Unity Certified Instructor -
Non-Academic Instructor Handbook
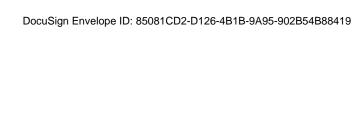
Certified
Instructor

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This is a marketing-related communication and is not a legally-binding contract with Unity. To review your legal obligations as a Unity Certified Instructor, consult you Unity Certified Instructor Agreement and applicable UCI Program Guide(s)

Welcome Unity Certified Instructor

Thank you for joining the Unity Certified Instructor community. We are excited about the creation of a vibrant community where learning and training professionals can connect and grow. We believe that interacting with a community of peers is one of the best ways instructors can learn specific ways to improve their practice and get professional support from like-minded colleagues.

In support of your work as a Unity Certified Instructor, we have created this handbook to provide guidance as you work with Unity, the community of learners, and your peers. The goals of this handbook include:
- Giving you a foundation on the roles and responsibilities of being a Unity Certified Instructor;
- Providing you with support for starting, building, and growing your training capabilities and opportunities;
- Providing you with ways you can get started and engaged with the Learner community;

This handbook will continue to evolve as we grow the community. The learnings provided by your input and experience will help us continue to shape the community and provide the support to Unity Certified Instructors.

Professional Growth Opportunities and Benefits

Unity believes in helping you not only have opportunities to showcase your teaching and training skills but also to help you continue to develop. As part of your membership in this community, Unity will invest in professional development for you as well as provide opportunities for you to build your personal training business. These opportunities, outlined below, have been put together to offer you multiple ways to grow and develop.

Discounted Certification Vouchers

Being a Unity Certified Instructor means that you are one of the most knowledgeable about Unity. To aid you in staying up-to-date, Unity will provide discounted certification vouchers to enable all instructors to hold the latest Unity certification.

Train-the-Trainer Video Modules

These self-paced video modules are designed to help you teach for success. Each video, created and presented by Unity Master Trainers, covers aspects of Unity's approach to teaching, onboarding, and retaining learners so they have the know-how and the motivation to keep doing and creating with Unity. Each videos introduce Unity's learning approach and framework and Unity-created training content to support instructors and learners in both live and virtual training settings. The modules include:

- Introduction to the Unity Certified Instructor Modules
- Unity's Learning Tools: The Unity Learning Approach & Framework
- Instructor Tools: Instructor Handbook & Guide
- Learner Tools: E-book, Learning Action Plan, Learner Community (1-2min)
- Introduction Training Guidelines & Best Practices (2 min)
- Introduction to Virtual Training (1-2min)

Following these modules, you will have a brief assessment to complete and submit.

Professional Community

Membership in the Unity Certified Instructor Community means that you will be with like-minded colleagues all tackling similar challenges. Unity will be utilizing both virtual and in-person mediums to help you connect to your peers. The Unity Connect platform will have a private group for all UCI to use for exchanging ideas and information. Additionally, from time to time, Unity will gather UCIs at various conferences.

Discounted Unity Authorized Course Access

Unity wants to ensure that you always have access to quality learning content for your own professional growth. Unity will offer free and discounted access to select Unity Authorized Courses for you to take at your leisure.

Promote your status

As a Unity Certified Instructor, you will have a digital badge that you can use to promote yourself and the work you do as a Unity Certified Instructor. You can use this badge across email, websites, and social sites such as LinkedIn and Unity Connect.

Instructor Training Workshop Videos

Your TTT Modules will provide you the baseline in understanding the Unity approach to learning. Should you decide to deliver any of the Unity Authorized Workshops, you will have access to individual training videos to support your preparation and delivery of these workshops.

Unity Roadmap

As a Unity Certified Instructor, you will have exclusive, inside access to learn about Unity's product roadmap and strategic direction. Three times a year, you will be invited to this private session where Unity leaders will give you the insight into how Unity is developing the technology that will help current and future creators.

Unity Certified Instructor Quarterly Webinars

As a Unity Certified Instructor, you will have quarterly updates on the newest benefits available to you as well as newest opportunities of which you can take advantage. These will be recorded so that if you are unable to attend in person, you can view at a later time.

Membership Commitments

Maintain Current Unity Certification

Being a Unity Certified Instructor means that you are one of the most knowledgeable about Unity. From time to time, Unity will be updating the Certified Programmer and Certified 3D Artist certifications. As a Unity Certified Instructor, you will get access to discounts to get the newest certification and should be on the most current certifications.

