

PWAS Committee Positions

Created: September 7, 2023

Updated: September 8, 2023

The Prince William Art Society (PWAS) is a 501(c)3 non-profit organization made up of local artists living in Prince William County, Virginia.

Mission Statement

To promote the creation, understanding and exhibition of the visual fine arts in Prince William County, VA.

This document is to better understand the various current duties and responsibilities that each position's leaders of Prince William Art Society will be undertaking when they volunteer to take the role. While some proposed duties, responsibilities, and delegations are subject to change in the by-laws, it should be noted that these changes should be reviewed and delegated to specific parties as necessary. As the membership grows and changes, the needs of PWAS should be monitored and updated.

PWAS Committees:

Committee leaders report to the Executive Board. Any committee with a budget must keep accurate records, receipts. All expenditures should be voted on by that committee (if above X?)._Committees should have at least 3 people; odd numbers are best.

PWAS IT and Tech Committees:

Social Media:

- Facebook, Twitter, Instagram, Pinterest, YouTube, Tic Tok (?) posting. Report to Board stats, trends
- Post on a schedule, repeated as necessary, all upcoming events, during events, updates, etc.

Blog Admin

- Maintain - Artistry Spin Blog and write up any news, events, tips, photos, interesting posts at a minimum: 1-2 times per week. This means attending meetings, PWAS events and shows as much as possible so that there are items of interest for the blog.
- Posts - Articles need to have at least one photo. People that send in photos should be given credit to photo. If someone sends in photos on an event, some content on what the photos are about needs to be included to make it an interesting post. Articles can be short or long. Even longer posts can go to part one, two or more.
- Email - Weekly Blog Notes email to update the group on important posts.
- Call for Action - Ask for feedback, conversation, Comments. Ask membership questions, find art series.
- Pages - topics that PWAS members need to know about, like Display, Art Events, Membership, FAQs, Blog Info, Art Receptions, Shows, Lessons Learned
- Keyword (Tags) Management - Hash Tags
- Schedule posts when possible. Once a post goes live, spread on PWAS Twitter, Pinterest, share with PWAS Facebook, put on person Facebook, Twitter, Instagram

- Rule: No one person should be the single person in charge of access, permissions, Passwords.
- New Board Introduction Post after Elections

Reporters:

- Attend as many PWAS Events as possible and provide text for blog or website (photographs)

Content Writers/Authors

- Blog Authors access can be granted so that others can create posts, but not change blog structure. Can and should easily comment on blog posts.

Webmaster 1

- Maintain - Wix.com PWAS website, managing clean website.
- Weekly Updates:
 - Add new information regarding upcoming shows or calls for art.
 - Post monthly meeting speaker information.
 - Remove or archive old, outdated information.
 - Check the communications forms on the site. Do they send automated responses to the right PWAS officers or committees?
 - Provide updated links and info to/about other PWAS outreach efforts and social media.
- Monthly:
 - Check site and page view statistics. Any problems? Is there a drastic change from previous months? If so, why? b) Review setup of PWAS paid email account (Board@PrinceWilliamArtSociety.com and/or various aliases). Are emails going to the right people? Set up any new aliases or forwarding as needed.
 - Half of our website interactions are by mobile phone. Consider what we can do to ensure a good experience on a small screen?
- Semi-annually:
 - Consider new features, such as a form to join PWAS online (currently we use a link to a paper form). Perhaps a payment method online?
 - Review PWAS account options on WIX (web host provider) and check costs. Coordinate with treasurer.
 - Check for new optional features that we may need. Do we have a budget for them?
 - Check for optional features that we are not using. Can we eliminate them to save costs?
 - Get feedback from users. Is our information easy to find online? Intuitive navigation?
 - Consider steps we can or should take to be sure our site is found by various search engines.
 - Examine website. Rotate some photos. Should we do a major refresh for a new look periodically?

Webmaster 2

- Split duties with Webmaster 1

Newsletter/Brochure Editor

- If needed

Media

- Video
- Photographers
- Operate Audio Visual suite for monthly meetings, Set up Zoom for meetings, Presentations.

Membership Committee Chair:

Oversees all aspects of recruiting, onboarding, and managing Society membership.

- a. Recruits new members through membership drives directed at local art students, crafters, and art instructors as well as contacts at art shows.
- b. Tracks current, lapsed, and prospective members.
- c. Provides new members with a welcoming letter and instructions for getting By-Laws and other materials.
- d. Provides new members with information on participating in art shows and Society events.
- e. Ensures that new members are introduced at monthly meetings.
- f. Provides Board members with information about new members. This includes the skills and interests that new members identify on their membership applications.

