

IAPS 11th Convention June 2015, Albuquerque, NM

President's Forum Notes

There were four questions posed to the attendees of the Forum: How do you manage your Signature Status Program(s)? Point systems, etc.; How to keep Signature Members happy and contributing, and how to keep Master Status members engaged?; How do you Recruit/Engage and Keep New Members and Volunteers?; How do you use online venues to recruit/promote your society?

- A. How do you manage your Signature Status Program(s)? Point systems, etc.
 1. Australia – 200 members
 - a. Must be a member for 3 years (some exceptions)
 - b. 1 year mentoring
 - c. Variety in genres – no one subject
 - b. Juried by masters, list of specifications
 - c. Once accepted, must agree to help the society: workshops, jurying, demonstrations
 - d. Website exposure
 - e. Master's exhibition once a year
 2. PSA
 - a. 3 points for Signature Status. No time limit, but must be a member to get a point, Accepted into juried show
 - b. 3 major awards = Distinguished
 3. Chicago – 2 levels
 - a. 3 national shows = Distinguished
 - b. 3 awards in national shows = Master
 4. Colorado – 35 members
 - a. 3 juried shows from elsewhere, national or international
 5. Houston – 75 members
 - a. Master IAPS, or Signature PSA – gets Signature automatically
 - b. 3 point system from acceptance at PSA, IAPS, Pastel Journal or associate, or top prizes from US
 6. Arizona – point system from acceptance in national or international show
 7. Montreal – 3 acceptances in their juried show
 8. Dallas Area – Juried into 5 National PSSW shows 1x a year (5 years to Signature)
 9. French Pastel Society – Board decides – question of Long term, not reviewed or upgraded signature status. Sponsor several juried shows, not judged
 10. Puget Sound Area – International Juried 'Open' show each year – outside judge and award, members who jury into 3 of these shows achieve signature status. Award winners can gain 'DP' Distinguished Status
 11. Pastel Society of Eastern Canada
 - a. Must be 8 masters out of 250 members

- b. Juried by International Masters (judging, demo)
 - c. Masters judge shows
 - d. If an artist has Masters at PSA or IAPS, he/she is granted master status
 - 12. Pastel Society of New Mexico- Distinguished Level
 - a. Monthly meeting – Distinguished often demo – get stipend of \$100-200 or present workshop
 - b. Website posting – video of demos
 - 13. Central PA – nothing above signature (5)
 - a. Meet quarterly, workshops in between led by signature members
 - 14. Connecticut – Signature status only (80-100 out of 450 members)
 - a. Signature members pay \$30 more dues for web presence
 - 15. Appalachian Pastel Society – No real signature membership - 3 still in leadership positions
 - 16. Cape Cod – No Distinguished, Signature Level =55. 9 Signature Members comprise the jurying committee for signature status
 - 17. Maryland – Artists submit application with 5 images. Signature Member jurying committee (5 members) Jury (4x)/year Serve for 2 years. If accepted into 3 juried shows within last 4 years, become signature member automatically. Around 100 Signature Members. Membership chairman plays role in orienting new members.
 - 18. Appalachian Pastel Society – Levels of participating members, if you've been in juried and non-juried shows. Points from awards, national and member shows) Get a free page on website.
 - 19. Piedmont and Central Texas do not have signature status. Hesitant.
 - 20. Colorado – Points given by service to Society. Must have service points to get Signature status.
- B. How to keep Signature Members happy and contributing? Master Status members engaged?
- 2. Red Apron given to Signature Members, Different color for Master Status
 - 3. Shows – For example: Colorado Pastel Society – Only for Signature Members - Challenge Signature members to create a new body of work (3-5 pieces) At least 3 will be accepted, accompanied by statement describing the process. Prizes given = to the application fees.
 - 4. Mentor/Giving back ideas – Signature level artists hitch up with newbie's to advise, assist Mentoring, legacies, contributing.
 - 5. Featured Artist in Newsletter, on website (useful for their advertising), free link to their site. (Wild Apricot – members can upload their own images to website.)
 - a. Three levels to be featured on website.
 - b. Special gallery on website for signature members
 - 6. Recognize and use them for mentoring
 - 7. Sometimes Masters or Signature members waive jurying process or fees.
 - 8. Masters or Signature members can be asked to facilitate a critique or a show, or do a walk-around

