cordovan ARTschool

New Manager Training & Checklist—weeks 1-2

Receive basic training on:

- Answering phone calls
- Customer FAQ's
- Summer camps
- Classes
- Jackrabbit
- Clover

Week 1

- ☐ Find students!!!!
- ☐ Hiring teachers
  - ☐ Reach out to local elementary school art teachers
  - ☐ Review portfolios to see their talent level
  - ☐ Interview in person to see their personality
- ☐ Create a teacher schedule
- ☐ Call students to confirm
- ☐ Hire assistant manager to start at the end of May/ for summer camps
- ☐ Marketing
  - ☐ Reach out to all school PTA's within a 5-mile radius of the art school and send them a Cordovan e-flyer proposal for a summer camp profit share promotion with their school.
  - ☐ Hand out Paint free PYOP cards to businesses, neighbors, etc.
  - ☐ Set up 3 PYOP parties (space them out 1 week apart)
  - ☐ Create a contact list that has: Name/ email/ phone/ list for any customer who walks in the doors. (the top of the form can say, enter to win a free art class/ PYOP event, etc)]
  - ☐ Nextdoor app
  - ☐ Find other new ways to get our information about summer camps and classes and PYOP out to the community
- ☐ Studio Set Up
  - ☐ Remove sticker labels from all plastic drawers. Use "glue remover" spray to get rid of sticky residue & wipe down with a paper towel
  - ☐ Label art supplies in classrooms. Same exact way for each classroom.

- [ ] Write on Masonite boards “for drawing only”
- [ ] Write on watercolor palettes Outside of palette: “Top”. Inside of palette: “Watercolors only. No Acrylics” (see sample I left in the studio)
- [ ] Fill watercolor palettes (Squeeze out all paint, and keep lid open for 2 days to dry)

- [ ] Make pottery boards: Cut drywall into 1’x1’ sections. Put tape around all edges of drywall (see sample I left in the studio)
- [ ] Set up PYOP (ask David)
- [ ] Set up in-studio marketing (chalk board, sandwich board, camp wall, etc)
- [ ] Cordovan Google Calendar

Week 2

- [ ] Set up 4 free PYOP parties—(1 per week)
- [ ] Training on PYOP CRM
  - [ ] Adding inventory
  - [ ] Creating new items
  - [ ] How to make a sale
  - [ ] How to give a credit
  - [ ] Gift certificates
- [ ] PYOP
  - [ ] Receiving shipments
  - [ ] PYOP labels
  - [ ] Clean, and place PYOP
  - [ ] Birthday PYOP section
- [ ] Floor
  - [ ] In-studio marketing (chalk board, sandwich board, camp wall, etc)
  - [ ] Seasonal decorations
  - [ ] Brushes, glazes, painting tools, dotting tools, placemats, etc.
  - [ ] Welcome/ Greeting etiquette
- [ ] Kiln training
  - [ ] Stilts, posts, shelves
  - [ ] Thermocouple
  - [ ] Kiln wash
  - [ ] How to fire clay vs PYOP (drying time)
  - [ ] Misfire (shivering, bubbling, etc)
  - [ ] Glazing, Dipping Vat Training
  - [ ] How to dip PYOP
  - [ ] Viscosity of dipping solution
  - [ ] When to clean the NT-Clear solution (dipping glaze)
- [ ] Parties

- [ ] Party forms, calendars, set-up, plates, packaging, take home flyers
- [ ] Painting techniques
  - [ ] Bubble glaze
  - [ ] Transfer/ tracing
  - [ ] Taping
  - [ ] Paint pour