

Report of Outreach Committee 2019-2020

This year the Outreach Committee actively sought venues where WGB could promote the Guild and handweaving; worked to generate interest among members in demonstrating weaving, spinning and related arts; and clarified expectations regarding community demonstrations. The Committee also defined areas of responsibility for Committee members.

Demonstrations:

We received ten requests for demonstrators, but were able to recruit members to demonstrate at only four. The ten venues, and successful demonstrations are:

- Natick Organic Farm Community Day April 29, 2019: Demonstrations provided by Barbara Provest
- Appleton Farm Day September 1, 2019: no member volunteered.
- Apple Festival, Daniel Putnam House September 1, 2019: no member volunteered.
- Family Homestead Festival, North Andover, September 28, 2019: no member volunteered.
- Alden House Sheep to Shawl Festival, Duxbury, September 28, 2019: Demonstrations provided by Barbara Provest, Diane Chaisson, Jane Moore
- Chelmsford Library : National Spinning & Weaving Week October 5, 2019: Demonstrations provided by Margit White & Caroline Ronten
- Waltham Fields Farm Day October 5, 2019: no member volunteered
- Olde Cotuit Fall Festival, Cotuit, October 12, 2019: Demonstrations provided by Jane Moore
- The Kitchen at Boston Public Market (open date): This group was interested in arranging a demonstration at our convenience, but due to the lack of volunteers in general we were unable to make a definite plan.
- DeCordova Museum (open date): the museum was interested in borrowing equipment and providing demonstrations, but was unable to provide specifics regarding security of any equipment loaned.

Boston Public Library: as a result of an inquiry by Outreach the BPL expressed interest in demonstrations at Central Library in conjunction with the Guild's 100th anniversary. A draft proposal was submitted to the WGB Board for consideration.

Defined parameters for venues and for volunteers:

1. Information To Be Provided to Outreach Event Sponsors

- Event sponsors will be asked to list "Weavers' Guild of Boston" in their promotional materials, if any. If no advance promotions, WGB may choose to issue a press release or other public information tool.

- In addition to fiber arts demonstrations (weaving, spinning, etc.) participating WGB members will be offering information about WGB, usually: membership form, brochures, post cards, rack cards and information about the annual sale, and information about WGB 100th anniversary as it nears.
- WGB Demonstrators will provide equipment to demonstrate the craft, and will display a WGB banner
- To the extent possible, demonstrators will include a docent who can explain what is being demonstrated while weavers/spinners work.
- Demonstrators/docents will count the number of people who visit the demonstration and gather information about their interest in WGB and weaving.
- Event sponsors may provide a summary of the event, website url, contact info and image/photo to be placed on WGB website "Of Interest"page. Information should be submitted at least 2 weeks before the event.

Defined Responsibilities: The Outreach Committee defined three areas of responsibility: Committee Chair, Assistant for Institutions and Assistant for Demonstrations. Responsibilities are:

Outreach Chairperson: Coordinates outreach assistants; confers with the WGB Board of Directors regarding appropriate Outreach activities and efforts; attends Board meetings, reports to Board on Outreach activities; receives and reviews requests and determines, in consultation with Board as needed, appropriate response and coordinates response with assistants

Outreach Assistants:

- Assistant for Institutions: Coordinates activities of Guild with institutions & museums such as Plimoth Plantation; maintains list of members interested in participating in work with institutions. (*position vacant*)
- Assistant for Demonstrations/Education: Coordinates member volunteers to demonstrate weaving, spinning, etc., at one-time or annual events. Maintains listing of members interested/available to provide demonstrations

Other Activities:

The Outreach Committee also designed and purchased a banner (shared use with Sale) and a supply of brochures. The Committee provided reports of activities and upcoming events for the Bulletin.

Respectfully Submitted,

Outreach Committee