Events Chair:

Oversees the identification, development, coordination, scheduling, and execution of Society events.

Recruits managers for individual shows and events.

- a. In coordination with the Executive Board, develops and maintains a schedule of shows and events with associated costs.
- b. In coordination with the Treasurer, identifies and executes any approved facility bookings or show entry fees.
- c. Maintains guidelines for the execution of shows and events for use by volunteer managers and participants.
- d. As needed, arranges juries/judges, and awards.
- e. Works with Publicity Chair to arrange for publicity, flyers, advertising, and invitations.
- f. Works with outside art groups on county-wide projects.

Oversees the efforts of each individual show/event manager who assumes the following responsibilities:

- a. Coordinating with artists, public, and facility administrator for all information, supplies, signage, set-up, and takedown.
- c. Recruiting volunteers to help with set-up, takedown, and hosting.
- d. Collecting the inventory lists from artists when they sign-in at a show, fairly assigning display spaces.

Scholarship Committee:

The Prince William Art Society (PWAS) Scholarship committee shall be comprised of 3 or more Society members. Activities and communications necessary to award the Jewell Pratt Burns Scholarship include:

- Beginning of the school year (September or October): With reference to the public-school calendar, obtaining approval of deadline dates from the head of Fine Arts at Independent Hill in order to create the yearly revision of the procedure letter. Once the dates are approved, follow up to request the letter be forwarded to all first semester high school art teachers with seniors in their classes, as well as to the public-school web master and guidance counsellors. Sometimes Independent Hill requests we contact these two ourselves, which is easily done via email, but only with the necessary permissions.
- Beginning of the school year (September or October): Quickly providing the introductory information and the revised procedure letter to the Society web site. This must be done soon after the dates are approved so the updated letter can be available on the PWAS web page before the first school notifications, which refer to the web site.
- Beginning of the school year (September or October): Contacting private high schools and home school organizations in Prince William County for the purpose of informing those eligible to apply for the scholarship.
- February: Repeating request to the Head of Art Departments at Independent Hill to have the letter forwarded to Art Department heads at all public high schools so senior students in second semester art classes can be made aware of the scholarship. Generally private schools are small enough so repeating the information for second semester students is unnecessary.
- End of March: Following up on Intent to Apply letters received, if incomplete. In case of a low number of applications, it can be useful to double check with known teachers to ensure the information made it to them, since it passes along a multi-step chain.
- January check options: depending on changing rules may have to wait until March or April: Reserving rooms for committee meetings and interviews.
- End of April: Reviewing documents provided by individuals who intend to apply and communicating with teachers in order to schedule interviews and provide outcomes.
- End of April: Meeting with the full committee in order to review applications and artwork submitted in order to select finalists if necessary (generally when more than eight students apply, no more than eight are called in for interviews, and this number can be reduced depending on the quality of the work and applications). A preliminary rank ordering of applicants is created; however, it is extremely common for interviews to upend this order.
- May: Interviewing final student applicants. This may take one or two days depending on the number of students and the time permitted in the space allowed by the facility. Twenty minutes are allotted per student, with five to ten minutes between. Committee members remain after the final student leaves, to finalize the selection.
- May: Writing and mailing hard copy letters to all applicants and their teachers regardless of status (finalist or not, winner or not) to thank them for participating, and to provide a positive and constructive critique with the goal of helping the students improve their work and presentations while ensuring they will be encouraged to participate in other art events in the future. There is also the goal of encouraging all teachers of students (winning or not) to feel like the process has been beneficial for their students, so they are encouraged to continue to participate. Each letter to a winning student includes an invitation to the May general membership meeting and an invitation to invite their family and friends if desired.
- The recommending teacher(s) of each winning student are contacted by phone and invited to attend the May meeting for the presentation as well.
- May: Ensuring that samples of student work are printed and matted. The certificate(s) must be printed, and refreshments must be arranged. The Treasurer must be notified of the student names in order to provide the check.

- May, during General Membership Meeting: Presenting the Award(s) and ensuring that the tax document stating the scholarship is to be used solely toward tuition and other school expenses is signed by the recipient(s).
- The timing indicated is general. The detailed timing of the necessary steps is dictated by the school calendar, the deadlines, the need to contact teachers who have to contact students they may see only twice a week, and so forth.
- The Scholarship Committee reports to the Executive Board at the beginning of the year, if difficulties arise, and with timely updates until after the May presentation. All those involved in this process shall keep all information, results, and proceedings of this committee confidential.

