



# 2027 Instructor Handbook

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## INTRODUCTION

Welcome to the 2027 roster of instructors teaching at Snow Farm – we are so pleased that you will be teaching here! This handbook is meant to provide all of the information you'll need to prepare for, deliver and wrap up after your workshop. After reading through the material, please let me know if you have any questions about anything in the handbook, or if we have not covered something. We look forward to working with you!

## PREPARING FOR YOUR WORKSHOP

We designate skill level three ways in our workshop descriptions:

- Best for Beginners
- All Levels
- Intermediate\*

Most workshops will have students with a mix of skill levels. Please be prepared to meet each student where they are, so that all students have a rewarding experience and can gain skills and knowledge, and participate fully in the community that is fostered in each workshop.

\*While planning for your intermediate workshop, please note the experience needed in your workshop description. We're hoping this will help beginner students avoid registering for this class.

## Workshop Confirmation/Cancellation, and Outreach to Students

We will provide enrollment updates in the 10 weeks leading up to your workshop.

We make decisions about canceling classes based on low enrollment between 12 and 4 weeks prior to the start of the class, depending on different variables. Classes that show 0 or 1 enrollment 12 weeks prior to the start date are more likely to be canceled at this point.

4 weeks prior to the start of your workshop we will confirm that minimum enrollment (5 students) has been met. At this time both students and instructors are notified that the class will be running.

Once your workshop is confirmed, we strongly encourage you to contact your students before the start of your workshop. Class rosters are available through your instructor log in. If you have not received login information or need to reset your password you can contact our Program Director, Jacqueline Henry ([jacquelineh@snowfarm.org](mailto:jacquelineh@snowfarm.org)). **Please do not reach out to students until your workshop is confirmed 3 weeks prior to the start date.**

**Please note:** Registration stays open until the class is full or until the business day before the workshop begins. Be sure to check the roster for any changes that can occur right up to the registration close date!

### **Cancellation:**

If the enrollment is below minimum, we will cancel the workshop and notify you and the registered students. There may be some situations where we will run below the minimum, but this would entail a reduction in compensation and is at the discretion of Snow Farm administration.

### **Student Outreach:**

Reaching out to your students can help you identify skill levels and student expectations even before you arrive on campus. Despite the experience guidelines we set in the workshop descriptions, there are times when someone who does not have the requisite experience registers for a workshop anyway.

By learning about your students ahead of time, you have the opportunity to plan ahead for dealing with skill level disparities and other potential difficulties well in advance of the workshop.

## **Other Workshop Preparation Tips:**

- Align your curriculum with the workshop schedule. Plan lessons based on the variety of student levels, goals and how much time your workshop is providing.
- Snow Farm wants ALL students of ALL levels to have an engaging and productive experience.
- Bring supporting technical information, creative prompts, demos, hands-on tutelage, and visual aids.
- Please print any handouts you require ahead of your arrival, or email them to Clarissa Eck for printing ([clarissae@snowfarm.org](mailto:clarissae@snowfarm.org)) at least **one week prior to your arrival**.
- Check in with students regularly. One-on-one time with instructors is an important element of their workshop experience. Give students the opportunity and tools to reflect on their work, new skills and concepts discussed.

**At the beginning of class:**

- Introduce yourself and ask students to make introductions - building community and connections is an important aspect of workshops at Snow Farm
- Outline expectations, goals of the class, and other helpful information such as demos and alternative activities that may be taking place on campus.
- Provide an overview of the key features of the studio (safety, open studio guidelines, etc.)
- Consider how students can conclude with a sense of closure and accomplishment.

Note: Instructional hours are a time to focus on the student experience. Please do not engage in personal work, unless it is for the purpose of demonstration.

Instructors are welcome to work on their own work during open studio hours using their own supplies and materials. Purchasing materials from Snow Farm can be arranged.

**ARRIVAL & SET UP**

- Check in time for your scheduled workshop is 4:00 – 6:00 pm the evening prior to the first day of class instructional time.
- The On-Site Coordinator will provide your room number, studio location, and contact information for the studio management team member on duty.
- Studio supplies ordered for your class will be in your studio (more details below).
- Please make sure you connect with someone from the studio management team during check-in. They may come to the studio while you're setting up or you can give them a call.
- Studio management will be available throughout your workshop for any questions or concerns.
- **Don't forget:** Instructor slideshows and orientation are the evening of arrival between 7pm - 9pm. See below for more details...

