

Coordinator's Report

Firstly, I'd like to introduce myself, my name is Louise Lemmon, and I took over from Morag during sign up. As some of you can imagine, handover of the coordinators role is easier said than done. The amazing job that Morag did meant that most of the information was in her head, so when I took over I had to learn as I went.

Hopefully me falling in at the deep end didn't impact too much on you all as members.

For those of you unsure of what the coordinator does, I have jotted down a list of a few responsibilities. If you have queries in regards to any of these things, please feel free to ask me. I won't talk through the list, but if you need to refer to it in the future, it's attached to this report.

Coordinator responsibilities:

- All emails in and out of coordinator @ email address
- Assisting members with their applications during sign up
- Maintaining members database throughout sign up
- Organising and numbering database entries
- Proofreading (along with other committee members) of all members entries and catalogue.
- Coordinating between our Map Designers and Graphic Designer
- Editing (in line with Final Database) Members Entries on Wordpress

Summary of Points for NEOS 2018:

- Membership
- Late/Incomplete Entries
- Out of Area Applications
- Group Applications
- Images
- Additional Information – Social Media handles

Full Report:

2018 Membership

A fantastic 284 artists and makers signed up to be involved in NEOS 2018. Compared to 269 for NEOS 2017. From a direct comparison we can tell that this included 152 returning artists, including 2 returning artists that added an additional entry. There were 117 artists from last year that did not return, but we had 129 artists new from last year.

Late/Incomplete Entries

When sign up opened we found people were initiating an application, just enough to send us an email alert, but not enough to process their data on our system. Therefore, there were a handful of applicants trying to complete their full applications after the deadline. We usually have a small period of time set aside for people to complete submitted entries, but anything more than this pulls my focus away from my main responsibility of maintaining the database.

My recommendations for next year would be to have a hard deadline. This would mean that if applications are not completed by the day of the deadline, they will not have an opportunity to complete their entry. This may seem a little unfair, but we have to work to a very tight deadline, for proof reading, catalogue printing and advertising. Any significant delay on this would impact everyone, not just the stragglers. It would be unfair to let the majority of our members down, when they have completed their application on time.

Out of Area Applicants

As in previous years, we welcomed some out of area artists invited by members within our designated area. We had a few "Out Of Area" Applicants this year not realising that there was an additional form to be filled out. In addition to this, there were also a few applicants not realising this had an alternative deadline. As out of area applications take additional processing time the cut off is 2 weeks into the signup period.

We will focus on making this more obvious for next year's sign-up.

Group Applications

Similarly with Out Of Area applications, Group applications take a lot more administration. Lily, our Members Secretary, helped massively when it came to group applications. There's a lot of information we require when it comes to entering as a group. These include having a constitution, AGM Meeting minutes and group members, to name a few.

My suggestions for next year would be to mimic our "Out of Area" Application terms, and have a group deadline prior to the official deadline. This again will help with delays and prevent us from impacting on our other members.

Images

There was a small percentage of members having issues uploading images to their application. The overriding issue was that the error message wasn't clear enough. This led to some members not realising their image hadn't uploaded until asked to submit one by a member of the committee.

The lessons we will learn for next year will be to change the parameters of the image to allow a more substantial margin. We will also improve the "error message" to make it clearer when an image has not been accepted.

Applications - Additional Information

From running our social media campaign this year, we have found that it would have been useful to have members' social media details (ie: instagram, twitter handles or facebook business pages).

We feel inserting these options into the initial sign up process will aid promotion of our artists and makers. Finding and tagging members proved time consuming during this years marketing. If the information was readily available it would reduce the social media teams workload significantly.

Overall, we have had some very positive feedback, and we hope your entire NEOS experience was positive. We are always eager to evolve and take on board everyone's point of views and ideas.

If there is anything you feel may help us in the future, or if there are any issues you had out with the points I have raised above, please feel free to email me at: Coordinator@northeastopenstudios.co.uk

Thank you.