**SWEET PEA COMMITTEE: SCHEDULE OF EVENTS (SOE) TIMELINE & JOB DESCRIPTION**

**Location:** Home/office

**Assistance:** 0-1

**Supplies:** Computer, previous years’ Schedule of Events, design software (In 2008-15, the schedule was done in In-Design. Diagrams were done in Illustrator. Both programs are available at the Sweet Pea office.)

**Distribution:** See process file; all distribution takes place after July 4th

**Notes:** In 1995, switched to 8-page TAB booklet format. In 2003, switched to 9 ½ x 9 ½ size on 50 lb newsprint. In 2008, switched to 38 lb paper. In 2012 switched to an accordion style fold up format – folded size 4”x6”

**On-Going:**

* Track the hours you’ve volunteered monthly; keep your own record to submit to the office at yearend or email your hours when requested by the office
* Be an ambassador for the Festival; recruit Festival-time volunteers and potential board member candidates
* Keep Division Coordinator apprised of your progress and include him/her on documents sent to the Exec. Director for review and approval
* Attend Sweet Pea Board meetings when possible
* Review all meeting minutes for accuracy and to keep up with what’s going on if a meeting is missed.
* Provide Exec Director with newsworthy happenings in your committee to post on Facebook

**January:**

* Review the budget as prepared by the Executive Director and Finance Committee; offer input before approval by the Board
* Line up Committee members as needed to share in duties

**February:**

* Submit expense estimate budget to Secretary/Treasurer and Division Coordinator before expenditures begin. Watch for the deadline on this to be given by Secretary/Treasurer each year

**April:**

* Get quotes for the printing of the SOE in the year’s desired format. 2012-2015 AlphaGraphics printed our SOE in its new format. ArtCraft can also quote the new style. In 2014-2015 all printing needs for the Festival were coordinated with the Executive Director and bid together in hopes of receiving better pricing

**May:**

* See that notice is given with monthly Board mailing to all Committee Chairs and Division Coordinators for deadline of Schedule information and changes. Specify how and when you would like to receive info (coordinate with Executive Director)
* Collect Schedule of Events information from each Committee including pictures
* Begin creating the schedule in a design program
* Create cover design or coordinate with Graphics chair
* Follow-up with those who have not submitted changes by June 1st through their Division Coordinator (coordinate with Executive Director and Publicity Chair)

**June:**

* Present proposal to Board on color and cover design (coordinate with Publicity Committee and Executive Director).
* Meet with a sub-committee made up of people from Marketing Division, the Board, Officers, and Executive Director to edit “final draft” (this can be done electronically if individuals have access to original info also)
* Distribute copies of “final draft” at June Board meeting for final edits, especially of content
* Submit to Marketing Division Coordinator and Executive Director for final approval
* Submit PDF file to printer by printer deadline for completion of order by June 30th or sooner. Sooner is better if wanting Pre-Sales to take SOE’s to the outlets with other merchandise
* Arrange for a press check on location before the full run (to be attended by selection of: SOE Committee Chair, Marketing Division Coordinator, Executive Director, or Board officer)
* Arrange for delivery to the Sweet Pea office. SOEs need to be available for Pre-Sales and PR to make deliveries starting July 1st or 2nd.
* Check delivery and do estimated inventory by counting 1-2 boxes and extrapolating numbers

**July:**

* Get digital copy of Schedule of Events to the Sweet Pea office for posting on the website
* Monitor any changes and/or fill in of TBAs to the printed Schedule of Events.

**July-August:**

* Deliver Schedules to those groups/businesses requesting brochures, as needed, with exception of Pre-Sales outlets (coordinate with Executive Director). (Check information in process file for locations.)
* Make sure any leftovers are in Sweet Pea storage; estimate number left and relay to the office

**August:**

* Monitor Schedule of Events inventory during the Festival; if shortage occurs, arrange for emergency printing of Times and Locations section.
* Volunteer to help a Division at Festival if possible (e.g. Admission, Merchandising)
* Assist with park tear down on Sunday evening, post-Festival
* Submit all individuals and business names that assisted or contributed this year to Executive Director for thank you page on website
* Submit feedback on this year’s events – fill out and return evaluation form distributed from office staff

**August-September:**

* Submit all invoices to the office as they are received. All receipts/personal reimbursements are due by Oct. 2nd
* Make two CDs of the complete electronic file (including images) – one for the process file (notebook) and one for the office

**Order Quantities**

1991 20,000 2003 17,000 (1 ½ boxes left)

1992 22,000 2004 16,000 (1 box left)

1993 20,000 2005 17,000 (2 boxes left)

1994 20,000 2006 16,000 (3 boxes left)

1995 20,000 (hundreds left) 2007 20,000 (extras ordered for PR packets) (6 boxes left)

1996 19,000 (hundreds left) 2008 20,000 (ordered 17,000) (3 boxes left)

1997 17,000 (hundreds left) 2009 18,000 (2 boxes left)

1998 16,000 (hundreds left) 2010 18,000 (2 boxes left; 650-800/box)

1999 unknown 2011 17,000 (10 boxes left – attendance lower than expected)

2000 16,000 (ran out Saturday) 2012 15,000 (6,000 left)

2001 17,000 (1 box left) 2013 12,000 (2,000 left)

2002 16,000 (1/2 box left) 2014 12,000 (~1,000 left)