9. Signature members can also do “tips and tricks” demo techniques at meetings.
 - a. Members can choose a point or cash for doing demos
 10. Motivate them by offering higher-level workshops e.g. how to promote themselves, etc.
 11. PSSC (Southern California) and Piedmont Pastel Society have their professional members do demos at the meetings and offers mini-workshops after the meeting. They get paid so it’s a win-win (6x a year), Any opportunity to get paid for teaching engages Signature members, or mentor for pay
 12. FUN, Connection, Comradery, Important to share knowledge, resources and opportunities – a “buddy system”
 13. Paint as a group, and keep more experienced members painting with the group
- C. How do you Recruit/Engage and Keep New Members and Volunteers
1. PSA - Social media –Facebook now has 5000 members post about your society (use the 5 w’s)
 2. China - everyone is paid to do their position
 3. Tucson - Open Studios – 2 per month, Plein Air 2 per month, 2 free workshops per year (part of \$35/year membership, 2 juried exhibits, 2 member only exhibits
 - a. Offer enough to have a little something for everyone
 4. Chicago – large population but still difficult to obtain venue
 - a. One exhibit/year
 - b. Exhibit chair responsible to sell work
 - c. Location very important
 5. Some specific details about how to attract new members.
 - a. Locally, prep an info sheet, consider audience, (art museums, community art organizations, offer demos at their facilities)
 - b. Associate with another pastel society (partner)
 - c. If you have artists who teach/demo, have them publicize for you
 - d. Facebook to all other art societies in area blast, continue to send out about events ((4x))
 - e. Good programs attract people ((2x))
 - f. Attract young members using Twitter, offer demos at schools, museums, school field trips to Pastel exhibit, work with local schools to teach pastel, provide advice on student portfolios (high school). Pastel project for students to do (must have someone to engage/coach the kids) Project starts after they view the show Outreach to educators/professors. Special exhibits tailored to attract young artists.
 - g. Offer free? Student memberships, or free hands-on demos for kids at public events
 - h. Word of mouth ((3x))

- i. Brochures ((3x))
- j. Look into an arts supply store to possibly give a space for workshops/programs
- k. Hands-on meeting to have community members try pastel
- l. Get information to Art Center and give pastel classes
- m. Orientation for new members (especially for larger groups) once a year ((3x))
- n. Social time – ½ hour before meeting
- o. Plein Air events, everyone invited, not just pastel artists, invite a friend, be sure to have brochures for society at all events
- p. Paint-Ins – just come together and paint (3x)
- q. Mini-workshops -9-4, low fee \$20-25 with or without instructor fee, introduce new people to pastel, also use \$ for awards for national show
- r. Introduce visitors and new members at meetings, name tags, etc.
- s. Assign mentor to new members ((4x))
- t. Make programs fun and interactive; Paint out in a public place.
- u. Provide support to new artists: materials, techniques, and critiques. Open prospectus for shows to create new category: “Workshop Supported”
- v. Engage unique skills of each new member
- w. “Art Challenge” to promote creative work
- x. Artist of the Month contest ((2x))
- y. Subsidize workshops to make instruction accessible
- z. Painting in groups in public ((3x))
- aa. Demos and mini workshops (6x)
- bb. Provide tips and techniques regularly (3x)
- cc. Members get first dibs on workshops
- dd. Prestigious show can attract members
- ee. Promote your society with a video, rotary club, etc.
- ff. Emphasize what you get with membership in brochure and newsletters
- gg. Members who teach ‘outside’ bring new members
- hh. Monthly instructors of quality 80-100/meeting
- ii. Get kids involved! (2x)
- jj. Invite high school and college students to come for a demo or mentoring day.
- kk. Host a “portrait day” – students serve as portrait models, then come back for a participation day and let students use materials and work with pastel society
- ll. Fairs or festivals – Have demo artists working during community events.
- mm. Set up a competition for new artists; provide all materials in package (paper/sticks, etc)
- nn. Free ½ day workshops for members
- oo. Mentoring – critique after each meeting