Moderate the Learner Community

As we start to impact more learners, we want to continue to engage with them through our Unity Connect Learner group. We'll hope to have you be a moderator in this community at times through the year.

Participate with Unity

There are many opportunities for you as a UCI to engage in activities with Unity or in supporting creators on their learning journey with Unity. We have created a system for you to earn recognition for the work you do as a UCI. We have created the concept of Impact Points to help you engage in the activities you identify with best. Impacting learners is the main goal of the Unity Certified Instructor program, and engaging in various activities to impact learners will help you fulfill on that commitment.

Student Evaluations

Unity Certified Instructors should maintain the highest quality of teaching. Unity will be providing you with a standard survey link that you can use after each semester or quarter that your class is delivered to measure the student satisfaction with their classes.

Self-Reporting

For every activity in which you engage, Unity asks that you report on that activity so that we can learn about the ways you impact learners. While there is a minimum of points for you to maintain, anything beyond that minimum will gain you greater benefits.

Additional Opportunities

Unity offers different opportunities beyond the basic opportunities that can more directly help Unity impact learners. These are some of the activities that you can opt into when you complete your intake form.

Teach Unity Authorized Workshops

If you are interested in teaching Unity Authorized Workshops, these are engagements with Unity enterprise customers. These are paid opportunities for you to impact Unity's biggest customers. Unity provides all the materials you need to run a successful training.

Teach a Live, Virtual Class

Virtual Live classes are a new teaching opportunity where you can impact different cohorts of learners interested in expanding their Unity skills. These are paid opportunities for you to impact Unity's customers. Unity provides all the materials you need to run a successful training.

Be a TA for a Live, Virtual Class

Supporting your fellow UCIs is an important part of being in this community. One way to support your fellow UCIs is to participate as a teaching assistant in Live Virtual classes that your colleagues will be teaching for Unity.

Upload your content to the Unity Learn Website

As leaders in training and learning, you might have your own materials that you use with learners. We'd like to provide higher visibility to your work by adding it to the free content on the Learn Website.

Learning Approach

We're thrilled you will be teaching learners how to create with Unity. We have created this handbook to help you teach for success. Unity understands that each instructor brings his or her own unique experience, approach and skills to a learning experience. Unity wants all learners to leave a learning experience not only having learned the stated goals and outcomes, but with the ability to keep practicing, improving and creating with Unity. To help instructors ensure all learners learn today so they can keep going tomorrow, Unity has created the following:

- **Unity's Learning Framework:** How we go about teaching, onboarding, and retaining learners in training experiences
- **Unity's Learning Action Plan:** Analysis and plan deciding how to practice and apply skills

While you are utilizing the Learning Framework, we want you to apply your expertise to make a learning experience not just about mechanically reproducing tutorial steps, but by ensuring that learners leave with the know-how and the motivation to keep doing and creating with Unity.

Unity Learning Framework

Unity's learning framework, which informs Unity Authorized Training, employs a spiral approach to learning where learners repeat a series of activities, each building upon each other, so by the end of the learning experience they have reached the stated goals and objectives. This framework helps maximize the learner's ability to grasp concepts and apply them in the context of a project:

- Activity > Technical Steps > Experiment > Feedback
  - Activity
    - The Activity is the goal of what learners will do and create, for example create a scene.
    - The outcome for each activity is to learn the technical skills needed to complete the activity.
  - Technical Steps
    - Instructors demonstrate the technical steps needed to complete the activity.
  - Experiment
    - To conclude technical steps and to apply the skills they just learned, instructors ask learners to experiment using those skills to create something new or different.
  - Feedback
    - Instructors need to continually assess the learners to make sure they have grasped the skills and are ready to move on to the next activity.
    - Unity recommends instructors collect feedback, so that they can use it to continually refine the content and learning experience - making adjustments if it seems steps or concepts are too hard or too easy for a learning cohort.

Should you decide to teach the Unity Authorized Workshops, review the Instuctor videos for each training workshop so that you can see this framework in action.

Unity Learning Practices

Unity employs various learning practices to ensure that all learners have a rich experience. Some of this may seem simple or obvious but by thoughtfully applying some of these practices you will help learners achieve success so they leave a learning experience with the knowledge and skills to keep creating with Unity. Unity breaks the teaching and learning practices into general strategies that can be used throughout all learning experiences.

