

The Paddle

Don't be caught up the Creek without one!



***CCSA's Instructor Welcome,
Overview and Orientation***

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Introduction

Welcome to our vibrant artistic community! We are so glad you are a part of our school. The "Paddle" is designed to provide you with more information concerning Chestnut Creek School of the Arts (CCSA) and to answer common teaching questions.

ABOUT CHESTNUT CREEK SCHOOL OF THE ARTS

MISSION STATEMENT

Chestnut Creek School of the Arts preserves and promotes the cultural heritage of southwest Virginia by fostering artistic and individual growth through classes in visual and performing arts, both traditional and contemporary. By providing an environment and the resources conducive to learning, our goals are to: celebrate the value of art and traditional music; improve arts education; encourage cultural enrichment and creativity; and promote economic development.

VISION

The school is designed to provide a central setting in downtown Galax, where accomplished artists and musicians can share their skills and talents. By providing an environment and the resources conducive to learning, Chestnut Creek School of the Arts' goals are to:

- Communicate the value of art and traditional music.
- Improve arts education.
- Encourage cultural enrichment and creativity.
- Promote economic development.
- Preserve the heritage of southwest Virginia.

The primary format is to offer weeklong and weekend workshops in a variety of media, appealing to a national and international market, as well as evening and daytime classes that will appeal to local schoolchildren and other residents within easy driving distance. The classes that are the backbone for programming are:

- Guitar, Fiddle, Banjo, Mandolin, Dulcimer
- Painting, Drawing, Print-making, Paper Arts
- Jewelry Arts
- Glass Work
- Pottery
- Appalachian Dance

- Sculpture
- Quilting and Needlework
- Fiber Arts (Felting, Spinning, Dyeing, Knitting, Crochet, Weaving)
- Dry Stone Stacking, Outdoor Kiln Building
- Outdoor Cooking

We welcome students of all skill levels and ages, from the professional to the curious observer. By developing our curriculum and teaching base, CCSA seeks to nurture individual growth. All participants are encouraged to work and discover, to experiment and refine, and to develop their own inherent ability to create.

HISTORY

2003 textile and furniture plants in southwest Virginia were closing. The economy in the region was looking bleak. The City of Galax alone lost more than 1,200 jobs in a short period of time due to an economic shift from yesterday's industrial and agricultural economies to the present day's creative economy. The reality of growing unemployment in a distressed regional economy stimulated the need for economic diversification.

A bright idea bloomed from the passion of the gifted artistic Appalachian people to create an outlet for art education and to pass on their rich heritage to the future generations. The concept, Chestnut Creek School of the Arts (CCSA), grew out of the birth of the Crossroads Institute, a small-business incubator, as an answer to the area's large artisan base and the public's demand for classes in the arts and crafts. Armed with examples of how the arts play a role in the economic health of a community, government officials from the City of Galax and the Arts Council of the Twin Counties formed a steering committee to develop CCSA, January 2003.

The objectives of the project were to support regional economic development; encourage activities that diversify the economic base; enhance entrepreneurial activities; develop a highly skilled, competitive workforce; and provide training and technical assistance to citizens engaged in economic development. Specifically, CCSA was conceived as the vehicle through which the community could develop a creative economy based on their assets, both human and natural. By creating packages that include classes with all that this area has to offer, the school not only builds upon community development and collaboration, but it also focuses the appeal to visiting and vacationing families of this very culturally and geographically rich area.

A feasibility study, done in November 2004, made possible by an initial grant from the Virginia Tobacco Indemnification and Community Revitalization Commission, revealed that a number of area artisans travel internationally to teach. If we were able to tap into this talent, this study confirmed that we could attract out-of-towners and stimulate the local economy. Local artisan teacher's salaries, 60% of the class fees, would remain in the local economy. Room and board from students and their significant others would stimulate the local economy. A sampling of classes offered in 2005 proved a huge success, with students as far away as Gainesville, FL, Bethesda, MD, Boone, NC and Martinsville,

Radford and Laurel Fork, VA. The original premise had been proven correct.

Based on the results of this feasibility study, CCSA, as project of the City of Galax, was awarded \$300,000 from the Appalachian Regional Commission (ARC). This grant award was matched by a local anonymous donor dollar for dollar. When a historic building in the heart of town became available, the owner agreed to sell it below market value for the purpose of converting it into an arts school. As the project was being designed, the City of Galax explored and elected to make use of historic tax credits in order to close the gap between grant dollars available for construction and the actual construction costs. With funding now available and a new home for the school decided, two full-time positions were created, an executive director and assistant director, both employees of the City of Galax.

