

FAQS – GROWING CREATIVE CAREERS: WINDSOR & REGION

Cohort 4: BUILDING CAREER CAPACITY

FAQ SUMMARY

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What is Growing Creative Careers: Windsor & Region?

WorkInCulture's Growing Creative Careers: Windsor & Region, developed and delivered in partnership with [Windsor Essex Small Business & Entrepreneurship Centre](#) and [Arts Council Windsor & Region](#), offers professional development training that will benefit the businesses and careers of artists, creatives, and cultural workers living in the Windsor-Essex area. The training series will be delivered 4 times to four different cohorts over the course of 2021 – 2023.

The series was originally designed to be a blended learning experience with both in-person and online learning activities (hybrid), but the first two cohorts were delivered virtually due to the COVID-19 pandemic. Cohort 3 (September – November 2022) was delivered in hybrid format. **Cohort 4 (April – June 2023) will be delivered primarily in-person with access to online resources.**

Each cohort will have a different topic focus.

What will Cohort 4 focus on?

Cohort 4: Building Career Capacity

This cohort will focus on a series of topics essential for any artist or creative professional looking to create or refine an interdisciplinary strategy to support their career in the cultural sector. The core topics that will be covered are:

- 1.) Marketing
- 2.) Project Management
- 3.) Data Collection and Analysis
- 4.) Creative Business Launch

For more information on the series, please consult the program schedule on the [program webpage](#), or visit the [Eventbrite registration page](#).

Who is eligible to apply?

Participants must be based in the [Windsor-Essex County Area](#).

As a participant, you should come to the program with an idea, a project, or plan (at any stage) you want to address through this learning series. You will reflect on how these topics will help support your in your career development and can use them as examples when sharing feedback and resources during the workshops.

The program is open to:

- Artists of any discipline/career level (visual art, musicians, performers, authors, craft artists, sculptors, multidisciplinary artists, media artists, filmmakers, etc.)
- Arts & Culture organizations/departments/representatives (non-profit and for-profit)

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- Individual Arts Administrators at any career level (currently working with an arts & culture organization or not)
- Arts/Creative Professionals at any career level (consultants, technicians, etc.)
- Past Growing Creative Careers: Windsor participants/alumni (e.g., Cohort 1, 2 or 3)

If you're not sure where you might fit within these categories, please reach out to the program manager, Stephanie Draker, to clarify: stephaniedraker@workinculture.ca

I'm not an artist, creative professional or from an arts organization, can I still apply??

Yes! If you are an individual, business, or organization looking to develop a project in collaboration with an artist or the creative community or looking to develop and implement a creative project idea, you are welcome to apply!

Why do I need to have an idea, project, or plan already in mind for this cohort?

This cohort is geared towards participants looking to develop or expand their creative careers and bring it to the next phase. Having an idea, project or plan in mind while taking the training will help you contextualize the learning content, and help you engage more deeply with your peers during the workshop activities and offer feedback. Additional templates, exercises, and assignments provided will help you formulate your thoughts, confirm what progress you have already made, and identify what else you might need to explore or act on to advance your career. Your project, plan or idea could be at the beginning stages, or currently in development. **You are not expected to complete or fully address your project, plan, or idea by the end of the cohort – you will, however, be able to detail the next steps towards implementation, completion, submission, etc.**

For example – you're an artist who has just completed a body of work and now you want to figure out how to exhibit it, market it, take it on tour, or even sell it. You are exploring who you might collaborate with on this activity, and when you should plan it, etc. That would count as an applicable concept you can address through this cohort.

If you are unsure if you are the right fit for this program, please contact Stephanie Draker, Program Manager to discuss: stephaniedraker@workinculture.ca

What is the training schedule/time commitment?

A copy of the training schedule and proposed session topics can be found on [the program page](#). **Please note, the sessions will not be recorded.**

Cohort participants are expected to **attend all training sessions, actively engage** in the workshops through group discussions and activities, and **complete exercises and**

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assignments. In order to qualify for a completion certificate, participants must attend the virtual introduction session and attend at least 3 of the 4 in-person sessions.

Participants may also be expected to spend an additional 2–3 hours in-between sessions reviewing additional resources and completing other exercises, and/or applying their learning.

Post-training, participants will enter into a 12-month monitoring period during which WorkInCulture staff will reach out periodically with surveys and potentially brief interview requests to measure the impact of the training. Participation in these evaluation activities is optional.