General Teaching and Learning Unity Practices
- **Trust the Spiral** - Remember that the whole of the project is broken into a series of activities, broken into several sub-topics, which is then broken down into a series of objectives and technical skills.
- **Share your expertise** - Share not only your technical expertise, but also your personal expertise in becoming an Expert Unity Creator throughout the workshop.
- **Interactive teaching** - Keep a healthy ratio between how much you're talking and doing versus how much learners are talking and doing. A good ration is to demonstrate and talk for 5-10 minutes then learners practice and do for 5-10 minutes.
- **Inspire Aspiration** - As you teach don't just have learners mechanically reproduce tutorial steps, rather teach so learners leave with the know-how, the inspiration, and the motivation to aspire to reach their goals and keep creating with Unity.
- **Feedback, Assess, Adjust** - Continually ask for feedback, encourage questions, and assess if your pace seems too slow, too fast, or just right, and adjust accordingly.
- **Prepare, Prepare, Prepare** - To make sure you are ready to successfully teach any Unity Workshop, take a few days to prepare. Remember, that even in preparation, you might have to adjust based on the level of your students in background and knowledge.

Unity Learner Community

Online Communities, while disparate in their purpose and theme, all share the common goal of engaging their members so they receive value from the their interactions and decide to continue to engage. One key way for you to impact learners, is to help them in an online community set up for learners to share their progress and continue learning. As a Unity Certified Instructor, you will have the opportunity to impact learners in the overall learner community. These guidelines will help you understand the community and be the most impactful with encouraging learners to participate.

Community Roles

Within the Unity Learner Connect Group, as in any community, people will assume various roles. Some of these roles will be fluid and change over time. Some roles you will encounter include:

- **Leaders** – They visit regularly, create new discussions and post content, expand upon existing discussions, and are respected by other members. They are viewed as experts and thought-leaders
- **Contributors** – They visit often and post content/discussions. They are important for community growth and progress.
- **Lurkers** – They visit the community, read content/discussions, but do not contribute. They do often share what they have learned via word-of-mouth.
- **Inactive members** – They no longer visit the community.
- **Trolls** – They are abusive or obnoxious and try to shock, argue, and purposefully create disharmony in the community.

Unity Learner Community Moderator

Should you choose to participate in the Learner community as one of your activities, you will be responsible for engaging community members in discussions and building the momentum for various online interactions. To successfully moderate and manage the Unity Learner Connect Group you need to oversee the daily interactions and discussions by:

- Connect and link members
- Connect and link content and discussions
- Inform and extend discussions and interactions
- Encourage and elaborate effective participation
- Initiate Discussions
- Add personality and warmth with your interactions
- Cultivate Stories to and from the community
- Promote the community internally and externally
- Privately and publicly messaging members in community praising and encouraging and responding to them.
- Know when to get out of the way - let members learn/talk to each other

Moderate discussions

You will be responsible for initiating and facilitating the conversations in the Learner Community. Part of facilitating discussions will involve answering questions and connecting members to appropriate resources. Driving conversational momentum will involve you posting questions, and encouraging members to respond. The section in the handbook about rich discussions will discuss several strategies for driving deeper discussions.

Respond in a timely manner

Vibrant communities have ongoing activity. You will be responsible for posting and responding with some frequency. While monitoring the community for posts to your community pages and responding within a few hours is ideal, it will not always be possible. At a minimum, you should respond to posts within 24-48 hours and post on in your community group at least once a week.

Engagement Strategies

These are some tactics for driving rich discussions. You can use these tactics to drive the engagement strategies listed below.

- **Comment** – Comments are contributions from members to an individual discussion.
- **Like** – Marking a comment as "Like" notes that you agree with the content and/or sentiment. Using this features also encourages the poster and will help you drive further participation.
- **Tag** - when responding to a post or comment tag the person you are talking to. Additionally tag other community members who you think could help answer the question, help extend the discussion, or be interested in the topic at hand.
- **Mark as Feature or Pin Post** – All discussions and comments are listed chronologically. You can pin a discussion to the top. You can also feature a discussion.
- **Report or Delete** – If a discussion or a comment is not in line with our Community Guidelines, it may be marked as inappropriate or be deleted.
- **Request features/Give feedback** - Unity Connect is continually looking to improve so be sure to share your feedback to help improve the features and functions of the community.

Rich Discussions and Common Responses

There are many types of interactions that will occur in the community. As moderators, you will respond and develop conversations, and also respond when community members voice dissent, concern, or abuse. This section outlines ways in which you can develop deeper conversations, answer common concerns or issues, and deal with trolls or other negative comments in the forums.
Drive discussions

While many community members will simply answer your posts or ask for an answer, to drive deeper discussions we need to build upon these basic interactions. The following questioning strategies and common responses will help you turn some of these simple Question and Answer situations into more vibrant discussions.

