

JOB DESCRIPTION: COORDINATOR(S) OF THE PHOTOGRAPHIC AND DIGITAL ART PROGRAM (PANDA)

OVERVIEW OF THE PROGRAM:

The Photographic and Digital Arts Program (PANDA Program), is a Member Program started in 2020 to broaden interest in LAA programs and activities. This program is a means of reaching out to that part of the community, served by LAA, that has interests beyond the more traditional visual arts of painting, drawing, sketching, etc.

The program initially will consist of 3-hour time segments on Saturday mornings. A class may be taught over several segments depending on the complexity of the subject matter. In this way, the PANDA classes can provide a deeper knowledge of a subject through instruction, practice, constructive feedback and a wider range of projects.

The PANDA Program is managed by the Board's Director of Member Programs (DMP) with one or more coordinators who plan, manage and produce the classes for any given year. Joint coordinators are possible; the coordinators may split their duties or split their classes or class segments as they find most useful.

ESTIMATED ANNUAL TIME COMMITMENTS:

Planning: *16 Hours /year*

Marketing: *4 classes/year x 2.5 hours/class = 10 hours/year*

Registrations and Tracking: *4 classes/year x 18 students/class x 10 min per student = 12 hours/year*

Class Preparation/Class Production: *12 segments x 5 hours/segment = 60 hour/year*

Class Completion and Follow-up: *4 classes x 1.5 hour/class = 6 hours/year*

PANDA COORDINATOR JOB DESCRIPTION

1. **PLANNING:** With the Board's DMP, plan for the coming year of classes based on the Louisville Cultural Arts Center's (LCA) calendar, negotiated by the LAA President or Vice President, with the City of Louisville's Cultural Arts Council. Planning steps include:
 - a. Propose topics and instructors for the PANDA timeframes available on the LCA calendar,
 - b. Contact prospective instructors to determine interest and fine tune the nature of the proposed class.
 - c. Discuss the LAA fee proposed for the class based on the pricing guidelines developed by the Board from time-to-time for the PANDA program.
 - d. If the instructor agrees, prepare the contract for that instructor and class based on the contract template available from the Director of Member Programs.
 - e. Once returned signed, the contract must be saved electronically and forwarded to the Director of Member Programs.

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- f. Ensure that the class is entered properly on the LAA calendar (Date, times, location).
 - g. Create and maintain a database of photographic and digital art instructors who exhibit interesting talent and techniques.
- 2. MARKETING:**
- a. Prepare materials required for the LAA website campaign including:
 - i. Name of class
 - ii. Description
 - iii. Instructor
 - iv. Days and hours of the class segments
 - v. Materials required (based on instructor requirements)
 - vi. Instructor Biography/Link to Instructor website if any
 - vii. Member fees
 - viii. Coordinator contact information
 - b. Prepare draft Poster materials describing the PANDA class. It will be designed into a final poster, printed and will be used to market the class at Member Meetings.
- 3. REGISTRATIONS AND TRACKING:** Once the campaign is launched on the website, be prepared to answer questions from potential attendees as well as track each registration transaction on the electronic registration tracking forms provided by the Director of Member Programs
- a. Cancellations happen for a variety of reasons. Please follow the LAA's latest cancellation policy.
 - b. In some cases, registrants may register and fail to use their discount code (if they have one). On such occasions be prepared to alert the Director of Member Programs that a refund is required and provide details for the refund.
 - c. Within 30 days of the class, notify the DMP of the registrations to date. On agreement of proceeding with the class, the Director of Member Programs will let you know if it is okay to notify the instructor what the registration number is at that time and if it is also necessary to ask the instructor to recruit some of their students and what terms to present at that time. Also ask the instructor if any details about the class have changed. The instructor may ask for and you may provide an attendees list so the instructor can send out emails to them with more details and background pertinent to the class.
- 4. CLASS PREPARATION:** Two weeks prior to the class starting, send a reminder to the registrants about the class and update the details as needed.
- 5. CLASS PRODUCTION:** On day(s) of the class segments:
- a. Arrive early at 8:00 am - 8:30am to open the LCA and setup tables and chairs as required by the registrations expected and the instructor's requirements (as

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expressed in the returned contract or modified by the instructor before the class or class segment).

- b. Assist the instructor to carry materials into the LCA and setup for the class segment.
- c. Start the class on time and introduce the instructor based on biographical information you received from the instructor.
- d. Within 30 minutes of the class ending, announce that fact to the instructor and class.
- e. Tell the instructor that the allotted time is over but allow the instructor to finish if the instructor is in the middle of their instruction. We believe that the registrants paid for their class and should get the full benefit of that class.
- f. Ask the attendees to help clean up before they leave.
- g. Assist the instructor in clean up and assist the instructor to take their equipment to their car.
- h. When everyone is gone, turn off the lights, projector if used, and make sure no water is running in the LCA. Then make sure the door you will not be using to leave is closed. Then leave and close the exit door.

6. CLASS COMPLETION AND FOLLOW-UP:

- a. Once the class has completed all its segments, request a survey from the DMP. A survey will be created, and you will receive a link to distribute to your registrants. Once the survey is completed by the attendees, you will get a copy of the results for your use.
- b. At the end of each segment of a class, please send a copy of the registration worksheet for that segment to the DMP.
- c. Create and maintain a list of PANDA Program instructors, for future planning use, that have participated, what class they've taught, when, feedback from attendees, etc.