Awards

- **Rising Star-** Dominion ArtStars and Virginians for the Arts- of five in the state that best demonstrates the ability to enhance communities, life our spirits and build a better quality of life
- **President's Award-** VML, "Best in Show" of all applicants through out the state based on our part of the city of Galax's revitalization of the economy- 2011.
- **Community Achievement Award-** VML, based on our population- 2011
- **Community Leadership Development Award-**Blue Ridge Crest- 2011
- **Horizon Award-** Twin County Chamber of Commerce- 2008

Accomplishments

- \$1,280,000 raised-to-date including cash, investments and in-kind donations
- Over six thousand hours of volunteer help covering the front desk alone (not counting the thousands of hours in festivals, events, fundraisers, committee and board work, etc.)
- Welcomed over 15,000 visitors in main historically renovated building since February of 2010
- Generated over \$85,000 in instructors fees since our inception

LEADERSHIP

Chestnut Creek School of the Arts (CCSA) has two full time employees, two part time employees, a 15-member board of directors, 23 advisory council members and innumerable wonderful volunteers.

Chris Pollins-Shackelford, Director. Having studied sculpture since 1986 in such places as the University of Michigan, Parson's in Paris, Corcoran School of Arts, and Virginia Commonwealth University, she has taught for over 20 years in public schools, universities and to this day at a craft school much like what CCSA is modeled after. (Touchstone Center for Crafts in Farmington, PA) Chris paralleled her artistic development with work in human resources, program and community development and sales and training. Her career culminated as founding Educational Programming Director at the Jacksonville Center, located in Floyd, Virginia

in 2000. She joined CCSA in March of 2008 and considers this her life's work. She is responsible for overseeing organizational infrastructure, partnership development and programming.

Board of Directors. The 15-member Board of Directors' purpose is to provide fundraising and governance to the director in regards to establishing policy and procedures, maintaining financial livelihood, conducting business related the school's mission, and promoting the school in the larger community. The board is comprised of eight committees: education, development, marketing, finance, facilities, volunteer, events and executive. The list of board and advisory council members can be found at CCSA website at www.chestnutcreekarts.org.

*We invite our artist-instructors to join our leadership team!
Please contact Chris for more information (276) 236 – 3500 or chris@chestnutcreekarts.org*

FACILITIES

Chestnut Creek School of the Arts

Opening in 2010, our main facility is a historically restored bank located on the corner of Main and Grayson streets in downtown Galax. This facility features eight studios, two offices, a grand gallery, retail shop (The Dixon Vault), a break room/kitchen and four restrooms.

Kitchen Use: A full size fridge and microwave are available for your use. Our break room is outfitted with full coffee service, necessary dishes and a table to sit, rest, and eat. There are sodas and bottles of water in the refrigerators- \$1 each honor code system. *Make yourself at home!*

Parking: There is four-hour street parking throughout downtown, limited (2 hr) parking in the Grayson Street Parking lot, and all day parking available on the corner of OldTown and Jefferson Street.

Old Town Pottery Co-Operative

Located at 110 East Oldtown St., OldTown Pottery (OTP) is a fully-equipped pottery studio and is the home of all of CCSA's ceramics programming as well as the OTP Co-op. Co-op memberships are open to the public and give members full access to the studio and all of its equipment for a monthly fee. OTP is also open on the 2nd Wednesday and last Friday of every month for Open Studio Hours, in which the public may come and use the facility with hands-on assistance for a small fee.

The Rex Theatre

Located at 113 East Grayson St., this 70 year old theater is home of Blue Ridge Back Roads, a live Friday night radio program on local WBRF. Owned and operated by the City of Galax, the Rex continues to

expand its offerings with vintage movie nights, Saturday concerts and community plays. The Rex is also available for special events. CCSA is proud to offer many classes and events at the Rex, such as Appalachian Dance classes and special end-of-semester performances by our Junior Appalachian Musicians (JAM).

POLICIES

Lodging

We don't typically provide lodging for instructors but for those travelling a great enough distance that they are in need of housing during their CCSA workshop we are often able to provide host family accommodations. Nearby housing options include bed & breakfasts and inns, hotels and camping, many of whom offer discounts to instructors. Let us know and please refer to "local links" page on our website www.chestnutcreekarts.org or call The City of Galax Tourism Office (276) 238-8130 for more information and assistance.

Meals

During courses that meet over lunch, we will provide discount coupons redeemable from our areas restaurants.

Cost of Materials

Prior to arrival, students will receive a list of materials they should bring to class. Separate material fees, when applicable, will be addressed prior to class and are specific to each individual class. In some cases a material fee is to be paid to the instructor upon arrival and in other instances a material fee is to be paid directly to the school at the end of each class. (Reference our Course Information Form for clarity on this subject)

Policies

Firearms: No firearms allowed in any of our facilities.

