

CAEA Task Force Chair Standard Operating Procedures

Collage Editor Position Duties

- Collage is published three times per year, Winter, Spring, and Fall.
- All three issues are published online.
- All articles, lesson plans, news, etc. that is submitted must be received by the deadline schedule outlined below.
- All articles, lessons, news, etc. can be submitted at any time during the year.
- The Collage Editor works closely with the Copy Editor, the Layout Designer, and the Advertising Chair to assure that the publication schedule remains on track.
- The Collage editor chooses a theme for upcoming issues.
- Material published does not need to match the theme, the theme is simply a guide.
- The Collage editor solicits and selects material to be published.
- The Collage editor organizes material to be published.
- Material to be published in Collage is pertinent to the art education community.
- Material can consist of anything from scholarly articles, stories, news, lessons, etc.
- The Collage editor exercises prudent judgment about placing material when necessary.
- It is of importance to exercise prudence in selecting material to be published. It is the editors duty to uphold the vision and goals of CAEA, and to ensure professionalism in speaking to the CAEA audience as well as the greater art education community.
- The Collage Editor will follow the Publishing Schedule and the Publishing Procedures.

Publishing Schedule

February 1st: Spring Collage Deadline

April 1st: Spring Collage Published

September 1st: Fall Collage Deadline

November 1st: Fall Collage Published

December 1st: Winter Collage Deadline

February: Winter Collage Published

Publishing Procedures

- All articles, ads, lesson plans, photographs, and Rep news due by the deadline.
- Material is reviewed and edited for content and clarity. Ensure everything speaks well, meanings are retained, and material is ready for publishing.

- Material is then passed to the Copy Editor for editing. The Copy Editor professionally edits the material.
- The Collage Editor receives ads for the current issue from the Advertising Chair on the due date.
- After copy editing is complete, the Copy Editor passes edited material to the Layout Designer for placement.
- Collage editor reviews material to ensure art education content remains intact.
- The Collage Editor works with the layout designer to ensure an aesthetically pleasing and functional design.
- After the Layout Designer completes the publication, it is submitted to the Collage Editor, Copy Editor, and the President for final reviews.
- Any corrections are made at this point.
- The issue is then published online.

Collage Must Haves

Winter

President's Message

Editorial

Scholastics-

YAM-

Spring conference save-the-date

Art Source- Save the date information if it is available

Fall Conference- Save the Date information if available

Awards nomination information and links to forms

Spring

President's Message

Editorial

Scholastics- DAM special event highlight, winner information and article highlight,

Colorado History Museum show article from February

YAM- Flag winner information, Capital building YAM show article/pictures

Spring conference information

Art Source- save the date, application deadlines, write up

Fall Conference- Save the Date, links to submit workshop proposals/deadlines,

highlights of upcoming conference happenings, registration opening date information if available.

Fall

President's Message

Editorial

Scholastics- Call for entries and deadlines

YAM- call for entries and lesson plan/theme information

Art Source- article from summer Art Source experience

Awards Winners- Photographs and Biographies

Fall Conference Keynote information

Fall Conference Saturday Night Bash information

Fall Conference Registration information

Fall Conference event information

Commercial Representative Duties

Reports to: President and the Executive Board

Purpose: Plan, implement, and lead all actions and activities that pertain to the responsibilities of the Commercial Representative

Responsibilities:

1. Serve as the CAEA Commercial and Vendor Task Force Chair
2. Attend all regularly scheduled representative council meetings.
3. Nominate at least one person, for the annual CAEA Awards. Nomination forms and VITA forms are located on the CAEA website at www.caeaco.org, under the CAEA Council tab. Award nominations must be sent to the awards chair by February 15.
4. Actively recruit commercial and vendor organizations for representation at fall conference.
5. Promote CAEA Fall Conference to other commercial vendors.
6. Assist the President in managing vendor registration.

Advertising Sales Position Responsibilities

The advertising sales position is a part of the advertising team which serves CAEA to sell advertising, and maintain accounts and relationships with vendors and clients.

Advertising sales fulfills the following duties to solicit and establish accounts:

- Generate and follow through with sales leads.
- Advise prospective clients on how advertising in CAEA publications can help them reach a niche market of consumers who are looking to purchase products for their classroom, and their personal art making and use.
- Interest buyers in purchasing advertising space in Collage, the fall program book, and the fall conference publication which is part of Collage.
- Establish initial relationship with clients, informing them of buying process, maintaining their information and account on the CAEA database, and following

through with any questions or concerns they would have as they establish their accounts.

- Verify understanding of the suitability of their ads as print ready documents; black and white .pdf, or .jpeg documents of high resolution.
- Remain aware of financial standing of accounts. Maintain contact with Advertising Sales Manager in regards to account standings.
- Be aware of the responsibilities of the advertising manager to maintain cohesion and communication within the “department”. Communicate any needs and adapt responsibilities amongst each other as needs arise and as the position dictates.

Advertising Management Position Responsibilities

The advertising management position is a part of the advertising team which serves CAEA to sell advertising, and maintain accounts and relationships with vendors and clients. The advertising manager fulfills the following duties to service accounts after they have been established:

- Answer any questions regarding ads, payments, terms, or any other concerns clients may have regarding their accounts.
- Maintain contact with clients on the fall conference/Collage schedule to place ads in the three Collage publications.
- Maintain relationships with clients by being available to answer their questions and concerns in a timely fashion.
- Maintain relationships with clients by remaining aware of and nurturing their advertising status with CAEA.
- Verify the viability of the documents sent by clients to ensure that they are suitable as print ready documents.
- Remain aware of financial standing of accounts. Maintain contact with Advertising Sales Manager in regards to account standings.
- Be aware of the responsibilities of the sales manager to maintain cohesion and communication within the “department”. Communicate any needs and adapt responsibilities amongst each other as needs arise and as the position dictates.

Client management schedule

- Winter issue published in early January
 Advertisements due November 1st
 Contact clients October 1st to remind them to submit their most current, print ready ads by November 1st for the upcoming winter issue published in January.
- Spring issue published in early April
 Advertisements due February 1st
 Contact clients January 1st to remind them to submit their most current, print ready ads by February 1st for the upcoming spring issue published in April.

- Fall issue published in early September

Advertisements due July 1st

Contact clients June 1st to remind them to submit their most current, print ready ads by July 1st for the upcoming fall issue published in September.

Client Advertising Management protocol

- Contact clients per the management schedule in order to receive ads for publication. 1. Include information regarding print ready ads: Ads need to be black and white print ready .pdf or .jpeg documents of high resolution. 2. Add your contact information for their convenience if they need personal assistance with any questions or concerns.
- After clients have submitted their ads, confirm that CAEA has received their ad to be published in the intended issue. In this correspondence, 1. Verify that they can update their contact information and view their contract at their leisure on the CAEA web site. 2. Add your contact information for their convenience if they need personal assistance with any questions or concerns.