

Arizona Art Supply-Classroom Use

Teaching Classes or Workshops At Arizona Art Supply

**** Please read the following information thoroughly!!****

First Step:

All potential instructors must submit a written description of their proposed class and sample photos of their work to be vetted by the management staff before class dates will be offered for placement on our schedule. Your class proposal should include the “copy” as it will appear on the instructor’s class flyer, along with the time (hours) needed for the class, and the fees that will be charged to the students, a brief bio with your background and any prior demonstration and/or teaching experience.

While we do not require instructors to have a teaching degree, we do need to verify that you are familiar with the basics of organizing and instructing a workshop or class.

Send your completed proposal with sample photos and workshop/class supply list to azartkat@gmail.com. Proposals submitted without supply list will not be accepted.

All proposed classes must be open to the public for enrollment, and not limited to a group or certain organizations. Private or “closed enrollment” classes are not allowed and will not be considered for our facility.

We put our customers first, and attempt to keep that in mind when accepting classes for our calendar. If your class is more “craft” or “artisan” than art, it still may fit in with our program, depending on the subject and materials used. Not every customer who shops with us is a painter or a fine artist, and our artists love to see variety in our class offerings. We know that our customers come from a broad spectrum of creative types, which we try to accommodate depending on the time of year. So if you have a great idea or project, and you’d like to know if it would fit, please submit it for review.

After the proposal has been reviewed and approved, instructors will be contacted by our program manager Katherine, to arrange teaching dates for our calendar. If your proposal is not accepted, please re-submit at a later date. It may be that your class is not a good fit at present but may be more relevant on a future schedule.

Booking and Scheduling

Arizona Art Supply is one of the few remaining fine art stores to have a lovely, air conditioned, free facility available for art classes and workshops. We would like it to remain that way!

Things to Remember:

- Registration, collection of class fees, methods to collect fees, and cancellation notifications to students are the responsibility of the instructor.
- Arizona Art Supply does not register students, collect fees, call students, answer student questions, make/design class flyers or send out supply lists.
- We do not print copies for you for any reason.
- We do not set up or clean your classroom for you.

Scheduling of the classroom is on a first come/first serve basis, with in-store vendor demonstrations receiving first priority. We normally book classroom reservations three months in advance. If you wish to book a workshop for multiple consecutive days, we will allow you to book up to a year in advance. All classroom booking requests must be submitted to Katherine at azartkat@gmail.com.

- The space is not for private instruction, ever! All classes must contain at least two enrolled students to be a class. Instructors determine how many or how few students they will teach for, and are allowed to cancel a class if their personal minimum enrollment is not attained.
- We do not allow any guild/league workshops or functions to take place in the classroom.
- All scheduled classes must be open to the public for enrollment. No paint parties, or selectively closed events will be accepted. We do not accept “rentals” of our room space.
- We have had inquiries from people who wish to do “Paint and Sip” type classes. While we appreciate their enthusiasm, there are too many businesses offering these type of classes.
- Classes are to be scheduled only during store hours
 - Monday-Saturday 9am-6pm OR Sundays 12pm-5pm;
 - We are not able to offer early entry into the store, or after-hours classes.
 - We only schedule weekly/serialized classes Mondays-Fridays. Don't forget that there are a lot of potential students who like to take classes during weekdays!
 - Saturdays/Sundays are reserved for instructors doing single/all-day classes or workshops and Vendor/Manufacturer sponsored demos.

- Our vendor demonstrations have first priority on Saturdays, with second priority given to all-day workshops or classes by independent instructors. Since our vendors do not come out on a regular basis, there are many open weekend slots available.
- All students must be over 18 years of age. Due to current company insurance liabilities, we cannot offer classes to anyone under the age of 18.

We understand that instructors' desire certain days of the week, and unfortunately we won't always be able to accommodate certain schedules. We have several teachers currently in place with weekly classes that have a continued strong attendance for each class. If you request a date that conflicts with a spot already on the schedule, you will be asked to pick an alternate opening.

Cancellations

If you need to cancel the class for *any* reason, you must contact your students personally and then let us know at least three (3) business days or more, prior to your class starting so that we may remove promotional flyers and materials from the store, and delete it from the calendar. Many times, even if a class is cancelled, there are students who will show up on the day of the class hoping for an open seat. To avoid this, please contact us as soon as you know that you won't be teaching on that date.

