

## Agreement for Professional Services

### Attachment A

#### Proposed Scope of Work for Coordination of Arts Education Programs

##### **General**

Working with Harris Center and Folsom Lake College staff and volunteers, consultant shall:

1. Assist with the development, execution and oversight of Harris Center arts education programs, including the long term vision, goals, and tactical strategies for these programs.
2. Coordinate and oversee the on-going operation, improvement, and growth of education programs at the Harris Center for the Arts at Folsom Lake College.
3. Assure participation in the Harris Center's arts education programs through effective marketing, communications and relationship building.
4. Contribute to the development of funding proposals and grant applications for arts education programs and initiatives.

In the long run, work may be expanded to include development of additional community engagement programs and activities intended to broaden and deepen participation and understanding of the arts in the greater Sacramento region, with special focus on building bridges to underserved populations.

##### **Program Coordination**

Current Harris Center educational programs and activities include:

- ClassActs! K-12 School-time Matinee Series
- Folsom Lake College Youth Summer Academy Creativity Camps
- Folsom Lake College Youth Chamber Orchestra
- Folsom Lake College Speaker Series
- Student discount ticket program
- Masterclasses, workshops and other activities for Folsom Lake College students and others in the community lead by artists performing in the Harris Center.
- Post-performance talk backs and question/answer sessions with select Harris Center Presented Artists
- Visits by Harris Center presented artists to area K-12 schools and community centers
- School-time gallery visits by K-12 and Folsom Lake College classes
- Internships, work-study and student employment programs.

Future programs are anticipated to include, but not be limited to:

- Pre-performance talks, workshops and other in depth adult education opportunities for Folsom Lake College students and the general public

- Interdisciplinary activities intended to increase integration of the arts into Folsom Lake College's academic offerings and student life
- Extended Artist Residencies
- Folsom Lake College Student Committee for the Arts and other programs intended to increase participation of Folsom Lake College students in the Center and its programs
- Educational visits to prison populations by artists performing at the Harris Center
- Arts education professional development programs for teachers, both at the Harris Center and at regional school sites.

In support of these programs, consultant shall:

1. Provide planning, coordination and onsite assistance for the above programs, including artist logistics for pre- and post-performance activities, master classes, workshops, etc.
2. Supervise the preparation of interpretative materials including artist specific Teacher and Study Guides, and other collaterals for arts education.
3. Create and administer measurable and meaningful program evaluations and assessments, and provide relevant data analysis and summary reports, as well as coordinate photo and video documentation, and assembling of testimonials.

#### **Marketing, Communications & Relationship Building**

1. Assist with the development of key marketing and communication strategies for arts education programs, and oversee their implementation.
2. Assist with the creation and dissemination of marketing materials and communications for the educational programs and activities offered at and by the center. This includes preparation of program descriptions for use on the Harris Center website and in printed collateral, email, etc.
3. Develop, maintain and oversee relationships and partnerships with regional schools and districts through ongoing communication, planning, and development efforts.
4. Develop, maintain and oversee strategic relationships and communications with Folsom Lake College faculty, staff and students to facilitate integration of the arts into daily college life.
5. Maintain a database of home schooling parents, teachers, schools, districts and other arts education partner contacts, and use this to help communicate with and market to various constituencies.
6. Respond to phone and email inquiries about arts education programs.
7. Contribute to reports about Harris Center arts education activities for internal and external reporting purposes.
8. Develop and oversee the preparation of arts education reports to be used in grant proposals and in individual and corporate solicitations.

**The Harris Center and Folsom Lake College seek to engage the services of a consultant(s) on a contractual basis to perform the above scope of work. Ideally, the consultant(s) shall possess:**

- Understanding and grasp of the policy context (local, regional, statewide, and national) for arts education.
- Understanding of public schools and knowledge of K-12, community college, university, and adult education.
- Skill and experience in designing and delivering workshops, trainings, and conceptual presentations.
- Understanding of the concepts of learning support, professional development, audience development and cultivation.
- Strong knowledge of Arts Integration and Common Core; working knowledge of California's Academic Content Standards.
- Familiarity with the performing arts and arts education.
- Excellent organizational skills, time management skills, and careful attention to detail.
- Solid computer skills with experience using word processing, spreadsheet, database, presentation, graphic design, web content management and email marketing software.
- Ability to establish objectives, strategies, tactics and budgets for all areas of responsibility.
- Excellent interpersonal and communication skills. Ability to express ideas clearly and concisely.
- Ability to work independently with high energy and productivity, as well as part of a team.
- Experience in working with donors and volunteer groups.
- Ability to consistently represent the Center and College in a professional and positive manner at events and meetings.
- Ability to speak with ease and confidence in front of large groups.

To be considered for this opportunity, please email a resume and letter of interest to:

To: [linda.stack@harriscenter.net](mailto:linda.stack@harriscenter.net)  
Subject: Arts Education Coordination

Resumes and letters of interest will be reviewed as they are received.