

## Program Development

### Current Programs

- Plan each season's classes, workshops, paint-your-own-pottery schedule, special events, collaborations, and Artist-in-Residence programs.
  - Work with each individual artist, instructor, and organization to determine what will be on The Visual Arts program schedule for the season.
  - Create a budget for each class (teacher pay, supply costs, space rental, etc.)
  - Create the calendar for all programs throughout the year.
  - Compile all info on every program for advertising, website, etc. Descriptions, photos, dates and times, etc.
  - Consult with staff/instructors on art supply orders for programs. Research products and place orders and/or give advice on where to order, what to order, etc.
  - Work with both the Marketing Director and the Website Manager on advertising and program outreach.
  - Work with the entire Center team on balancing overall Center programming.
  - Assess whether each program, as it occurs, will run or be canceled based on enrollment.
- Gallery Shows
  - Schedule each season's gallery showings at the Kinder-Padon and the Art Studio Galleries.
  - Compile all info on gallery shows for advertising, website, etc. (show dates and times, show descriptions, photos, artist statements, etc.)
  - Help with and/or delegate load-in and load-out, coordinate and attend opening receptions, bar, show documentation, etc.
  - Create, send, and follow up on invoices for each show.
- Private Lessons, Private Parties, and Special Events
  - Coordinate with clients to schedule events and parties
  - Set pricing
  - Scheduling instructors and staff
  - Ensure all materials, supplies, etc. are present
- Paint-Your-Own Pottery (PYOP)
  - Create PYOP schedule for each season
  - Staff PYOP days
  - Train PYOP staff
  - Order supplies
  - Create kiln schedule
- Shared Artists' Space
  - Hire and train SAS Manager to meet with artists, create kiln schedule, do firings, clean, order supplies, take payments, etc.
- Assess the success of each program from student outcomes to financial viability
  - Review each season and decide what will continue, what needs tweaking, and what we need to abandon
  - Collect, compile, and utilize feedback and data from students and clients

### New Programs

- Brainstorm new programs and ways we can expand, based on what the community needs and wants, what new opportunities are presented, and what instructors want to try.

- Confer with staff to get ideas and input.
- Planning implementation (create timelines, delegate tasks to staff, coordinate with organizations and artists, and determine how new programs fit in with the old, from a “big picture” perspective).
- Contact, meet with, and interview new instructors, artists, and/or partnering organizations
- Project and keep budgets on every new program

### **Interview, Hire, Train, and Maintain Staff and Instructors**

- Write classifieds and submit to the papers
- Create interview questions
- Conduct interviews with new instructors, set pay, monitor curriculum, monitor instructor effectiveness and client feedback.
- Make job offers
- Create staff schedules
- Hold staff meetings
- Schedule and organize staff training before summer and/or set training meetings for fall/winter/spring new hires and training new staff members and/or instructors (in teaching, curriculum design, duties, policies and procedures, etc.)
- Create/Update job descriptions for staff, delegate responsibilities, coordinate schedules, provide and document feedback, review pay.
- Create and/or update all training documents (Kiln Operations, Opening and Closing Duties Checklists, Individual Job Responsibilities and Descriptions, Paint-Your-Own-Pottery procedure, payments and daily reports, employee policies and expectations, etc.).
- Work with instructors on curriculum to ensure it’s in line with CFTA goals and philosophies and stays on budget
- Seek out new instructors for new programs (reaching out beyond our valley)
- Ensure each program stays on budget with the chosen curriculum and revamping if supplies requested or curriculum needed to execute are too expensive, etc.
- Once programs begin, meet and/or check-in periodically with staff/instructors to discuss issues, problems, suggested improvements, etc.
- Stay informed and connected with teachers’ programs and curriculum to success, issues, new ideas, etc.

### **Maintain the 111 Elk Avenue Art Studio Location**

- Work with the “Artist on Location” to keep hours; inform browsing clients of the story of our location, our programs, our gallery, etc.; book clients for classes, workshops, lessons, events, etc., sell artwork, and hold events.
- Research, order, organize, and store supplies (art supplies, office supplies, location supplies, etc.)
- Work with staff to create cleaning schedule, come up with ways to organize and improve the space, and communicate about calendar and schedule.
- Set and staff hours seasonally.
- Run or delegate running the Shared Artists’ Space (Meeting with new artists, getting them set up, collecting payment, coordinating firings, etc.)

## **Accounting**

- Compile Daily Reports from Art Studio sales
- Track gallery sales, class sales, private lessons and event, etc. so monthly invoicing is accurate
- Monthly, create invoices to pay instructors, artists, and staff and reimburse for supplies (classes, workshops, lessons, gallery sales, events, time cards, etc.)
- Monitor overall budget for the Art Studio

## **Marketing**

- Supplement CFTA Marketing efforts
  - Facebook events, posts, etc.
  - Coordinate design of newspaper ads and place ads
  - Coordinate design of flyers and other marketing materials and coordinate distribution
  - Work on website content, updates, corrections, etc.
  - Manage registrations, ticketing system, etc.
  - Proof marketing materials and design
  - Send out personal emails to potential clients, return clients, etc.

## **Collaborate**

- Work on partnerships - WSCU, Wildflower Fest, Enrichment Program, CBCS, Trailhead, The Museum, CBMR, The Arts Festival, etc.)
- Create and manage college internships, residency programs, university students
- Interface with Arts Alliance, CB Creative District, etc.
- Work with Crested Butte Community School on Artist in Residence and Mentorship Programs

## **Sponsorship and Fundraising**

- Seek out sponsorship for programs (Gallery Underwriting, Chalk Walk, Iron Pour, etc.)
- Help with grant reporting, and potentially seeking new grants

## **Other Duties**

- Potential to sit on the Arts Alliance as a representative of the Center
  - Attend meetings
  - Help coordinate the yearly "Arts Advisor Magazine"
    - Set budget
    - Coordinate with graphic designer
    - Compile content
    - Etc.
- Potential to sit on the Creative District Commission
  - Attend Commission Meetings
  - Attend subcommittee meetings