- It is your **SOLE** responsibility to contact your students enrolled in the class to let them know the class has been cancelled. We do not make phone calls to your students.
- If you have not had any students sign up for a particular class, call or email Alex or Katherine and cancel your class (preferably 3-5 days or more prior), so that we may remove flyers, other marketing materials, and try to re-book the room space for another instructor. Our goal is to not just fill our calendar, but to actually fill the space with students.
- An instructor may choose to cancel a class for reasons of low enrollment, illness or personal reasons. If you must cancel for illness or personal reasons, we will attempt to find you an alternate date to reschedule your class.
- Before you cancel for low enrollment, consider posting your class again to social media sites or doing an eblast. If an instructor repeatedly cancels classes, students are unlikely to register for classes with that teacher in the future.
- Remember to refund any tuition or class fee that was paid in advance.
- Finally, a tip for beginning teachers! Many times, only a few students will enroll in a class. That can be discouraging. If you are an "unknown", it should be expected that your first few classes are small, but remember happy students tell their friends. Often a class that starts out with two or three builds to ten or twelve as students begin to know the instructor, or hear about what a great class is being offered by you.

Supply Lists and Discounts

- All supplies used by both you and your students in your class or workshop should be products readily available at Arizona Art Supply. As we are offering the class space to the instructors for FREE, one of the only ways that we are able to recoup the cost of running the class room by the added sales via instructor and student purchases. Do not promote other art supply retailers (including online retailers) while in our space. However, we don't expect any instructor to "push" students to buy supplies they don't need or want. Our hopes are that an informed artist/student buys better materials, and develops a desire for new products as they learn.
- For obvious reasons, we do not allow instructors to sell supplies in the classroom. You may provide "some" supplies for a class as an incentive for enrollment, such as a surface or use of your tools, but we ask that you remember, we are a business that sells art supplies. If any instructor is found selling "kits" to students in the classroom or bringing in items to sell in class, they will not be allowed to use our classroom space. Your classroom use is free, as we are hoping that students learn about techniques and products, and are inspired to shop with us before or after your class, so selling your own supplies is in direct conflict with the purpose of FREE class space.
- Remember that we need your finalized supply list at the time we approve your class for our calendar.
 - We can forecast purchasing of supplies needed for your class; this eliminates the hassle of not having the specified tools for your students or correct quantities.
 - We can easily assist your students when they come in to purchase supplies for your class.
 - We can order specialized supplies you use in your class for students if we don't normally carry them in stock, so that they are available when your class opens for enrollment.
- We are able to offer instructors a 25% instructor discount off of all non-sale items everyday! In addition, your students will receive a 20% discount off of all non-sale items on the day of class, or when purchasing supplies for your class. Remind them when they enroll to mention this as they shop with their class list.
- ALL items/supplies taken from the sales floor must be purchased before they are taken into the classroom. We do have cameras in the classroom for both the security of your supplies, and your students. Please remind your students at the beginning of the class that they MUST pay for supplies before bringing them into the classroom!!

Flyer Suggestions for Instructors

When your class is approved and your class date has been confirmed, we need your finalized class flyer within 24 hours. Please make sure your final flyer has the correct class dates and times, as well as the price clearly stated in the copy. We post classes and workshops to our Facebook page, and send it in the form of an eblast to our 5,000+ customer subscriber database. Your class flyer needs to be in .doc, .pdf, or .jpg format and sent to azartkat@gmail.com and cc'd to arizonaartsupply@gmail.com. If we have any input or corrections, we will email or call you within 48 hours, as we like to post classes to the blog calendar as soon as they are scheduled.

Normally, we schedule your eblast for approximately 10 to 14 days prior to your class. We have found that this is the optimal window for higher enrollments. We then repeat the eblast again, 6-7 days prior to the class with a "Hurry" header. If your class fills to capacity, please let us know so that we can post a "class full" notice on the web. We suggest that if your class is full, you start a "wait list" in the event of cancellations. This will also help you decide to either run another class, or gives you a list of students to contact when you schedule again.