Studio Safety: All participants must abide by safety guidelines posted in each studio and prescribed by our instructors.

Drugs and Alcohol: Alcohol is not permitted in studios or public areas. The use of illegal drugs is prohibited.

Smoking: There are no indoor smoking facilities on our campus.

Personal Property: Chestnut Creek School of the Arts is not responsible for the security of property belonging to students, instructors or staff.

Pets: Students are not permitted to have pets with them on campus except for service animals for people with disabilities.

Youth: For classes other than those youth-specific, students must be at least 18 years of age unless accompanied by an adult and approved by the individual instructor and management. Contact the School for more information. Anyone under 18 unless otherwise specified must be accompanied by an adult.

Failure to comply with these policies may result in removal from the class without refund.

Accessibility

Chestnut Creek School of the Arts meets the requirements of the Americans with Disabilities Act. Please be advised that some classes are held at Matthews Living History Farm Museum which is located on uneven and hilly terrain; ADA restroom facilities are available. If special accommodations are required please contact the School personnel and allow at least two weeks prior to the start of your class to coordinate appropriate accommodations.

Nondiscrimination Statement

Chestnut Creek School of the Arts welcomes all guests, staff, students, etc., regardless of race, sex, religious affiliation, disability or national or ethnic origin. Complaints of discrimination may be sent to the U.S. Secretary of Agriculture, Washington, D.C. 20250.

LOCATION

Galax, Virginia is the gateway to the Blue Ridge Mountains and is located in what's known as the Blue Ridge Plateau. The City is rich with tradition, shopping, recreation and scenic beauty. A visit to Galax, Virginia offers everything from quaint downtown shops to hiking and Old Time Bluegrass Music festivals. Galax, Virginia is home to the largest Old Time Bluegrass Fiddler's Convention as well as the New River Trail, the Blue Ridge Parkway and Chestnut Creek School of the Arts. The area is saturated with both natural and human resources. CCSA is located on Virginia's Crooked Road and Musical Heritage Trail as well as within the region covered by 'Round the Mountain, Cultural Artisan Trail. The seasonal climate associated with mountain living is enhanced by the warmth of our camaraderie amongst our neighbors, friends and families. Come join us!

TEACHING WITH CHESTNUT CREEK SCHOOL OF THE ARTS

You are our biggest asset

Chestnut Creek School of the Arts welcomes proposals for classes from all interested artisans and musicians. Our selection process is based on artistic integrity and excellence along with the desire and ability to teach in an effective and supportive spirit.

Contract Packet. Once a class is scheduled, you can expect to receive a contract packet that includes forms. In order to meet the school's publication deadlines, please complete and return these documents by the deadline indicated in the cover letter of this packet.

Class Syllabus. To maximize the learning experience, we require that each class be accompanied by a syllabus to ensure consistent excellence. This syllabus is to include: Course Description, Personal History/Biography as it pertains to your discipline, Historical Context of your craft, Outcomes (what a student can expect to gain as a result of this course), an overview of equipment and tools necessary, related safety information, reference materials (books, web sites, articles, etc.) and additional instructions (helpful hints).

Two weeks of prior to the beginning for your class, you will be contacted concerning the enrollment status of the course. If the class is confirmed, having met minimum enrollment, staff will coordinate your arrival and teaching needs including copying of handouts and tending to specific classroom needs. We allow two weeks for you to cancel a class. We have found registration tends to build within this two week period and encourage you to consider extending this cut-off date whenever possible. Upon arrival, you will be provided an assistant who will be your "go to" person throughout your time with us. See Appendix A for job description of CCSA various assistant positions.

CLASS ADMINISTRATION

Your assistant will administer your class, allowing you to concentrate on teaching. Specifically, he/she will meet you upon arrival and ensure that your studio is ready to go! On the first day of class your assistant will greet students and check them in. "Checking in" includes having each participant complete emergency contact, liability and photo release forms, pay any remaining tuition and/or material fees if supplied by the school, etc. Your assistant will then conduct a welcome/orientation including housekeeping details, related schedules, meals and phone/internet accessibility as well as making it known that they're there to help the class, teacher and students alike and encourage folks to ask when/if anything is needed. Your assistant will take photographs throughout your workshop. If you've scheduled a demonstration, please let them know as we love group photo opportunities. At the end of your class, your assistant will distribute and collect class evaluations from both students and instructors. Please note: While your assistant is responsible to return the studio to its former

state, it is everyone's responsibility to leave the studio better than they found it and we expect all teachers to uphold this standard of expectation.