## Supplies for Your Workshop

Studio management will acquire supplies according to the list you submitted with your contract. If you have any changes or questions, contact studio management right away! Note that we may not be able to accommodate last minute changes. A few additional notes:

- Student Supplies: We will post a Workshop Overview & Supply document for your workshop on our website based on the supply list you provided with your contract. It provides details to students on what supplies will be provided, and what supplies students should bring with them.
- Workshop Prep: Instructors are expected to prepare materials as needed for their workshop.
- Extra Materials: Some studios have materials available for purchase. When applicable, you are responsible for collecting money and tracking transactions. Details will be provided at check-in.
- Supply Reimbursement: If you are purchasing supplies and need to be reimbursed, you must stay within the budget agreed upon at contracting and submit an invoice to studio management at the end of your workshop. You will receive a check within 30 days of submitting your invoice.

Contact Clarissa Eck, Studio Manager, at [clarissae@snowfarm.org](mailto:clarissae@snowfarm.org) or Brendan Lyons, Studio Director, at [brendanl@snowfarm.org](mailto:brendanl@snowfarm.org) for any questions about studio set-up, equipment, or supplies.

## Instructor Slideshows

Your slideshow presentation is a valued and important part of our program and a requirement for all instructors to attend. Presentations will be shown on the arrival evening, after dinner. Feel free to organize and present your work whatever way you would like. Please note:

- **Presentations are anticipated to be between 5 - 7 minutes** (about 15 slides), but should not exceed 10 minutes. PLEASE note we will set a timer and provide reminders when time is nearly up.
- You can use this time to feature your class, a current project, talk about your process, your background and/or your journey as an artist.
- Email your slideshow directly to [workstudy@snowfarm.org](mailto:workstudy@snowfarm.org) at least 24 hrs. BEFORE the start of the session. **All slideshows must be delivered as either PowerPoint or Google Slides.** NO VIDEO or IMAGES PLEASE. Neither will work with our set up.

## DURING YOUR WORKSHOP

Your primary contacts: Onsite Coordinator & Studio Management Representative

An Onsite Coordinator and Studio Rep are available to assist with any needs throughout the duration of your workshop. Their numbers will be posted in your studio and provided on your workshop clipboard at check-in.

### Communication & Evaluation

Open and timely communication can be essential in addressing any issues that might arise during your workshop. Please be in touch with your studio management representative right away if you have any issues at all with studio equipment, space, or supplies.

Please be in touch with the Onsite Coordinator for issues with students or anything else you or your students might be experiencing.

**\*\*If you have any concern that is ongoing during your workshop, we ask that you also speak directly with Jacqueline Henry, Program Director (413-268-3101, ext. 103), or Mary Jo Murphy, Executive Director (413-268-3101, ext. 105). They will ensure that all avenues are pursued in order to resolve the issue and set your workshop back on track for success.\*\***

**Important:** To maintain professionalism, any feedback or criticisms should be communicated directly to a staff member in a private conversation and should not take place in front of your students. As an instructor you are a Snow Farm Employee and this includes having a flexible, accommodating, professional and positive attitude with the staff and students during your time at Snow Farm.

At the end of the workshop, students and instructors are asked to fill out an evaluation. We value all input!

Contact Jacqueline Henry, Program Director, at [jacquelineh@snowfarm.org](mailto:jacquelineh@snowfarm.org) or 413-268-3101 x 103 or in the office on the first floor of the Farmhouse.

### Safety

- Outline all safety guidelines for your studio at the beginning of class. If there are certain tools students cannot use without you in the studio let them know. (Refer to our open studio guidelines, as well as your own safety protocols.)
- Please note the location of the first aid kit in your studio.
- **There is to be no consumption of drugs or alcohol at any time in the studios.** If a student is under the influence, they may not participate.
- In case of an emergency, **call 911** and notify the Onsite Coordinator immediately.