6. Various ways to recruit Board and/or Volunteers:
 - a. Have each Board Member double up, to split work
 - b. President assigns and asks, designates, use committee
 - c. Current officer finds their replacement
 - d. One-on-one – Personally ask for help: “I need help.” People love giving advice and want to be helpful.
 - e. Engage a volunteer coordinator
 - f. Staggering officers and ‘co-chairs’, ‘co-officers’ (less threatening to recruit. X2
 - g. E-blast to find friends x3
 - h. Provide clear guidance on what the role entails, clear job descriptions/ limits of responsibilities to stay sane
 - i. Survey of interest
 - j. Enable roles by mentoring x3
 - k. Comping a volunteer for workshop
 - l. Volunteer awards – draw for prize (sponsored) yearly
 - m. “Your turn” with group activities

D. How do you use online venues to recruit/promote your society?

1. Must look professional
2. Something visual (logo/images)
3. Reference library – contributed by members
4. All important information on home page
5. Websites/blog/Facebook page
6. Weebly – available Website builder (free or \$ upgrade)
7. Maintaining website is a big issue
8. Open access area and members only area must be distinguished
9. Houston Pastel Society (70 members)
 - a. Artist of the Month on Website and monthly Newsletter with interview, with a long list of questions e.g. how to handle life as an artist, photos, etc.
 - b. Calendar
 - c. Blog – tips, techniques, (not personal information)
7. Tucson Pastel Society “Meet our Member” similar to Artist of the Month
8. Facebook!
 - a. Create your own page for your society, and decide if it will be open or closed.
 - b. Post shows and events
 - c. Create a critique group.

- d. On your own page, put a link to your group page and society website
 - e. Have your webmaster bring in computer to physically show them how to get onto Facebook and webpage
 - f. Zoom Conferencing - \$99 per year, unlimited time, members use to link in members who cannot attend
 - g. Instagram or Twitter for younger members
9. Member Gallery – plus link.
- a. Charge or no charge? Signatures get free page
 - b. Problem arises of technology competence
10. If online, not painting – this is a dilemma
11. All need website as central communication of the society, for announcements, weekly “Art News” website
- a. Take advantage of Facebook/LinkedIn promotion
 - b. Online shows (no shipping, include paintings already sold)
 - c. Need website with web masters
 - d. Newsletter includes links, interviews with “famous” pastel artists, shows and deadlines, letter from President, advertisements which bring in funds
12. Changing from Static Site to Active is an issue
- a. Using Facebook and interfacing with Website
 - b. Try to have a webmaster who keeps the site updated
 - c. Have consistency – One person to take charge
 - d. Incorporate a slide show with website
 - e. Post Society Goals and Meaning as opening to Facebook page
13. PSA - Monthly or Quarterly Electronic Newsletters
- a. Facebook – two pages: private group page and open group page (available for all 5000 members to post news, technical pastel questions, posting controlled by 4 monitors), generates dialog, there is an explanation of what and what not to post.
 - b. Email blasts as information requires, about once a month. Single or several messages to email list (members, vendors, non-members = around 1400 people - downside is that it’s very labor intensive) PSA now is accepting ads because of large overhead.
 - c. PSA does annual magazines (post on web)
 - d. Email services – Patron Mail, Constant Contact, Mail Chimp, wild Apricot (very reasonable), Artspan (PSNJ) \$200/year for blogs, wordpress sends emails, memberthingy.com, (cloud based).
 - e. E-blasts – link back to web page
 - f. Organization blog (instead of blog) post pictures and write up

g. Brochures

14. Tucson Pastel Society has everything they do on their website
 - a. By-laws, demos advertised ahead of time
 - b. All info on Google Calendar
 - c. 5 people share the duties (Facebook, Twitter, web, publicity paper. 50/50 each meeting goes into publicity
 - d. Do all social media except Blog
 - e. Have a Google Master Calendar which comes up on web page and contains demos, plein air, paint outs, etc.