How will the training be delivered?

This cohort will be offered primarily in-person with one virtual session.

In-person sessions will be held in [Windsor at the Windsor Essex Small Business and Entrepreneurship Centre](#). The first session will be delivered through Zoom. Additional resources will be made available through a shared online folder only accessible to cohort participants. Other training and resources may be offered by the program partners through their own venues or online platforms.

What are the benefits of participating?

Participants will connect with community leaders and learn about resources available to support their goals. Participants are encouraged to connect with and learn from each other's experiences as they navigate these areas of their professional development.

Learning outcomes will be unique to each individual, but are intended to include:

- An understanding of core marketing elements and processes required to create a marketing strategy to support their artwork, /or arts programming, or professional career in the arts (e.g. consultancy, teaching).
- An understanding of project management phases, principles, and processes, tailored to arts and culture activities.
- An understanding of how collecting, measuring and evaluating key information (data) reveals valuable insights into the work you create, its impact, the people you serve, and the audience you are trying to target.
- An understanding of how business planning or entrepreneurship could support career advancement (e.g. starting a creative business, becoming an entrepreneur)
- An understanding of collaboration, partnerships, and how to structure roles and responsibilities.
- Building a network of contacts.
- Building an awareness of other creatives and their work/projects/plans.
- Awareness of upcoming professional development opportunities in the Windsor-Essex area.

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- Consultation with the program facilitator and peers.

Participants that attend and participate in the virtual introduction session, at least 3 of the in-person training activities and complete their assignments will receive an official completion certificate.

Additionally, participants may be invited to participate in additional program promotional campaigns to capture their experience in the program and promote themselves and their work. These campaigns will be shared with WorkInCulture's 13,000+ social media followers as well as across partner channels.

Do I have to attend all of the in-person sessions? Can I just register for 1 or 2?

The topics in this cohort will be delivered in a progressive way that is meant to be complementary and provide information and resources to support a well-rounded professional career in the cultural sector. Ideally, applicants will commit to attending all the sessions so they can review, reflect, and learn more about how each topic applies to their own creative practice and/or career in the arts alongside a core peer group. Additionally, participants will support the capacity building of the Windsor-Essex creative community through peer learning and sharing their experiences, feedback, resources, and other insights with each other.

While we strongly recommend attending all sessions, we will still review applications from potential participants who are only able to attend specific sessions.

What does it cost to participate?

There is no fee to register or participate in the program. However, participants will be required to cover costs associated with attending in-person and virtual sessions and accessing resources provided, including utilizing one's own computer or laptop equipment, access to reliable wi-fi connection, etc.

Is there travel required?

Yes. Travel to attend the in-person workshops is required and those accepted into the program will be expected to attend. Refreshments and lunch will be served at the in-person workshops.

Is there travel stipend available?

Yes. For any participants travelling more than 25 km, **one-way**, in order to attend the in-person workshops WorkInCulture can provide a stipend of up to \$25.00 per session for mileage and parking. You can make a request at the start of the program if accepted. Availability of stipends are limited.

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What kind of learning accommodation can you offer?

WorkInCulture is dedicated to providing an accessible training opportunity where possible. Please contact Stephanie Draker, Program Manager at stephaniedraker@workinculture.ca and we will do our best to meet your needs.

Closed captioning will be provided during the virtual session delivered over Zoom. Online resources available will remain available to participants for a period of 6 months past the cohort delivery time period.

How do I register?

Complete an online registration form by to be considered for Cohort 4. Priority will be provided to registrants who sign up by **April 16, 2023** and register for the entire series. Spaces are limited.

After **April 16, 2023**, registration for specific sessions may be extended on a case-by-case basis if there are spaces remaining.

[CLICK HERE](#) to access the registration form.

What happens after I register?

You will receive a confirmation of your registration from Eventbrite by email. Registration will be reviewed on an ongoing basis to ensure eligibility requirements are met and if WorkInCulture staff have additional questions they will contact you.

Additional reminder emails will be sent through Eventbrite. WorkInCulture staff will also share any relevant preparatory information and materials pre- and post-session where applicable.

What happens if the series or specific sessions are sold out?

You can select to go on our waitlist for a spot and if one becomes available, WorkInCulture staff will contact you.

You can find these FAQs and other project documents at:

<https://www.workinculture.ca/windsor>

If you have any additional questions please be in touch with Stephanie Draker, Program Manager at stephaniedraker@workinculture.ca