the EAC/ACB website.

The Registrar will notify the designer/author of the purchase. The designer/author will send the instructions/charts, with a kit if that option has been selected, to the purchaser.

## Extensions

### Technique Study Program

Suggested times are given for the courses. However, time should be discussed between the student and the counsellor. Due to heavy workloads, young families, health issues, extended family issues, moving, and many other life events, time extensions may be given by the counsellor upon request. Adjustments can be made to accommodate the situations of the student and/or Counsellor.

The Counsellor will notify the Registrar of any extensions granted.

The Registrar and Education Director are to be notified of delays beyond three months.

In circumstances where there is a time-lapse of a year (or more) between lessons, a fee may be levied when the student wishes to restart. This *may* include a re-start fee of \$30.00.

### Instructor Certification Program

The Instructor Certification Program must be completed within the specified time period of thirty-six months. One extension of six months may be granted by the Education Director, but this is not an automatic extension.

## Projects

Not applicable - Projects are worked on as convenient to the student.

# Refunds / Withdrawal

## Technique Study Program

If a student wishes to withdraw from a Technique Study Course, the options and scenarios are:

1. Once the registration is complete, the student is sent the first two lessons of the course along with the welcome letter and counsellor assignment information. If they wish to withdraw at any point before they receive the third lesson, regardless of whether they have completed any of the assignments or received a critique from the Counsellor, the refund will be the cost of the course less \$80 (administration fee plus the value of the first two lessons).

The counsellor is paid \$30 even if the student does not submit any coursework for the first lesson.

2. No refunds are given after the third lesson has been sent to the student.
3. If the student would prefer, the remaining lessons may be sent to them with the understanding that there will be no refund of any amount and no assessment will be given for any lessons other than what they have received up to the date of withdrawal.

For any refunds granted, the student will be asked to apply the refund amount towards a future course or project or towards their membership fees.

Students who withdraw will not receive a pin or certificate even if they complete the coursework on their own.

## Projects

There are no refunds after registration/purchase is completed under any of the models, with the exception of a cancelled Cyber Project due to enrollment minimums not being met.

# Counsellor

## Roles and Responsibilities

Counsellors are expected to be familiar with the EAC/ACB Technique Study Course Counsellors' Handbook.

An EAC/ACB Counsellor contract must be signed and submitted to the Education Director by the required date. These contracts must be renewed every two years.

Counsellors must comply with the EAC/ACB Counsellor Contract and, if unable to do so, inform the Education Director immediately.

## **Compensation**

For Technique Study Courses, the Counsellor will be paid the agreed-upon Counsellor fee of \$30 per completed lesson per student.

If the student submits their lesson materials through the post, the student is responsible for reimbursing the Counsellor for the postage fees to return the material to the student.

If a student withdraws from the course before submitting lessons to the Counsellor, the Counsellor will be paid \$30 for services rendered.

For the Instructor Certification Program, the Counsellor will be paid the agreed-upon Counsellor fee of \$100 per completed part of the program, of which there are four.

## **Author**

### **Roles and Responsibilities**

The author must sign an EAC/ACB Author contract and submit it to the Education Director by the required date.

The author is expected to comply with the EAC/ACB Author Contract and, if unable to do so, inform the Education Director immediately.

### **Compensation**

There is no fee for writing a Cyber Project.

The fee for writing an EAC/ACB-owned Project is \$200.

The fee for offering a Cyber Project or Patterns and Charts Project is negotiated with the author/designer at the time of the contract development.

The fee for writing an EAC/ACB Technique Study Course is \$75 per lesson (6 lessons are \$450, and 8 lessons are \$600).

The author maintains the copyright of a project, except for EAC/ACB-owned Projects and EAC/ACB Technique Study Courses.

A course or project must be accepted by the Education Committee and the EAC/ACB Board of Directors before payment will be made.