MARKETING YOUR CLASS

You have worked hard developing your skill as an artist and now you are ready to pass along your skills and passion to others. This is more than teaching a class, it's sharing a part of you. There is no better person to help sell your class to others than you! Most people do not take a class for the INSTRUCTION, they take a class for the INSTRUCTOR.

YOU are our most valuable resource. While CCSA will be doing a great deal of marketing of your class and others, it is really the energy and efforts of our teachers that build registrations and interest in our classes. You are the bridge to the learning process and your active part of the registration process is critical to success of a class taking place.

There are lots of ways you can promote your class. First and foremost, bring samples of your work to exhibit and sell at the school. Bring samples of what students will be making in class. The most obvious one would be to look at your list of friends, family and associates that have shown interest in what you do. Email them, call them, or send them an announcement of your class. People who follow your work would love to know just how YOU get that color in a painting, or get that glass to become an amazing blend of colors and shapes, or get that particular sound out of a guitar or fiddle. They will be flattered you contacted them and grateful for the invitation to join you in class.

Testimonials are a powerful marketing tool. Ask your previous students about their experiences taking your class and document their comments. Share these testimonials with us and include in a rack card, or flyer, along with information about your classes. **DISTRIBUTE THESE WIDELY.**

Do you have work in a gallery? Do you have friends with a business? Put the rack card there and note in your bio that you teach at CCSA. Do you have a studio that the public can visit? Put them there. Do you attend craft shows? Festivals? Bring them! Leave those same flyers at your grocery store, at your place of business, tourism offices and more. Always note in any interview, article, opening, etc., that you teach at CCSA and your next class will be full of happy, enthusiastic, and very supportive students. Please know that the Virginia Tourism Corporation loves to have artisans do demonstrations at our State Welcome Centers and we have the exceptional resource of Heartwood located in Abingdon, serving as the gateway for music, art and craft. (See our partners page on our website for more information on how to make the most of this fabulous resource.)

Contact the staff at CCSA for more ideas and information to promote your class. We are eager to help you. Just ask – it is our pleasure to showcase your talents and help make this the best teaching experience possible for all involved.

Let's get started!

From all of us here at the Creek, we hope the "paddle" helps you in your teaching experience with us. We wouldn't want you to get caught up the Creek without one. Welcome to the Chestnut Creek School of the Arts family!

APPENDICES

Appendix A. Sample Syllabus

Appendix B. Job Descriptions

Appendix A Sample Syllabus

Class: Intermediate Metalworking--Earrings

Course Description: Students will design and fabricate at least one pair of unique earrings using fundamental beginning metal-working techniques, including cutting, sawing, filing, drilling and hammer texturing.

Instructor: Karin Carlson

Instructor Bio: Karin Carlson, of Galax, is a full-time jeweler and instructor. Her business, Night Owl Designs, focuses on one-of-a-kind, hand-fabricated jewelry with organically-inspired textures in sterling silver, copper and brass.

Class Outcomes: To design and fabricate a pair of pierced-metal, riveted earrings in brass, copper, sterling silver or a combination of metals.

Equipment/Tool Overview: Metalworking uses a variety of tools including a jeweler's saw, shears, chasing hammer, rawhide mallet, riveting hammer, flexshaft with assorted bits and wheels, and assorted files and pliers.

Safety Guidelines: As tools are introduced, students will learn proper use. As all tools are specifically designed to cut and/or shape metal they are sharp and should be treated as such. Students should wear a protective apron along with protective eyewear at all times.

For further information: Suggested reading: Complete Metalsmith by Tim McCreight, Copyright 2004, Brynmorgen Press, Inc. Portland, Maine, U.S.A. ISBN: 1-929565-06-2; Jewelry Making by Murray Bovin-revised by Peter M. Bovin, Copyright 1990, Bovin Publishing, ISBN:910280-01-0. Recommended supply providers: riogrande.com and

firemountaingems.com

Helpful Hints: Tips for successful sawing: Use LOTS of bur lube on your blade. These blades are very sharp but equally brittle. Remember to let the blade do the work, if you push or struggle, it will break. Use the appropriate size blade for the thickness of your metal. Be sure to keep your fingers or any part of your hand out of a blade's path! This is the worst kind of "paper cut"- one that you do not want to experience.

Appendix B Job Descriptions

Instructor Assistant

Instructor assistants (IA) are considered a valuable asset to the instructional team at Chestnut Creek School of the Arts (CCSA). Under the direction of CCSA's director, the instructor assistant will provide student and technical support to an instructor in the operation of the studio during a scheduled CCSA class or program.

Studio Manager

Studio Managers oversee all aspects of the designated studio. CCSA studios are utilized as classrooms, public demonstration spaces, rental spaces for individuals, and for specific events. The Studio Manager administers the technical and logistical operation of these multi-use spaces.