

Working with Teachers

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WHAT ARE YOUR GOALS IN PROVIDING FIBER ARTS EDUCATION?

TYPES OF CLASSES

- Ongoing
- Learn-to
- Drop-in
- Technique-specific
- Project-based
- Seasonal
- Stitch-alongs

FINDING LOCAL/REGIONAL TEACHERS

- Employees
- Word of mouth
- Craft Yarn Council Certified Instructors Program
- Arts and crafts shows
- Customers

QUESTIONS TO ASK POTENTIAL LOCAL/REGIONAL TEACHERS

- What is their teaching experience in general? For this particular class?
- Can they provide teaching references?
- Have they taught in a group situation?
- What is the most number of students they feel comfortable to handle at once?
- Are they willing to work on a probationary basis?

TYPES OF EVENTS

- Workshops with a single teacher
- Destination events
- Multi-teacher events
- Large events

FINDING NATIONAL TEACHERS

- Word of mouth
- Class schedules of large events in your field
- Authors, Designers
- Online: Craftsy, Creativebug, YouTube, etc.

APPROACHING POTENTIAL NATIONAL TEACHERS

- Check their website
- Ask about specific dates/months if possible
- Ask for prospectus of classes and terms
- Do they have A/V needs?
- Can they provide references, if needed?
- What are class size limits?
- Can they provide promotional materials?
- Do they require a deposit?
- Where have they taught before? How recently?
- Do they have product that they'd like to sell?
- Are they willing to do extra-curricular events, like a Meet & Greet? What would that cost?



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CONTRACT TERMS

Have a written contract for all teachers! The following is not legal advice.

- If teacher is an employee, is teaching part of the job or are they paid separately?
- Fees: Per Day? Per Hour? Per Class? Per Student?
- What happens if class minimum is not met?
- Who owns class samples?
- Who prints class handouts?
- Who owns class handouts?
- What expenses are covered, if any? (plane/train fare, baggage fees, parking, ground transportation, mileage at IRS rate, lodging)
- What are the lodging arrangements for out-of-town teachers?
- Are meal expenses covered? Per diem or actual costs?
- Is a deposit paid?
- What is the cancellation policy if cancelled by event planner? If cancelled by teacher?

CLASS POLICIES

Have class policies established, written and posted before registration opens. The policies may be slightly different for special events for out-of-town teachers.

- When is the class fee payable?
- When does registration close?
- What is the class minimum/maximum? What happens if minimum is not met?
- Under what conditions are refunds made? Are partial refunds given?
- Can someone attend in place of the registered person?
- Are non-attendees entitled to class materials?
- Are make-up sessions allowed?
- Are walk-ins allowed?
- Is there a waiting list? If so, how does it work?

LOGISTICS

- Ensure students have prerequisite skills
- Ensure students have a supplies list and any required homework assignments
- Hold class away from main sales floor if at all possible
- Never expect teachers to wait on customers
- Stores: Check that you have adequate inventory of class supplies
- Provide a chair, table space and adequate lighting for each student
- Make sure teacher can easily move around to reach each student
- Ensure other environmental comforts
- Provide water, simple snacks, and a clean restroom
- Arrange for easy lunch options, if applicable
- Provide A/V as needed
- Make a marketing plan
- Order books/kits as needed
- Arrange transportation, lodging and meals for out-of-town teachers

MARKETING

- Publicize the class in social media, your newsletter, your website, and with signage in shop
- Include photos and teacher bio
- Have actual class samples available in shop, if possible
- Include details on all promotional materials: date/times/location; how to register (email/online/phone/in person)
- Ask teachers for marketing materials: Class samples, class description and photo(s), head shot, books or other products to promote
- Try to get local interest story in local media

TEACHER RESPONSIBILITIES

- Provide promotional materials
- Suggest prerequisite skills required
- Provide homework and list of supplies
- Bring class handouts or make them available to host for printing in advance of class
- Show up early and be ready to teach
- Act professionally

EVENT PLANNER RESPONSIBILITIES

- Provide adequate classroom space
- Provide markers/white board, etc.
- Provide screen/projector/AV as required
- Ensure students are informed about homework/prerequisites
- Print class handouts, if applicable
- Promote class to ensure adequate attendance
- Keep teacher informed of registration numbers; notify teacher asap of need to cancel class
- Consider doing on-site, after-class surveys to get immediate feedback from students

AFFILIATE LINKS

Check out Edie's teaching style online at Creativebug.com. (includes some free classes).

Get 50% off the full retail price of select Craftsy classes taught by Edie Eckman with [this link](#). Cannot be combined with any other coupons.

For teaching tips, check out *How to Teach It*, a Craftsy class with Gwen Bortner. Get 25% off the full price of the class with [this link](#).



Edie Eckman wants to empower you and your customers to love every aspect of knitting and crochet. As a Professional Yarn Enabler, she is on a mission to help students gain the skills to confidently and enthusiastically take on any challenge. As a teacher, she encourages students to learn both the "how" and the "why" of new techniques, and helps them build self-confidence in making decisions, leading to happier project outcomes. She designs patterns that are fun to make and perhaps help crafters learn something new without overtaxing their brains. Through technical editing, she ensures that pattern instructions are as clear as possible to everyone. Edie is the author of a number of best-selling books, including *The Crochet Answer Book*, *Around the Corner Crochet Borders*, *Beyond the Square Crochet Motifs*, and *How to Knit Socks*. She teaches online at Craftsy.com and Creativebug.com. Find her online at www.edieeckman.com.

INTERESTED IN HAVING ME TEACH FOR YOU?

SEND ME AN EMAIL AT EDIE@EDIEECKMAN.COM.