In order to keep with the clean design for your flyer, we have a few suggestions. Use this as a check list when designing your flyer:

- **Background:** we prefer a white or light gray background, but a very light colored background is acceptable.
- **Font:** when designing the flyer keep in mind that everyone's email service views your flyer differently, so it's our suggestion to keep it simple and easy to read.
 - Fonts - two or less; stick with the easier to read fonts
 - Text Color - two or less (keep away from light or neon colors),
 - Size - easy to read font sizes 12 or larger.
 - Description – make your class description sound interesting. Pretend you are reading it as a student, and ask yourself...would I be interested in this class?
- **Images:** three or more images of your **own** art work, preferably in the style of the class you are teaching. A suggestion from artists who have taught many workshops over the years...DO NOT post the most technically difficult piece you have ever created! Although you may be tempted to impress students and the general public with your artistic prowess, this can "backfire" quite badly. Post an example that a "student" might possibly be able to create themselves during your class. Most of your students will be beginners...and we are not Scottsdale Artists School. If your photos intimidate your students, that will be their first impression takeaway. If they believe they will be embarrassed in class or unable to "do the work", they will not enroll, no matter how great the instructor is!

- **Look at our blog:** Please, please, please...look at prior flyers on our web blog, calendar and Facebook page for guidance. We have tried many different styles and formats to attract student attention. While we are not perfect, our “open clicks” are high for this style and layout.
- If you have done flyers before, please feel free to structure them as you normally would, since these suggestions are only guidelines for instructors who are new to creating promotional materials.
- **Class Specifics:**
 - instructor’s name
 - name of the class
 - class date and time
 - class cost
 - type of medium
 - a great description of your class
 - short bio (if you have room) and not necessary.
 - exact address of the store location where the class is being taught
- **Contact Information:** if a prospective student has questions regarding your class, they need to contact you personally, and not the store. If you do not provide adequate contact information, you will not get registrations. We have had instructors who only wanted to use an email address on their flyer. This DOES NOT work! There are still many people who resist technology, and will not use it. Have a phone number on your flyer! Instructors who do not include a phone number for students to contact will not be allowed to teach at our store. Our store staff does not have the time to contact instructors and are not expected answer questions about your class. If you have a problem with having your personal phone on a flyer, get a “Throwaway” or “Burner” phone at Walmart or Cricket for registration use that does not have any connection to your personal phone.
- Flyers should include:
 - your name
 - your phone number
 - email address...if you do not want to give out your personal email address, go to Google and set up a gmail account where you can receive registrations. I suggest this as a good idea in any event, as it keeps your registrations from getting lost or overlooked in your personal emails.

You are responsible for correct information, editing, and formatting of your flyer!!

We will not design, re-edit, correct, or print flyers; so triple check your information. It is in your best interest to have your flyer ready and presented 2-4 weeks in advance of your scheduled class. We have found that the optimal window for sending an email campaign is 12-14 days prior of the scheduled class. If you wish for a longer advance time on your flyer, please let us know.

Promotions

Promoting and advertising is your responsibility. We may not design or print your materials but we have several ways to assist you in promotion of your class!

- **Flyers:** We are able to post class flyers in our stores in designated areas. If you wish to take advantage of this, please make at least 50-60 copies of your flyer, and bring them to the main store in Phoenix for distribution to our other locations. Copies do not have to be color for store hand-outs, but we do suggest having a few color ones available for our message boards.
- **Supply lists:** Give us at least 5-10 copies of your supply list. If you can print more, great. Often students show up to buy supplies and forget their list. Having a list on hand at our stores can help us to help your students.
- **In Stores:** If an instructor drops off printed copies of their flyers, we will make them available in our “brick and mortar” locations and to our PR/Marketing dept. for distribution at art league/guild meetings. However, since we don’t collect fees from classes, we do not print flyers for any teacher, for any reason.
- **Facebook and Arizona Art Supply Blog:** We list your class free of charge on our company social networking pages and class calendar. We also post your class to our Facebook and online web calendar. Students who look at your class on our blog or calendar, and click on it, are immediately taken to a full color web version of your flyer.
- **Personal Social Media:** If you have a Facebook profile page or use social media, advertise your class! If you regularly attend art league or guild meetings, take flyers or offer to do a demonstration. Most art leagues pay up to \$150 for a 45 minute demonstration. This will allow you to show your style and work, and get people interested in taking your class.
- **In Store Demos:** We are also able to book in-store ‘mini’ demos that can generate interest in your upcoming class. These are generally offered to our customers, and done by the class instructor *free of charge* during store hours. This is a great way to network and meet potential students for your class. Students are more likely to sign up for a class with a teacher that they have already met in person. If you think you’d be interested in demoing in store, please let us know when we accept your class. We will place your demo table in an area close to the front register where foot traffic is heavy. Have samples of your class “projects”, and perhaps paint (and talk) with people as they come past. Put a sign-up sheet on a clipboard for interested students at your table along with color copies of your flyer and supply lists. Make it easy for them to see you, and to register.
- **Interact with Potential Students:** Above all, be friendly. People take classes from instructors they feel comfortable with! Let them see who you really are. Most students are intimidated about taking classes, worrying that they won’t be as talented as other students or won’t fit in. Be open about your learning experiences. You won’t win them over by telling them how many awards you’ve won or how great you are!

