



The way forward in Arabic Education.

TRAVELLING COURSE LOGISTICS

A GUIDE FOR COMMUNITIES HOSTING BAYYINAH'S EDUCATIONAL COURSES AND SEMINARS

INTRODUCTION:

We thank you for taking initiative in bringing Bayyinah's powerful educational programs to your respected community. We pledge to uphold the highest standards of professionalism and teaching excellence for each one of our programs. We sincerely hope that our programs complement and even enhance the educational activities and services offered by your center and that this is the start of a long term friendship.

The purpose of this document is to answer essential questions you may have in regards to hosting our program. It covers all administrative, marketing and financial logistics involved in making the program successful for both Bayyinah and your community. It is hoped that the committee or team taking the lead in executing this program on your end will read through this material carefully and address any questions or concerns well in advance. This document covers six areas in this regard:

1. SCHEDULING
2. VENUE
3. FINANCES
4. ADVERTISING
5. ADDITIONAL RESPONSIBILITIES
6. WHAT WILL BE TAUGHT

1. SCHEDULING

A. POINT OF CONTACT:

A Bayyinah representative will propose the schedule for a single program via email to a point of contact assigned by your group. Please keep in mind that you must assign a single point of contact for us to remain in touch with. This person will be responsible for communicating details with the rest of your group.

B. TWO SETS OF DATES:

All Bayyinah travelling programs require two sets of dates to be confirmed before any other steps are taken. The first set of dates is for the educational seminar or course itself. Please note that all of our seminars begin on a Friday evening and require that the instructor be given permission to conduct the Friday sermon earlier that day. The sermon **will not** be about the program but will include counsel and general advice. Upon conclusion of the sermon, the instructor will take no more than one minute and briefly announce the purpose of his visit and invite people to take flyers from him if they would like.

The second date is for a Friday sermon and evening lecture at your center to be scheduled four to six weeks before the dates assigned to course. This 'promotional trip' allows your community to associate a face to the name and also gives them a chance to ask questions and get to know details about the program first hand.

C. CONFIRMING DATES:

Once you get approval on your end for both sets of dates, an email confirming the schedule must be sent through a party that is allowed to speak officially on behalf of your center. Email is the only confirmation we need but this email must also include a phone number for the person assuring the confirmation.

D. FUTURE SEMINARS:

Though not a requirement, the instructor may also provide the point of contact proposed dates for the next seminar during the promotional trip our. This way, if confirmed, we can announce the next visit when the instructor returns for the seminar originally scheduled.

2. VENUE

A. PREFERENCE:

Bayyinah prefers to hold its educational programs on the premises of an Islamic Center or school. We feel that these locations are familiar to the community, allow easy management of prayer breaks, and provide an at-home atmosphere during the program. The program also drives traffic to the center which is beneficial to the community long term.

B. CONFIRMATION:

The confirmation email sent through the point of contact should include confirmation of the use of the facility for the hours specified. An example email may look like:

Promotional Date May 5, 1983. *Confirming Friday sermon and evening lecture*
Seminar Dates June 12-June 14, 1983. *Confirming*

- *Friday sermon*
- *Seminar from 7PM -10PM Friday night at main hall (June 12)*
- *Seminar from 12PM – 8PM Saturday and Sunday (June 13 & 14)*

Please contact Good Person at responsibleperson@sampleemailaccount.com or call 000-000-0000

C. VENUE ESSENTIALS:

We provide educational programs with equal access to both brothers and sisters. We require separated seating for men and women, side by side with a partition in the middle or a significant gap in between depending on space restrictions. We believe that both groups should have equal access to the instructor when it comes to questions and participation in a respectful, dignified and Islamically acceptable fashion.