## Open Studio Guidelines

Open studio policies differ by studio and are posted. Please review the guidelines with your students at the beginning of class and remind them of key precautions prior to leaving for the evening. If you have your own safety protocols - let students know.

Instructors and teaching assistants are welcome to stay and work on their own projects during open studio time. You must either bring your own materials or pay for any Snow Farm materials used.

Keep in mind that students will stay to work during open studio, so it is helpful if they are at a point to continue working on some aspect of their project through the evening.

### Clean Up

Clean-up is an important part of your workshop. **Everyone needs to be out of the studio by 4:00pm on the final day of the workshops.** We ask you to plan accordingly to ensure that you leave the studio as you found it: clean tools and return to proper places, re-box supplies that were boxed for you when you arrived, sweep/wash floors, organize shelves, and clean all surfaces.

### Community Activities

An instructor slideshow, meeting, and in some cases a studio art tour/show, are an important part of a Snow Farm experience. These are outlined in the schedule and in your contract and are a required part of your duties

Contact Jacqueline Henry, Program Director at [jacquelineh@snowfarm.org](mailto:jacquelineh@snowfarm.org) if you have any questions.

## Campus Information

### Accommodations & Dining

Please see the [Housing](#) page on the Snow Farm website for detailed descriptions of the accommodations, and the [Dining](#) page for details about dining plans, including how we accommodate food preferences and allergies.

#### Please note:

- All instructors need to bring their own bedding and towels. If you are arriving by public transportation, please let us know if you are in need and we can arrange some items for you to borrow.

- Please let us know in advance if you will not be at all the meals.
- Instructors may park next to their studios to load/unload only. We ask you to move to commuter or residential lots for the duration of your workshop.

### **Guest Policy**

If you would like to bring a guest or traveling companion for the duration of your workshop, we are happy to accommodate this request.

The following guidelines apply for instructor's guest at Snow Farm:

- Instructors and their guests will share a dorm space
- Guests must pay for meals on campus prior to their arrival.
- Guests of instructors are welcome to enjoy all aspects of the Snow Farm campus, but will not be permitted in the studios during workshop hours or open studios
- Guest must be 18 years or older (including family members)

Contact Jacqueline Henry, Program Director, at [jacquelineh@snowfarm.org](mailto:jacquelineh@snowfarm.org) to reserve guest housing.

### **Packing**

Please see the [Registered Students](#) page on Snow Farm website for resources to help plan your visit, including a full packing list and campus map (downloadable).

### **Selling Work at Snow Farm**

- Snow Farm has a small gallery for folks to purchase works made by our Instructors throughout the year.
- We encourage instructors to donate something to the gallery when they are on campus teaching. Selling donated items helps us fund scholarship programs for students to come to Snow Farm!
- You are invited to sell work at our annual fundraiser – [the Snow Farm Seconds Sale](#). The Seconds Sale is a great opportunity to sell high-quality artists' seconds, firsts, overstock, and discontinued or older lines of work while supporting Snow Farm in the process. The sale takes place over three three-day weekends at the end of November and gets about 3,000 visitors. Snow Farm staff does set-up, sales, and absorbs all credit card fees. The split is 50/50.

Contact Laura Sutter, Operations Coordinator, at [lauras@snowfarm.org](mailto:lauras@snowfarm.org) if you are interested in selling in our Gallery or participating in the Seconds Sale.

## COMPENSATION

All instructor responsibilities are accounted for in the compensation amount. Including, but not limited to: completing all paperwork on a timely matter, collaborating with Snow Farm's Marketing staff to promote your workshop, creating and presenting your instructor slideshow, student outreach, and all other pieces in preparing the workshop.

### Paychecks and Employee Paperwork

In order to process your paycheck, instructors must complete employee onboarding through our online system. Login information will be sent by email to all instructors in January. This account can be used to view pay stubs and access employee documentation at any time. Your paycheck will be deposited directly to your bank account within two weeks following the end of your workshop.

Contact Kerry Brumbaugh, Bookkeeper, at [kerryb@snowfarm.org](mailto:kerryb@snowfarm.org) with any questions.