Programs Committee Chair:

Attend Monthly Meetings and provide interesting and member needs programs which can include Guest Speakers (paid), Member presentations, Show and Tell. Arranges for artists to provide a program to accompany business meetings. The maximum number of paid programs is determined by the Executive Board through budget allotment. The steps necessary to arrange programs include:

- Be aware of Calendar of Events where a Monthly Meeting may not need a program that month.
- Usually months in advance: Seeking out and contacting artists and requesting programs when a non-member or member artist will be presenting a program. This is on-going, often being accomplished during gallery visits or fairs. Artists' cards can be collected and program requests can (and should) be made months in advance since simultaneous invitations can lead to competing acceptances (or no acceptances) which require some further slack time to handle.
- Slightly more than a month in advance*: When a program will consist of a member show and tell or another format that does not involve hosting an artist, make all arrangements necessary for the conduct of the program.
- At time of contact & often during developing conversations up to about a month and a half in advance*: Negotiating with presenting artists as to the types of programs, payments, and dates. Fees are set by the Board, and the Program chair can request changes from the Board as required.
- About a month and a half in advance*: Obtaining the artist's biography, program description (sometimes writing this but always getting their approval before use), and permission to use specific images of sample works for publicity.
- Near the first of the month*: Forwarding the information noted in c. above to all persons tasked with dispersing it to the public and membership. This generally includes the PWAS Website Master, the Social Media Chair, the PR Chair, and the President.
- Usually a month or two ahead of time when scheduled far in advance, again near the first of the month due to communications as above, and definitely two or three days in advance: Providing program artists with timely reminders of their commitments and answering any questions or concerns.
- Two or three days in advance of the general membership meeting: Reminding the Treasurer to bring the artist fee if the program will be presented by a non-member artist. Making sure they have the name and know how to spell it correctly.
- The day of the general membership meeting: Meeting guest artists, ensuring guest artists receive their fee, ensuring program artists have help carrying in any materials if needed, helping guest or member artists keep track of time.
- A few days after the general membership meeting: Sending a thank-you email after the program.
- Periodically: At times, lists of artists and the programs they provided are exchanged with other art societies in the northern VA area. This helps other groups find good programs and helps artists promote themselves.

- Periodically: At times, suggestions and preferences should be sought from the membership for program topics.
- Recently the web has not displayed prior programs and the scrolling nature of Facebook and blogs tend to make older programs less accessible so it has not made sense to provide program information too far in advance. These timing suggestions are based on this. Previously, PR submissions to local papers required program information two and a half months in advance for calendar submissions, a month and a half for some sources, and a month for others. The timing might change if the PR process and requirements do, but it will conform to a predictable schedule.

Nominating Committee:

- Conduct member Surveys to determine member needs and wishes. Recruit members to run for Board positions, fill vacant positions.
- NEW Ad Hoc Temporary Committee in Election Years prior to member vote (NOV) August or September of every voting year to be voted on or before and presented at November's meeting.
- Contact members with email looking for areas of interest and what they would like to run for
- Provide list of duties per position, updated annually.
- Build a list of candidates per position, ensure members are notified of Advanced Ballot.
- Email Google Form secret ballot, due date to vote by, consolidate and present winners.
- Obtains list of current members from Membership chair with emails and phone numbers.

Hospitality Committee:

- Food and Beverage for Meetings – solicit members to provide snacks and beverages (*when needed)
- Organize Art Receptions
- Holiday Planning - Christmas party. Start planning at least by November (Location may be far in advance planning)

Activities Committee:

- Plan Field Trips - bus or van trip to local shows, galleries, workshops, classes and more
- Help recruit for participation of events, activities, fund raisers, field trips & sign-ups.
- Work with Publicity to announce (including reminders) events, activities, fund raisers & field trips.
- The FUN Committee - Member outreach and social events.

Types of Committees

- Executive – the officers and other individuals handling sensitive and confidential information.
- Standing Committee – permanent and meets regularly to discuss issues such as marketing, fundraising, recruitment, etc.
- Subcommittee – subset of a larger committee, reports to the parent committee
- Ad Hoc or Special Committee – temporary or to complete a purpose.

As proposed by the Nominating Committee:

- Donna Liguria
- Sandra McClelland Lewin
- In conjunction with the current Board and Committee Chairs