## Appendix I

The Technique Study Program has the following courses: (TSP)

- 001: A Taste of Blackwork
- A Taste of Needle Lace
- A Taste of Stumpwork
- A Taste of Hemstitching
- *A Taste of Surface Embroidery (final testing - available. Winter 2027)*
- 100: Basic Canvaswork
- 101: Basic Counted Thread
- 102: Basic Crewel Embroidery
- 200: Intermediate Canvaswork
- 201: Intermediate Blackwork
- 202: Intermediate Crewel Embroidery
- 204: Colour for Embroidery
- 205: Design for Embroidery
- 206: Intermediate Hardanger
- 207: Intermediate Whitework
- 208: Intermediate Hems & Edges
- 209: Intermediate Drawn & Pulled Thread
- Intermediate Metal Thread
- 300: Advanced Canvaswork
- 301: Advanced Counted Thread Samplers
- 302: Advanced Crewel & Surface Embroidery
- 400: Instructor Certification Program

## Appendix II

EAC/ACB owned Projects: (AP)

- Blackwork Smalls – Maureen Spira
- Blues Variations (previously: A Style of Deerfield II) – Peggy Kimble (designer), Barbara Gilbert, Helen McCrindle
- Bramble & Bloom - Peggy Kimble

- Contours – Janice Routley
- Florentine Fun – Catherine (Kit) Gates
- Gold Arbour - Janice Routley
- Gourd – Janice Routley
- Hardanger Placemat – Carolyn Mitchell
- Knot Garden – Janice Routley (designer), Diane Mugford, Linda Brenner, Carolyn Mitchell
- Rhapsody in Blues (previously: A Style of Deerfield I) - Peggy Kimble, Helen McCrindle
- Schwalm Hearts – Janice Routley
- Spring Tulips – Colleen Darling

## Appendix III

Retired EAC/ACB Owned Projects (OP) and Author Owned Projects (AP):

- 17<sup>th</sup> Century English Style Sampler (OP) – Ilse Altherr
- A is for Apple – Beginner Metal Thread (AP) – Natalie Dupuis
- Ahwahnee (AP) – Lorene Salt
- Band Sampler – Beginner (OP) – Loletta Hale
- Battenberg Lace – Beginner (OP) – Dianna Best
- Blackwork – Beginner (OP) – Colleen Darling
- Blackwork – Intermediate (OP) – Sheryl Blackie
- Brazilian – Beginner (OP) – Gloria Roch
- Butterflies are Free (AP) – Linda Lachance
- Canvas Candy Bowl (AP) – Carol Storie
- Canvas Finishing Techniques 101 (AP) – Jennie Wolter
- Canvaswork – Beginner (OP) – Barbara Gilbert, Designer: Didi Vanden Brink
- Casalguidi – Beginner (OP) – Barbara Kershaw
- Casalguidi Colour (AP) – ??
- Cat Tracks or Puppy Paws (AP) – Kilmeny Jones

- Celtic Sampler Set (AP) – Christine Allan of Christine’s Swedish Weaving
- Cleopatra’s Cat (AP) – Mary Long
- Crewel Embroidery – Beginner (OP) – Peggy Kimble
- Delft Tile Design – Margaret Vant Erve
- Dodécagon – Canvaswork (AP) – France Robert
- Drawn Thread – Beginner (OP) – Colleen Darling
- Ebony Blues (AP) – Carolyn Mitchell
- Embellished Patchwork (OP) – Eleanor Podl
- Florentine Fancy – Intermediate (OP) – Carolyn Mitchell
- Frame Weight – Intermediate (AP) – Mary Long
- Gisele (OP) – Barbara Kershaw
- Hardanger Trio and Finishing Techniques – Beginner (AP) – Kim Beamish
- Hardanger – Intermediate (OP) – Carolyn Mitchell
- Heirloom Sewing (OP) – Kathleen Copeland-Nyberg, Revised: Ruth Lee
- Lady’s Slipper Table Topper (AP) – Joyce Gill
- Metal Thread – Beginner (OP) – Janice Routley
- Metal Thread – Intermediate (OP) – Janice Routley
- Moroccan Melody (AP) – Kathryn Drummond
- Prairie Sunrise (AP) – Carol Storie
- Pulled Thread Chatelaine (AP) – Tricia McKenzie
- Pulled Thread – Beginner (OP) – Colleen Darling
- Pulled Thread – Intermediate (OP) – Janice Routley
- Richelieu – Beginner (OP) – Sylvie Cyr
- Ruskin Lace – Beginner (OP) – Katherine Gorman

- Schwalm – Beginner (OP) – Shirley Mae Collis
- Silk Ribbon – Beginner (OP) – Ingrid Lincoln
- Stumpwork – Beginner (OP) – Sandra Roy
- Stumpwork – Intermediate (OP) – Deanna Bertelsen
- Whitework Band Sampler (AP) – Dale L. Edwards