### Discounted Tuition Workshop Benefit

All Snow Farm instructors are eligible for a discounted tuition workshop per year of teaching, activated after your workshop takes place and expiring on 10/31 of the following calendar year (if you teach in 2027, it expires 10/31/2028). The discount is 30% and applies to tuition only. Any materials/supply fee or instructor kit fee is your responsibility to pay. Housing and meals can also be reserved at time of registration, and are to be paid in full. The benefit is non-transferrable.

You are responsible for paying whatever material or kit fee may be associated with the workshop. These fees can be found on our website. Supply fees are due ahead of arrival. Kit fees will be payable directly to the instructor on the first day of class.

Contact Jacqueline Henry, Program Director [jacquelineh@snowfarm.org](mailto:jacquelineh@snowfarm.org) or Will Taylor, Registrar [wiltt@snowfarm.org](mailto:wiltt@snowfarm.org) with any questions or to register.

### Promotion & Non-Compete Consideration

We diligently promote workshops through our website and other websites, social media, conferences and events, publications, and press releases. As a contracted instructor and partner in the process, **we expect you to actively promote your workshop as well.**

- If you have a website, please list your class on the website with a link to your workshop on our site.
- If you have email addresses for former students, colleagues, or supporters, please notify them about your workshop and help get the word out through direct email, social media, newsletters or any other forums you are a part of.
- Please let us know if you would like a graphic or any other marketing supports to help with promoting your workshop.
  - Please contact Keely Quirk, Marketing and Development Assistant ([Keelyq@snowfarm.org](mailto:Keelyq@snowfarm.org)), with any questions or marketing requests.

Non-Compete Consideration: We work hard to offer a unique experience to students. We ask that you carefully consider this when booking similar workshops in the region or online within 2 months (before or after) of your Snow Farm workshop, so that you avoid competing with your upcoming workshop at Snow Farm.

## SNOW FARM EMPLOYEE POLICY

**Absentee Policy:** We understand that life is unpredictable and emergencies happen; sometimes a cancellation is unavoidable. However, your commitment to Snow Farm is important for our reputation and yours. We hate to disappoint students who have registered for your class months in advance with a last minute cancellation. In the unlikely event you do have to cancel, you are responsible for working with Snow Farm to secure a suitable replacement. This includes discussing lesson plans with the selected substitute.

**Pets:** Pets are not allowed at Snow Farm; please do not bring them with you.

**Smoking and Vaping:** Snow Farm is a mostly smoke- and vape-free campus. There is one outdoor area for smoking and vaping near the dumpsters. Please respect this policy.

**Drug Free Workplace:** Snow Farm maintains a drug-free workplace for its employees. The unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance, unless authorized by a licensed physician, are prohibited on Snow Farm's premises. Employees who are found working and under the influence of a controlled substance are subject to discipline up to and including termination of employment.

However, it must be noted that Snow Farm is an educational retreat setting and has a "Bring Your Own" policy regarding any alcoholic beverages for guests over the age of 21. Those

employees (including instructors) who are of legal age and have completed their work for the day may enjoy a glass of wine or an alcoholic drink if it will not influence their next scheduled work session. Employees must use discretion when consuming alcohol in the presence of other staff or guests, and are expected to behave as professionals.

**Snow Farm's Policy Against Workplace Harassment:** Snow Farm is committed to providing a work and learning environment which is free from discrimination and harassment based on an individual's race, color, religious creed, sex, gender, sexual orientation, national origin, ancestry, age, disability, veteran or marital status, or other status protected by state or federal law. Discrimination and harassment violates both the spirit of equal opportunity and the rights of the individual. It undermines the integrity of the employment relationship and can destroy the morale and commitment of the individuals involved.

Harassment covers a range of behaviors, including subtle and not-so-subtle, verbal and non-verbal behavior. It can be engaged in or experienced by both males and females. Harassment of any individual – co-worker, manager, student, Board member, volunteer, vendor, client or visitor – will not be tolerated in any form at any level at Snow Farm and any employee who engages in harassment will be subject to appropriate disciplinary action up to, and including, discharge.

It is not possible to list all examples of conduct which constitute harassment, but harassment includes telling jokes or making verbal or physical innuendoes which explicitly or implicitly belittle an individual's race, color, religious creed, sex, gender, sexual orientation, national origin, ancestry, age, disability, veteran or marital status, or other status protected by state or federal law.