Amenities

Our space is being offered **free of charge**, and as such, we are not able to offer certain amenities that other “paid” spaces may be able to supply. If you need special lighting, staging, photocopies of teaching materials, or additional easels, you will need to supply these items yourself.

We do offer the following amenities:

- 12 Full sized standing Easels
- 10 full sized tables, and 2 smaller sized tables If your class projects don't require a full table, up to 20 students can be enrolled for a class.
- Plenty of chairs
- Washing basin and prep area
- Specialized overhead “daylight” lighting
- Neutral Gray walls (for color accuracy)
- Demo-mirror
- Restroom (located in the back of the store)
- Refrigerator (in breakroom, for instructor use only)
- Trash bins

Class Room Set-up

Please show up completely prepared for your class. Our staff does not do classroom set ups!

- If you have special setup needs, allow sufficient time prior to your class to setup the space. You will also need to make sure your tables are covered with white paper, which is available directly outside the classroom door. Please bring your own tape, and allow time for this, if the table covers from the previous class are too stained for your use.
- **WE DO NOT SET UP THE CLASS ROOM FOR YOU IN ADVANCE.** Please remember that our staff members are on duty to work on the sales floor, and are not available to assist in your classroom setup.
- We are always happy to help you or your students with any questions you may have before or during your class. Keep in mind that our customers on the sales floor are our first priority, and our employees cannot be taken away from their duties for extended periods of time.
- Set up your room in the most comfortable manner for you and your students. If you need to move tables around or fold up a table or two to design the layout the way you wish, go ahead. Do not, however, move anything out onto the sales floor. If it's in the classroom, it stays in the classroom.

Cleaning Procedures

Remember to clean up after your class and treat the room respectfully. We are finding leftover foods/drinks, and various bits of garbage not finding their way into the supplied trash bins.

Please, be respectful of everyone using the class room space.

- Tables and/or easels may be left in the arrangement as used for class.
- Table coverings may be left on, if they are not covered with pastel dust or oil paint.
- Make sure all trash is placed in the proper bin.
- Clean all spilled paint and/or paint spots, clay debris, paper scraps...or other trash from tables and floor. This is a MUST! Ask your students to assist before leaving the classroom. Have them check under their seats, and around the area they worked. Check walls too, especially if you have any “splashers” in your class. If they do not help, the entire responsibility becomes the instructors. If your class is a “messy” one, and you think they might drop color on the floor, such as pastels, oil paints or a vigorous painting method, include a drop cloth on the supply list for your students. If the room is not left clean and floors paint/trash free, the instructor will receive a warning. Repeat problems with an instructor/class will end the instructor’s access to scheduling with Arizona Art Supply.
- You MAY NOT dispose of solvents on the premises...EVER! The sink at the rear of the room is for rinsing and washing brushes, and emptying water containers. Remind your students at the beginning (and end) of class to wipe any paint off palettes and brushes with paper towels, or scrap excess into the trash. Paint should NOT be washed down the sink!!
- Please use the sink in the classroom for your class.
- DO NOT pour any solvents, thinners or dirty water down the bathroom sink or water fountain in the back. This will create huge plumbing issues for the store. As a courtesy, remind your students not to do this at home either!!
- No fluids in the trash bins. Drinks and dirty water should be disposed in the preferred sinks. If your students bring drinks with them, please ask them to dump them in the sink before they leave. A full cup of coffee or soda in the trash will leave a mess that YOU the instructor will have to deal with!
- Ask students to wipe acrylic paint off of palettes and brushes with paper towels before washing them in the sink. Acrylic paint solidifies and will result in plumbing issues.
- If you are using the sink, wipe the counter, and rinse the basin so that it will be clean for the next instructor
- We are not responsible for items left behind after a class has ended. Please remind all students to check prior to leaving that they have all of their belongings. If you are teaching a class that lasts more than one day, you may lock the classroom doors and leave your supplies overnight. There are overhead cameras in the classroom that record constantly, and our store premises have security alarms after hours. Your supplies will be safe and monitored.
- DO NOT let your students put projects outside in our alley or out front to dry. We have no way of watching their “drying” items, and will not be responsible for their loss.

