



Ecommerce for Artists

An integrated, modular curriculum developed collaboratively by CraftNet member schools and artists as an introductory guide to establishing an entrepreneurial Web presence. Created with the generous support of the Appalachian Regional Commission.

The complete *Ecommerce for Artists* curriculum—or any of its individual modules—may be downloaded free-of-charge at www.craftnetglobal.com. © 2009 Regional Technology Strategies, Inc. Permission to reproduce and distribute this document is granted provided citation is given.

Resources & Credits

Resources

- Arts Business Institute (www.artsbusinessinstitute.org). This organization works with small business development centers and conducts teleconferences. They sponsor an annual conference and are developing a course with Etsy to teach business skills.
- CODA (www.codacraft.org). This group provides educational and professional development in order to build public appreciation of craft.

Credits

CraftNet is an international learning and innovation network of post-secondary colleges—community colleges, technical schools, and four-year schools—and selected arts organizations that are dedicated to the teaching of fine handcraft and the business of fine handcraft. It is sponsored and managed by **Regional Technology Strategies, Inc. (RTS)**.

CraftNet expresses its gratitude to the **Appalachian Regional Commission (ARC)** which awarded RTS a \$36,000 grant to develop an educational, promotional, and marketing website that could help teach and demonstrate the effectiveness of ecommerce for artists.

As such, the project's overarching goals have been to:

- Offer a set of curriculum modules that can be used by CraftNet member schools (and other institutions both in the U.S. and abroad) to teach artists how to use ecommerce effectively;
- Provide a virtual marketplace for the creative products of students and faculty at CraftNet member schools and organizations; and
- Expose students to the culture and products of other regions and nations.

CraftNet member colleges located in Appalachia took the lead in developing the curriculum modules, chiefly through working group meetings in Asheville, North Carolina and Louisville, Kentucky, supplemented by regular conference call discussions. A small number of other CraftNet member organizations located outside the ARC service area also contributed substantial efforts to the project.

Special thanks are due to **Cindy Kittredge**, folk arts and market development specialist for the Montana Arts Council, who assimilated and condensed the working group discussions into the initial draft of the curriculum. **Robert Donnan**, CraftNet's facilitator, took part in those discussions, edited the curriculum, and worked closely with the website development team that created the new website.

Other CraftNet members who commented upon the early drafts of the curriculum included **Gary Clontz** at Piedmont Community College (SC); **Tim Glotzbach** at Berea College (KY); and **Bob Mitchum** at Arkansas State University-Beebe. **Robert Gipe** at Southeast Community College (KY) suggested the format of 100 learning questions for the curriculum. The project team also acknowledges the leadership role played by **Stuart Rosenfeld**, principal at RTS, throughout all of its working group deliberations.

Dan Alberghetti, an instructor at Sheridan College in Wyoming, and his business partner **Patrick White** at 14th Story Design, designed and implemented the programming for the new CraftNet website.

The complete list of CraftNet member organizations that collaborated across the year-long effort to develop the *Ecommerce for Artists* curriculum and design the new website includes:

- Arkansas State College-Beebe, Arkansas
- Berea College, Kentucky
- Haywood Community College, North Carolina
- Hazard Community College, Kentucky
- Montana Arts Council, Montana
- Patrick Henry Community College, Virginia
- Piedmont College, South Carolina
- Sheridan Community College, Sheridan, Wyoming
- Southeast Community College, Kentucky

Of course, all CraftNet member schools and organizations are now empowered to post student and faculty creative work to their respective online galleries at the new website. Those additional members, as of this writing, include:

- Eastern Maine Community College
- Elengeni FET, South Africa
- Flathead Valley Community College, Montana
- Galway-Mayo Institute of Technology, Ireland
- Greenfield Community College, Massachusetts

- Northeast Wisconsin Technical College
- Salish Kootenai College, Montana
- Santa Fe Community College, New Mexico
- Southern West Virginia Community College

The *Ecommerce for Artists* curriculum is now available as a free PDF download through CraftNet's new website: <http://www.CraftNetGlobal.com>. Educators, extension agents, artists, and others may reproduce, adapt, and distribute its modules free-of-charge as long as they cite CraftNet and provide the network's website address. For more information, please visit the website or contact Regional Technology Strategies at 919.933.6699.