

PART II Vermont State Craft Center Education Criteria

EDUCATION CRITERIA:

Please Note:

In order to be eligible as an Education Center an organization must (1) have been in business at least three years; (2) offer classes throughout the year; (3) have an administrative office open throughout the year; and (4) teach craft techniques and skills in 75% or more classes.

Craft is defined as the skills and artistic expression involved in making objects and using the following materials: clay, fiber, glass, metal, paper, wood

	QUALITIES	CRITERIA	Applicant CHECK OFF	Max. points (for jury use)
Section A A professionally run Institution that balances the needs of the learning public and the craftspeople it represents.	1. Staffing (number of full & part time employees, seasonal, volunteers)	In Narrative, please describe responsibilities of paid staff and volunteers and how this meets needs of organization		
	2. System in place to support communication between board, administration, staff and students	In Narrative, describe the Internal Communication system in place and how it is supported by administration		
	3. clay, fiber, glass, metal, paper, wood From this list of materials, how many are used in your program to teach craft techniques?	Score one point for each material used		
	Maximum Score: 35	4. Craft offerings appropriate for stated goals/missions of organization as an education center	Offers range of skill levels (beginning, intermediate, masters)	
Offers a diversity of class formats (e.g., 2 hour workshops, one day or multi-session classes)				
Diversity of techniques				
Variety of instructors (different styles & techniques)				
Section B Educators and facilities are top quality Maximum Score: 32	1. High quality and variety of educators	In narrative, describe how organization recruits instructors. List number of instructors per media and specific areas of expertise.		
	2. Studio space: Using the craft materials list at the top of the page, indicate the number of studios that are fully equipped for a class of 5 or more students	4 or more fully equipped studios		
		1-3 Fully equipped studios		
		Availability of craft library		

PART II Vermont State Craft Center Education Criteria

	QUALITIES	CRITERIA	Applicant CHECK OFF	Max. points (for jury use)
Section C An ongoing evaluation process to insure quality environment that meets the needs of participants and instructors Maximum Score: 13	1. Evaluation process: Quality of Instructors / Quality of registration process / satisfaction of students. In narrative, describe how the program is evaluated.	Student satisfaction is evaluated on a regular basis. Instructors have a yearly review. Annual program/organization review		
	2. Written questionnaires	At least 75% positive feedback		
	3. Corrective interventions	In narrative, describe how organization responds to annual reviews		
Section D An organization that networks with other entities in its geographical area. Maximum Score: 11	1. Ongoing collaborations with local organizations	In narrative, describe collaborations (with whom / what done)		
	2. Information exchange with artisans, other craft programs, and the public	Multiple links to organizations on web site Info posted about craft galleries, open studios / private instruction, etc.		
	3. Interactions and offsite Outreach into community	5% or more of offerings are offsite		
Section E Marketing plan reaches out to Vermont and beyond Maximum Score: 8	A well designed marketing plan: check off how organization attracts students Include at least one example of each with application	1. Advertisements		
		2. Printed materials (catalog, brochure, flier, posters)		
		3. Press Releases		
		4. Website		
		5. Other:		
Section F Gallery Criteria For Display Space In An Education Setting Maximum Score: 11	1. Overall quality of craft work	Original, well crafted, designed and finished		
	2. Exhibits are juried	System in place for selection. Please describe in narrative.		
	3. Quality of displays	Display space maximizes viewing of work		
	4. Quality of lighting	Lights optimally show off each piece		
	5. Marketing	In narrative: How does organization inform community about exhibits in the gallery space?		
TOTAL SCORE (to be filled out by jury)				

PART III Narrative Responses: Education Center Applications

1. How many students do you serve annually (non-repeating)? _____
2. What is your student/teacher ratio? _____
3. What percentage of classes offered in the current year had to be cancelled? _____
4. Do you own the property that the Education Center operates out of? _____
5. If you rent or lease the space, for how many years is contract? _____

Narrative: Please attach responses. (Numbers in parentheses refer to education grid)

(A1) What are the responsibilities of paid staff? How does volunteer staff help meet the needs of the organization? How do you recruit and maintain volunteers?

(A2) Internal Communications system: Describe your organization's system for feedback between staff and artisans/instructors (as well as board members and volunteers)? What is your process for conflict resolution?

(B1) How does your organization recruit instructors? List number of instructors by media and indicate their specific areas of expertise (e.g., FIBER (quilting) 3 instructors: appliqué, landscape, advanced design).

(C1) List the methods of annual evaluation that your organization uses. Include samples of questionnaires if used.

(C3) Detail how you respond to annual evaluations; give examples of changes the organization made based on comments from students, instructors and staff.

(D1) List ongoing (relationship building) collaborations that you have with local organizations: with whom have you collaborated. Describe the projects.

(F2) Describe the method used to evaluate the quality and creativity of the selected work

(F5) How does organization inform the community about new exhibits in the gallery space? Please share examples.

Vermont State Craft Center Education Center Application Instructions

-4-

For assistance with education center applications, contact: Judy Zemel (802-254-3530) or Wendy Regier (underandover@tds.net).

Check list for Education Center Applicants

- Part I: General Information - include requested materials
- Part II: Education Criteria Grid – two page matrix. Grey areas are for jury use.
 - Applicants fill out the “applicant check off” column.
 - The “Jury scoring” column is for jury use only. Number indicates maximum possible points
- Part III: Narrative Responses - answer questions on separate page with supporting documentation

Explanations for Part II Education Application Grid

Section A : A professionally run Institution balances the needs of the learning public and the craftspeople it represents.

- #1 Narrative (Part III): Is staffing adequate to provide for the comfort and safety of students?
- #2 Narrative (Part III): What is your organization’s system for good communication among board, administration, staff, students and instructors?
- #3 The jury will see the range of skills taught by studying the course catalogue. This gives them an overview of your programs.
- #4 Vermont State Craft Education Centers will have diversity of offerings for a wide range of ages, skill levels and intensity of learning choice of instructors.

Section B: Educators and facilities are top quality

- # 1 Narrative (Part III): How does your organization recruit – and maintain – instructors.
- # 2 Indicate how many well lit and well-equipped studio spaces your organization provides for students.

Section C: An ongoing evaluation process to insure quality environment that meets the needs of participants and instructors

- #1 Narrative (Part III): What methods does your organization use to evaluate it’s programs?
- #2 Include samples of questionnaires
- #3 Narrative (Part III): How does your organization respond to annual evaluations?

Section D: An organization that networks with other entities in its geographical area

- #1 Narrative (Part III): List ongoing collaborations that you have with local organizations.
- #2 Does your organization support local artisans?
- #3 Does your organization offer classes at non traditional sites, e.g., Senior Centers, schools, etc.?

Section E: Marketing plan reaches out to Vermont and beyond

Include samples of brochures, advertisements, press releases, catalog and other means of marketing.

Section F: Gallery Criteria for display space in an Educational setting. This section to be filled out by jury.

- #1 Work shall represent a high standard for the population it represents
- #2 Narrative: Describe the method used to evaluate the quality and creativity of the selected work
- #3 & 4 Display space and lighting are appropriate for the media represented
- #5 Narrative: How is the community informed about exhibits in the gallery space?