- Remember, the store opens at 9:00am Mon thru Sat. Your class should start no sooner than 9:30am to allow set up time for both you and your students. The store closes Mon thru Sat at 6pm. Both you and your students should be packed and ready to go by 5:30pm to allow time for the employees to close the store. We are open on Sunday from 12 noon to 5pm. If you schedule a class for Sunday, your class should start no earlier than 12:30pm, and end at the latest at 4:15pm. If an instructor keeps a class over, and our store must stay open past closing to accommodate the class and instructor, the instructor will not be allowed to teach again.
- When you, the instructor are finally ready to leave, you **MUST** find the manager on duty, and check out. He will walk the classroom to make sure there are no issues with trash or paint on the floors.

A Few Final Notes

We ask that all instructors and students treat our staff with courtesy and respect. Please be respectful of our store staff, customer service employees, our classroom and store. We would ask that everyone, including our instructors, remember that our employees are not just retail service people, but actual working artists and deserve respect from students and instructors. All employees of our company are screened and hand selected for their art background and product knowledge in various mediums. There are no “plain old” cashiers in any of our retail locations. Some have master’s degrees in fine art and more experience than many of your students, and even some instructors.

As an instructor, your responsibilities include monitoring that students are well behaved and respectful while in our stores. Please model good behavior and let our staff know that they are appreciated, and not disrespected if you are dealing with them while teaching at our store.

Our classroom does not have a janitorial staff to clean after each class. I know we’ve said this before, but we want to make sure that every Instructor is aware that they responsible for making sure that there is no paint on the floors from you or your students, sinks are clean, and trash is collected at the end of the session.

If students are registered for an extended day workshop, and decide to eat their lunch in the classroom, instructors are responsible for removing that trash at the end of the day. Discarded food and beverages left in the classroom overnight is not fair to the next teacher who comes in or to our staff/customers the next day.

If you have complaints or problems during your time in our store, for any reason...please call Katherine at 480-636-9103 or email at azartkat@gmail.com with your concerns or issues. If you have problems, please don’t “unload” on the staff.

*****Please continue to the next page...For a signature page that all instructors must print and sign before teaching.**

Questions?

If you have any further questions regarding our in-store class program, do not hesitate to contact **Katherine** at 480-636-9103 or email azartkat@gmail.com .

**Note that when you book a class with us on our calendar, you are agreeing to the terms and conditions as listed in this policy and procedure guide, and that Arizona Art Supply reserves the right to cancel any classes or bookings for any instructor who does not follow the policies described hence forth.*

****Teaching Info sheet Updated on: September 14th, 2018 by KK.**

A copy of this signed document to be kept on file with management of Arizona Art Supply.

By signing this page, I verify that I have read all of the above policies and understand the required duties and responsibilities as an instructor at Arizona Art Supply.

I understand that I am not employed by Arizona Art Supply, and am responsible for reporting any income and/or taxes for fees or tuition from my classes.

I hold Arizona Art Supply harmless for any physical injury or bodily harm that occurs to myself while conducting my class/workshop, and take responsibility for the safety of my students. I understand that I am responsible for instructing my students in the proper handling of any materials used during my class/workshop that could cause any type of bodily harm or damage to the classroom premises.

Signed _____ (Instructor)

Printed name _____ (Instructor)

Dated _____

Susan Millstead
General Manager

Katherine Kurgan
Sales/Marketing/PR Director

Arizona Art Supply
4025 N 16th Street

Alex Moreno
Web & Social Media Manager