Sexual harassment is defined by law as sexual advances, requests for sexual favors or verbal or physical conduct of a sexual nature when:

submission to or rejection of such advances, requests, or conduct is made either explicitly or implicitly the basis of any employment decision or a condition of an individual's continued employment; or

such advances, requests, or conduct have the purpose or effect of unreasonably interfering with an individual's work performance by creating an intimidating, hostile, humiliating, or sexually offensive work environment.

The line between acceptable social conduct and harassment is not always clear. For that reason, if you believe that you are being or may have been harassed, Snow Farm encourages you to communicate clearly to the offending party that the conduct is offensive, intimidating or embarrassing, to explain how the offensive behavior affects your work and ask that the conduct stop.

If you are uncomfortable speaking directly to the offending party, or you have done so and the perceived harassment has not stopped, then you should speak to the Executive Director. If the

Executive Director's conduct is at issue, you may report the problem to any member of the Board of Directors of Snow Farm.

Upon receipt of a written complaint, Snow Farm will promptly undertake an investigation and, when appropriate, corrective action. Please note, however, that no disciplinary action will be taken without an investigation of the allegations underlying such a complaint.

Throughout the investigation, Snow Farm will handle the matter with as much confidentiality as possible under the circumstances and with due regard to the rights and wishes of all parties, recognizing that there are many circumstances where complete confidentiality is not possible. There will be no reprisal or retaliation against anyone who reports such an incident, as it is unlawful to retaliate against anyone for filing a complaint or for co-operating in an investigation of a harassment complaint.

The Federal and state government agencies responsible for the enforcement of employment discrimination laws in Snow Farm's area are:

U.S. Equal Employment Opportunity Commission, JFK Federal Building  
475 Government Center  
Boston, MA 02203  
Phone: 800-669-4000

Massachusetts Commission Against Discrimination  
1 Ashburton Place  
Boston, MA 02108  
Phone: 617-727-3990

436 Dwight Street, Room 220  
Springfield, MA 01103  
Phone: 413-739-2145

## **Teaching Assistants (TA) Policy**

*A Teaching Assistant (TA) position is a beneficial opportunity for those early in their artistic career to gain real teaching experience by assisting and observing. At Snow Farm, we value being a community of diverse voices, backgrounds, and experiences, and we ask you to select underrepresented, early career artists (between the age of 18 - 40) for your TA request.*

TA requests can be made for all studios except the wood studio, where maximum class size is 6. If you are instructing in an eligible studio and would like to bring a TA to Snow Farm, the following guidelines will apply:

- TA requests must be submitted no later than three weeks prior to the start date of your workshop when Snow Farm confirms the workshop. Because there is limited space on campus to accommodate TAs for housing, requests will only be considered for classes with 8 or more students. In addition, Snow Farm may not be able to approve all requests, in which case, class size will be a determining factor.
- When requesting a TA please provide the TA's name, contact information, and a brief description of what your TA's duties and responsibilities will be for your workshop. TA's will receive a separate form to fill out prior to the start date of the workshop.
- Snow Farm will provide TA's with meals and housing accommodations. Please note that if housing becomes limited, submissions will be reviewed by Snow Farm and studios showing a greater need for assistance will be prioritized. TA's and instructors can share rooms if/when necessary.
- Snow Farm does not financially compensate for TAs; however, volunteer hours can be logged and volunteer benefits will apply.

TA's can submit their hours to Jacqueline Henry, Program Director, at [jacquelineh@snowfarm.org](mailto:jacquelineh@snowfarm.org)

During instructional hours, assistants should be assisting students, helping prepare for demos, helping with materials management, and monitoring safety and tool use. **TA's will not be permitted to work on personal projects during instructional hours. However, they will have access to the studio space during open studio hours. Use of any Snow Farm materials or supplies must either be purchased in advance or paid for at the end of the workshop.**

Instructors should be prepared to submit their TA's information prior to the start of their workshop. If an instructor is having difficulty finding a TA for their class, Snow Farm will make every effort to help secure an assistant for their workshop. It is up to the instructor and the TA to coordinate the starting and shutting down of the annealers and glory holes for each workshop