Inform and extend

Many members of the community will post specific questions or ask about specific resources. For example, someone might ask, "How can I fix this problem?" Wait a little while to answer the question to see of other members in the community offer to help. If or when you do answer the question, take the opportunity to ask about how they might use the tool or what prompted them to search out support. This will turn a simple informational question/answer and extend it into a larger discussion. In addition to asking the questioner about why they are interested and how they would use a tool or feature, you can pose the question to the larger community and ask if anyone else has used the tool/feature and wants to provide examples of what they have done with it. Here are some common responses you can use in this question/answer situation:

- I just came across "<link to: feature/tutorial/video/etc.>" and it reminded me of this discussion. Check it out and let me know what you think.
- Ask how they are using the tool/feature.
- If a community members asks about a specific event/conference - expand and ask what other events they and other members attend, why they attend them, which events do they find the most useful.

Encourage and elaborate

Often, community members will "like" or simply agree with a post. Their contribution is encouraging, but doesn't further the discussion. This type of interaction is a great opportunity for you to get someone to engage further with the community. You can acknowledge and encourage posts to get the poster to post more and you can encourage the people simply "liking" a post by asking them what they liked or agreed with. It is important to be positive with all community members. When you compliment or say something nice, and then follow up with encouraging them to share, the strategy works wonders for driving participation. Here are some common responses you can use for this discussion situation:

- I'm so glad to hear you like "…." To learn more go to "…" What do others think about "…" How have you used it?
- This is well a structured "…", <name>! I love the "<name something specific about what the shared>" Thanks for sharing - hopefully you will continue to share more of your work!
- This is such a thoughtful response. In my experience "…" What have others experienced?
- I love this idea! Any chance you have "…" to share so other members can replicate this? Do other members have experience doing this?
- Wow, what you are describing sounds so interesting/like a great idea. We'd love to see more, please consider creating a "…" and sharing it! Has anyone else tried something similar in your teaching practice?
- How might you use "…." with students in a teaching and learning context? Share your ideas here.
- Describe your experience of using "…" What did you like? What was challenging? How might you use "…." in your practice?

Link and stack

Either because of your expertise or interest, you might have some great personal experiences to share with the community. Connecting your personal experiences with what community members ask or post will enrich the conversation. However, this type of conversation doesn't need to end in sharing your expertise or experience, it can extend by ending the shared thought with a question asking them what they think, asking others to also share their experiences, or linking to relevant content from Graphite. Content expertise is not as important as facilitation skills. You will have great facilitation skills through knowledge of your community area and the ability to provide information and content links. Sharing your

experiences also lets you show your personality – members want to know you so while you maintain being professional you can also show your personal style – maybe create a sign off, or use the poster's names to personalize the interaction. Some common responses you can use include:

- That is a great question. In my experience I've done "…" I would love to hear what other members have done about "…"
- Hi <name> this sounds like an exciting "…" and we hope you connect with members. To help you get started there are some other members doing somewhat similar projects that may help you form your ideas or perhaps reach out to them. Hope these resources are helpful: <provide links> And please come back and let us know how this project goes!
- I would recommend searching "…", specifically you should check out "…" . It teaches "…" and it may be what you are looking for. And please do come back and share what you find, use, and how it went.
- In addition to <name> suggestions below - which are terrific resources - you may want to think about using some of the tutorials on Unity. <explain what you are linking a bit and provide links> . Hope some of these are helpful! Please let us know what you found and how you used it.
- You can find all of our "…" here: / For specific Unity "…" go here:

Question and facilitate

Many times the discussion will need to be instigated by you. Starting with open-ended questions and then connecting what responders say to each other. This can be a way to help facilitate a many to many discussion. Some potential questions you can use are:

- What is your favorite ... ?
- What do you think about…?
- What advice would you give in….<situation>?
- Can anyone recommend …..?
- Can anyone fix …… ?
- What is the best/worst…?.
- Who do you most admire about …?
- Is {x} really better than {y}?
- Who/What are your top 5…?
- How would you handle {topical issue}?
- What …… do you use?
- Has anyone tried….. ?
- What would you do if ……. ?
- What should every newcomer know about ….?
- How might you/we ….?
- What was your experience with ….?
- How did you become first interested with/use …?
- What do you think will happen in …?
- Can others share their experience when ….?
- What are the biggest challenges you face with….?
- Share top tips here.

