



Artisans Center of Virginia Studio School at Piedmont Virginia Community College Instructor Request for Proposal (RFP)

Course Details

The Artisans Center of Virginia (ACV) Studio School at the Piedmont Virginia Community College (PVCC) courses and workshops are designed to provide students with

- exposure to various craft media and design techniques
- information specific to developing artist businesses and careers (universal)

All courses will present practical, hands-on training covering key elements of craft-artistry and business practice. The ACV Studio School at PVCC will provide programs for youth, underserved audiences, adults and seniors. It will provide a friendly and relaxed learning environment where beginning and experienced artisan participants can attend a wide range of programming taught by skilled practicing artisans, educators and business professionals.

Overarching virtue-based themes:

Prosperity: The arts create millions of jobs and enhance economic health

Identity: Arts goods, services, and experiences help define our culture

Skills: Arts aptitudes and techniques are needed in all sectors of society

Social Capital: The arts together, across races, generations, and places

Aesthetics: The arts create beauty and preserve it as part of culture

Creativity: The arts encourage creativity, a critical skill in a dynamic world

Expression: Artistic work lets us communicate our interests and visions

Innovation: The arts are sources of new ideas, futures, concepts, and connections

Preservation: Arts and culture keep our collective memory intact

Location: The Stulz Center at the Piedmont Virginia Community College, Charlottesville, Virginia

Course Start Date: Spring Semester 2011

Instructor Proposal Deadline: Wednesday, September 1, 2010, 5:00 PM

Operations: Courses will be held Monday – Saturdays from 9am – 5pm and will follow the PVCC semester schedule and designated holiday or defined inclement weather exceptions (See chart below).

Length of Course: Program flexibility offers a variety of scheduling possibilities. Openings for half-day, full-day, multiple sequential day focuses or courses once or twice a week spanning 7-15 week periods are available.

Craft Courses Instructors: Must be ACV Juried Virginia Artisan and member in good standing. Due to potential on-site limitations, only dry media, woodworking and design course proposals are currently being accepted. Creative solutions for offering wet media courses that do not include on-site kilns and industrial drain requirements will be considered (See sample course list below).

Business Development Instructors: Must be members of ACV in good standing with experience presenting the entrepreneurial subject to artists either as an advisor in the business community, practicing artist, or experienced entrepreneur. (See sample course list below).

Equipment on site: Two student looms, tables, chairs, audiovisual equipment such as VCR, TV, overhead, blackboard, screen, outlets for power, etc; a computer lab with software applications, i.e, Microsoft Office; and an equipped carpentry lab. Please ask us about equipment you will provide for your workshop.

Student Outreach: The targeted student demographic includes high school, post-secondary and homeschool students in addition to adults and practicing artisans seeking continuing education. The business track is designed for artist-entrepreneurs. Student registration will be handled by PVCC.

Minimum students per class: 10

Maximum students per class: 20

Marketing: Instructors are expected to assist with marketing their course in compliment to the marketing efforts provided by ACV & PVCC. Approved courses will be promoted and advertised to the PVCC community by including course descriptions and scheduled program dates in the PVCC printed course catalog and on their website. Course offerings will be promoted via ACV's email network and on the ACV website.

Compensation: All instructors will be paid hourly; an amount to be determined based on level of experience and breadth of course being proposed. Upon confirmation of minimum student enrollment, instructors will be paid upon completion of their course (exception may be made for courses spanning 8 weeks or more in duration). A mileage allowance will be negotiated and incorporated in the hourly instructor fee for instructors traveling from outside a 25 mile radius of the course location.

Supplies: Course supplies for students will be reimbursed based on a pre-determined, per-student amount as submitted by the instructor and pending Studio School approval. Student handout masters provided 7 days in advance of the course will be reproduced for instructors by PVCC.

Compliance: All qualified instructors will be independently contracted by ACV and will not be employees of ACV or PVCC or receive any benefits thereof. All instructors must submit to a fingerprint background check for compliance to teach a) children, b) the disabled, and c) the elderly. Background checks will be performed by the Virginia State Police Department and paid for by the Studio School program.

Course Cancellation: Should student enrollment not meet the course minimum 7 days prior to the commencement of the course, the course will be canceled with no obligation by ACV or PVCC to remit instructor's fees or supply reimbursements.

Track 1 - Artists in Business: How to start an artist-business or expand an existing business; marketing and sales strategies; financing; and, basic business skills. Sample course themes (new courses will be added as artist interests and needs arise):

Developing an Artist's Business Plan
Business Set-Up & Compliance
Bookkeeping for the Creative
A Picture is Worth A Thousand Words:
 Photography that gets results
Marketing Outside the Box

Social Media Marketing
It's All About the Transaction: Commission,
 Consignment, Retail, Pricing How-tos.
Contracts & Copyrights
Displays that Get Attention
Balancing Business with an Artistic Life

Track 2- Creative Craft & Design: New techniques in artisan craft media for all ages and abilities. Sample Dry Media, Green-Craft & Woodworking categories:

Ceramics: low water/no fire – functional or sculptural

Fashion/Wearable Fiber – woven or non-woven

Fiber Decorative – Rugs, quilts, wall pieces, pillows, blankets, accessories (non-wearable, appliqué, photo/fabric transfers, etc.

Glass – low water/no fire

Jewelry – low water/no fire- precious metal clay, polymer clay, metal bending, etc.

Leather – functional or sculptural

Metal – low water/no fire, functional or sculptural

Wood – functional or sculptural, turned, furniture, carving etc.

Mixed Media & Other– dolls & puppets, instruments, masks, book making, broom making, chair caning, kaleidoscopes, stone carving, toys & puzzles, baskets (all types of materials), etc.

Basketry – fiber, green materials, chair caning, kaleidoscopes, stone carving

Green-craft - items using sustainable green or recycled materials and eco-friendly techniques

Be creative and suggest a course!