3. FINANCES

A. VENUE USAGE: Bayyinah encounters three scenarios when it comes to using venues at Islamic centers:

- i. The center is offered 10% of all tuitions collected at a Bayyinah program. (common)
- ii. The center has a strictly enforced venue usage fee policy and gives Bayyinah a financial amount in advance. If Bayyinah can afford it, the program gets confirmed and if it can't, the program is cancelled. (rare)
- iii. The center feels that Bayyinah is providing a valued service and offers their venue free of charge. (rare)

B. TRAVEL AND LODGING FOR INSTRUCTOR: We typically cover all flight and lodging costs for the instructor on our own. Despite that policy, if there is a modest guest room at the center where the instructor may be able to stay or a member of the community is willing to offer hospitality during the instructor's stay, it is truly appreciated. If providing personal hospitality, we ask that the accommodations be private and the restrictions of having a mahram in the house during the stay be observed.

C. ADVERTISING: Bayyinah covers the cost of flyers and free distribution CD's on occasion.

D. TUITION POLICY:

Bayyinah has a unique tuition and registration policy:

- i. All individuals that attend more than the first day must sign up online or on-site for the program.
- ii. The tuition for a program is due in full for all individuals who can afford it.
- iii. No one is ever turned away because of inability to pay the expected tuition.
- iv. We do not accept partial payments.
- v. We do not have family discount plans. If you can only afford to pay for one or two members of your family, that is sufficient. The rest will be covered through sponsorships.
- vi. Individuals who cannot afford the tuition receive sponsorships on an honor system. We do not ask for them to sign any kind of form or waiver. Sponsorships are determined through the process below.
- vii. On the second day of the program, the volunteers will conduct a head count of attendees and match it against the number of paid registrants [the point of contact will be given a registration document indicating how to obtain a list of paid registrants]. On the third day of the program, the instructor will announce that X number of students were not able to afford their tuition. While maintaining their anonymity we ask the rest of the student body to pitch in and help sponsor a student if they can. We encourage each local community to support their own and share in the blessings. In the 125+ programs conducted since 2004, full tuitions have been collected in this way 99.5% of the time.

E. COLLECTING TUITIONS:

Tuitions are collected by a responsible volunteer assigned by your community. We will orient that volunteer(s) ahead of time as to the collections process. Some students pay their tuition online, others pay via check or cash on the day of the program. By having your volunteer collect the tuitions, we ensure that you know exactly how much tuition was collected and so exactly what 10% of that would constitute. A check in that amount is issued and delivered within a week of the conclusion of the seminar.

Total collected tuition along with a summary of collections report is submitted in an envelope to the instructor before the last day of the seminar.

4. ADVERTISING:

A. FLYERS AND THE PROMOTIONAL FRIDAY:

Bayyinah sends flyers (and sometimes audio CD's) to the host communities for free distribution well before the promotional visit. The instructor must have a sufficient supply of the flyers them in his possession to distribute right after his sermon during the promotional visit. That one-minute announcement after the promotional visit sermon is the single most important advertising opportunity Bayyinah has to get the word out about the program.

B. WORD OF MOUTH:

Bayyinah is not a local entity to your community. This is why we rely on your emails, phone calls and most of all, word of mouth to get people to at least attend the promotional evening lecture and if not, at least the Friday sessions of the seminar which are open to the entire community.

5. ADDITIONAL RESPONSIBILITIES OF THE POINT OF CONTACT:

- A. Arranging transportation to and from airport for instructor.
- B. Meal arrangements. (Instructors pay for their own meals)
- C. Assigning a responsible volunteer as registrar who will maintain contact with assigned Bayyinah representative.

6. WHAT WILL BE TAUGHT

Each of our courses comes with a detailed course description document that is sent to you and is also available online at our website. We at Bayyinah are a non-partisan group whose focus is Arabic language and literary appreciation. Even when we cover the Qur'an and Sunnah literature, we highlight the recited, linguistic and literary beauty embedded therein. All of our programs revolve around this central concept.

In conclusion, we at Bayyinah want to make our educational programs convenient, affordable, manageable and efficient for the community at large and for the organizers that are helping us deliver the program.

CONTACT BAYYINAH:

Website:	www.bayyinah.com
General Questions:	admin@bayyinah.com
10-Day Arabic Intensive:	Arabic@bayyinah.com
Reading & Recitation Program:	levelone@bayyinah.com
Divine Speech Seminar:	ds@bayyinah.com
Meaningful Prayer Seminar	meaningfulprayer@bayyinah.com