Difficult interactions

There will be times members will air dissent, frustration, disappointment, or anger towards content/products/discussions with Unity. Often, under the guise of posting online, people forget their manners. For most posts where this happens, put your teaching hat on, and think of the member as a student expressing dissent, frustration or anger, and deal with the member similarly. Remember the following strategies for dealing with difficult interactions:

- So long as the post is not personal, offensive, or threatening then it should stay in the community.
- You may need to ask members to express opinions in a slightly nicer tone.
- Sometimes a simple reminder to mind their manners works.
- True "trolls" are obnoxious and can be tricky to deal with because they are seeking attention. Flag their posts, give a warning or two, and if the behavior doesn't change forward to the Regional UCI Manager.
- For inappropriate posts – those that are personal, abusive, threatening, spam, and so on - immediately flag and contact the Regional UCI Manager.
- For any and all instances where you are unsure of a response, immediately communicate the issues to the Regional UCI Manager.

These strategies will help you as the community grows. Below are some specific types of negative interactions that can occur and potential response you can use in these situations.

Redirecting discussions

Sometimes community members will post comments in threads that are not relevant to the overall discussion. They may post in this way either because they didn't realize that they have changed topics or because they want to start discussing something else but didn't start a new thread. In these situations, it is helpful to encourage the poster to keep the discussions on topic or move them to the correct thread so that everyone can benefit from their participation. Some common responses include:

- Thank you for your post. You may want to check out (supply link to discussion thread) as members have already been discussing this topic.
- Thanks for your comment. This discussion topic focuses on "…" What are your thoughts on it?

Feedback/troubleshooting

Since the forums are readily accessible, many times community members will use it as a way to voice their dissatisfaction with products or services outside the context of the discussion thread. Additionally, they may ask for technical support since it is the easiest way to get a response. In these cases, it is best to respond kindly and direct them to the Connect FAQs. Some common responses include:

- Thanks for your thoughts on "…" We are continually trying to improve "…" and hearing from members like you is invaluable. As we prepare for our future feature upgrades we will consider this recommendation.
- I'm sorry you're having a hard time finding "…." here is a direct link to the "…" you are looking for.
- I'm very sorry for your trouble. We are currently troubleshooting this problem and should have it resolved soon.
- I'm sorry for the issues you are having. For further support please email customersupport@unity3d.com or post your question in the Unity forums.
- Hi <name> I noticed the "<weblink/file>" is broken. We'd love to see your work and it'd be great if you could correct the issue.
- Thank you for your comment. Unfortunately Unity doesn't deal with "…" To learn more about "…" please refer to these resources… I hope this is helpful!

Negative/inappropriate/trolling interactions

As stated before, trolls can be abusive and their participation is usually on "hot button" issues. The key with these types of posts is to remember not to take them personally. They are trying to disrupt the conversation by any means necessary. Here are some common responses you can use in these situations:

- I'm sorry you are disappointed/frustrated/don't like "…". We do our best to "…" and we welcome any and all feedback. Do you have suggestions to improve "…"?
- I feel your recent post wasn't very respectful. The community guidelines (found in the group description) of our group state what we won't accept. Please help us create a safe community by adhering to our guidelines.
- Per our community guidelines (found in the description) your comment was "offensive/abusive/hurtful" In the future, please refrain from this behavior, or we may have to ask you to cease being a member of our community.

You can use this section of the handbook as your reference tool to use when mentoring and moderating the Unity Learner community. As we embark on this community, your input will be valuable not only in growing the community, but also in helping to improve this handbook. We welcome all your comments!

Impact Points

Impact Points are an important part of the Unity Certified Instructor Program. Given that helping and impacting learners is the goal of the Unity Certified Instructor program. Unity has put together different activities that can impact learners. This listing of activities are options for you to take part in so that you can impact learners. Earning beyond the minimum number of points (400), will gain you many different types of rewards and benefits. This chart shows the current set of activities you can take part in and earn points.

Activity	Points
Submit learning content to Unity Learn site	50 points per accepted piece
Learner Community	20 points per month (min 4 logins a month)
Student Ambassador Referral	10 points per student accepted to the program
Teach on behalf of an ATP	20 points per year
ATP workshop delivery	20 points per delivery
Deliver Unity In-person Training Workshops	100 points per engagement with Unity
Deliver Virtual Training Workshops	200 points per commitment to deliver 6 in a year
Train-the-Trainer online modules	20 points for viewing online modules and completing the assessment
Teach class for a Unity Authorized Learning Partner	30 points per class

Conclusion

This handbook will be your reference tool to use throughout your membership in the Unity Certified Instructor community. As we embark on this community, your input will be valuable not only in growing the community, but also in helping to improve this handbook. We welcome all your comments!