

The Newsletter for

Craft Yarn Council Discover
Instructor Newsletter

Volume 2
Issue 2
March 08, 2010

Craft Yarn Council
Discover Teachers
Knit & Crochet Classes

Class Tuition & Class Minimums



Class tuition for Michaels Fine Art, Bead, Scrapbook and Discover classes will be the "Everyday Low Prices:"

\$25US/\$30CAN.

While this change does not impact the Discover classes, it puts our knit/crochet classes at the same price as most other Michaels classes.

MICHAELS' "EVERYDAY LOW PRICE" CLASSES NOW REQUIRE A MINIMUM OF 2 PAID STUDENTS.

INSTRUCTORS' PAY RATE CHANGE: Now a Sliding Scale

Effective April 4th, Michaels will implement the following pay structure for class instructors.

Instructors teaching these classes receive 90% of the tuition collected.

For example, if you have 4 paying students on the day of class at \$25 each, you receive \$90 in instructor pay. Therefore, the more paid students enrolled in the class, the more pay YOU can earn.

$4 \text{ students} \times \$25 \text{ per student} = \$100 \times 90\% = \$90$

While initially this change will mean slightly less money for classes with only two students (2 students \times \$25 = \$50 \times 90% = \$45,) it means more money if a teacher has three or more students.

Associates Take Classes Free

Associates who are engaged in craft education promote classes to their customers. Therefore, Michaels waives tuition for all Michaels Associates who wish to take a class at Michaels.

IMPORTANT CHANGES MICHAELS MANAGEMENT ANNOUNCES UPDATES TO ITS CLASS PROGRAMS

Earlier this month, Michaels announced major updates to all of its class programs. Many of you may have already heard about some of these changes from your store managers. In many ways, the new class program is similar to one that Michaels had previously. It impacts:



- Instructors' pay schedule
- Class minimums
- Class prices
- Samples

We are excited that the Discover Knit and Crochet class program continues to roll out in more and more Michaels stores everyday. This newsletter will share with you these very important changes that Michaels corporate has made. Thank you for your continued dedication to make this class program a success!

*Jenny Bessonette
Director of Discover Classes*

Samples, Supplies and Storyboard

CYC has recently been issuing gift cards to all new instructors to cover the cost of the yarn for their samples. **There is now a new Michaels policy and CYC will no longer be sending out gift cards.**

Your store will be supplying you with all the materials you need to make your samples. This includes all supplies needed for your storyboard and class samples. Please get with your store manager when supplies are needed.

In addition, you are to make your storyboard and your samples on the clock. Since the samples are made on the clock, they do belong to the store.

Also, samples should not be sold from the storyboard.

- There must be at least 2 paying student in "Every Day Low Price" classes for the associate to participate.
- Associates may not bump a paying student if the class is full.
- Associates must purchase/bring their own supplies.
- Associates may use their Associate Discount to purchase supplies.

Associates do not count towards class minimums or instructor pay.

NOTE: Remember all of these changes become effective on April 4th.

*Discover Program
Guidelines
Instructor Certification,
Discount Pricing and
Course Completion
Requirements*

EFFECTIVE APRIL 4, 2011

Current Michaels' employees who want to become Discover instructors will be offered the benefit of enrolling in either CYC's Knit or Crochet Certified Instructors Program at a special rate of \$60 for each course of study.

Effective with enrollments of April 4, 2011, coursework assignments for Levels I and II must be completed within six months from the time of enrollment and teaching hours completed within one year from date of enrollment or the enrollee will be charged the full price of \$125 for the course.

This means if you are currently teaching either knit or crochet at Michaels and would like to teach the other craft, you will need to pay \$60.00 to become certified.

Warm Up America *Knit, Crochet, Give, Share*

We hope you share information about [Warm Up America](#) with your students. Warm Up America! is a 501C3 charity made up of volunteers who knit and crochet handmade afghans and clothing for those in need. Whether they work alone or in groups with friends, family members, or co-workers, participants share a heightened sense of community spirit. It started in 1991 and since that time hundreds of thousands of afghans have been distributed to: American Red Cross Chapters · Children's Hospitals · Women's Shelters · Hospitals and Hospices · Veterans' Homes · Homeless Shelters · Social Services Agencies · Nursing Homes · AIDS Facilities.

EVALUATION FORMS

Teacher and Student evaluation forms are available on the Discover website! Please continue to fill out the online evaluation form and mail in your student evaluations.



We have been receiving great feedback from all the teachers and it is important to continue to fill out the evaluation form.

Teacher Evaluations

Please take a few minutes after each Discover class that you teach to answer the [online teacher survey](#). Your evaluations are **critical** to help us assess the Discover class program. They provide insight into which curricula worked well and which projects were well received. Of course, they will also assist us in planning future classes. **Thank you!**

Student Evaluations

Student evaluations are critical to help us assess the Discover class program. They provide insight into which curricula worked well and which projects were well received. Of course, they will also assist us in planning future classes and, as teachers, provide valuable insights into students' response to our class.

We recommend that you distribute the [Discover Student Evaluation forms](#) at the beginning of each class. Ask students to complete and hand them to you at the conclusion of the class.

After you review the forms, please mail them at least once a month to:

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