

2007 Sebastopol Center for the Arts' Class Cancellation Policy

SCA classes may be changed or cancelled at the discretion of the instructor due to low enrollment, illness or personal circumstances.

In the case of a change to/ or cancellation of your class:

1. Instructors are responsible for notifying **both** the Art Center and all registered students as soon as possible.
 2. The Art Center will provide instructors with a list of all registered students and their phone numbers which instructors will use to notify their students.
 3. After informing students of change or cancellation, instructor will follow up with SCA to confirm that all students were contacted.
- Sometimes enrollment can be bolstered by calling previous students and/or currently enrolled students and asking them to retake the class or to bring a friend.
 - Personal phone calls from the instructor leave a positive impression with the students, who may want to sign up for your next session.
 - In instances of when nearly enough students are registered to run a class, instructors are encouraged to attend at least the first class meeting before canceling. Some individuals fail to pre-register, yet often do show up the first class meeting, thus filling out the enrollment.

Promoting Classes to Build Enrollment

Although SCA does a great deal to promote classes, many of the most successfully attended classes are those promoted by the instructor. The following is a list of suggestions for promoting your class. Upon your request, SCA staff is also willing to assist you in exploring other ideas to help get the word out.

1. **Flyers:** Design an attractive, easy to read flyer that can be posted or mailed. SCA requests the opportunity to proofread the flyer before it is distributed. Include SCA's phone #: 707-829-4797. Copying and distribution of class flyers are the responsibility of the class instructor, although copies can be left at SCA to be posted on bulletin boards.
2. **Mail / Email Lists:** Develop a mail list of previous students, fellow artists, friends, etc. that you can send your flyer to.
3. **Press Release:** Write a brief press release that can be sent to local media regarding your class. Most publications request listings 3-4 weeks in advance of scheduled date. Most can be faxed or emailed to as well. Site and email addresses can be found within most publications or on their websites. Be sure to include all pertinent information including SCA's address and phone. Photos of artwork and/or the instructor are may accompany press releases – include a self-addressed, stamped envelope if you want photos returned. Some sources include:
 - Press Democrat Events Calendar
 - The North Bay Bohemian Events Calendar
 - Sonoma West Times & News, Healdsburg Tribune & Windsor Times'
 - "Discoveries Section"
 - The Forestville Gazette
 - Riley Street Art Supply Store newsletter
 - KRCB – especially for performing arts programs
 - Parent's Journal
 - Many other press publications in the Bay Area
4. **Free Introductory Workshops:** SCA studio's are available to rent for you to hold free introductory workshops. Please see SCA for available times and rental rates.