



CYC Discover Knit and Crochet Classes Teacher Newsletter **Volume 1 Issue 2 August 5, 2010**

### **CYC Discover Class Update**

I am pleased to report that Craft Yarn Council's Discover Knit & Crochet Class program is coming together nicely. There were a number of changes in participating stores, which slowed us down. Unfortunately, there still might be stores that pull out of the class program at the last minute, but we hope those will be few and far between and that you will be in your local Michaels store teaching by the end of September.

Below are two important dates (see Box). In addition, we will be organizing a series of conference calls to discuss the program and to answer your questions. Here's how it will work: We will set dates for the calls, which hopefully will accommodate teachers' various schedules. Via e-mail, you will receive a toll-free, call-in number and access code. After you dial the toll-free number, you will be prompted to enter your access code, usually followed by the # sign. That's all there is to it!

As always, feel free to let me know if you have any questions between now and then.

**Jenny Bessonette**  
**Director of Discover Classes**



**Here's a sneak peek of a knitting project made by Caron International for the Discover Classes!**

## Michaels November Yarn Event

**Sunday, Nov. 7th, 2010**

Please plan to attend Michaels November Yarn Event that kicks off their big yarn ad. The entire yarn department will be on sale for the week and that Sunday will be a busy day!

You will be asked to host the make-it take-its for the yarn event, promote your classes and make yourself known to the Michaels' customer. This is a great opportunity to secure students for your classes!



### Yarn for Projects

You will need to purchase the exact same yarn and color that is used in each project template. Please use those same colors, along with the same size hook or needle, when you make your samples so they look just like the project photo.

### Important Dates

- **August 5th:**  
Begin applying at Michaels online and contacting your Store Manager(s)
- **November 7th:**  
Michaels' big yarn event

### Discover Class Website

Currently, we are working on the new Discover Class website:  
[www.DiscoverKnitandCrochet.org](http://www.DiscoverKnitandCrochet.org).



Within this site, is a special password-protected area for Discover Teachers only. It is from this area that teachers will have all the information to download for their class. Included will be pdf's of the following:

- **Class supply lists**
- **All student project sheets**
- **Helpful how to instruction sheets with stitch diagrams**

These are the sheets that you will be expected to download and reproduce by printing or photocopying for your students.

Once the Discover Classes are up and running, we hope to add a discussion forum where teachers can share ideas, as well as an area where we can post pictures from your classes and demos.

I mentioned passwords and I'd like to explain a little about that process. Because of the proliferation of spammers on the Internet, we have to resort to a password protected area. **To facilitate your access to the site, we will be e-mailing you a specific password in the coming weeks.**

Warm regards, Mary  
Mary Colucci  
Executive Director  
Craft Yarn Council

### Michaels' Application Process

**To begin the Michaels Discover Class application, you must first apply online at [www.michaels.com/storejobs](http://www.michaels.com/storejobs).** We urge you to do so **as soon as possible** because the entire process can take up to six weeks. The online application enters you in the Michaels' system.

**If you are teaching at only one store,** please contact the Store Manager 24 hours after you complete the online application. Please let them know you have been assigned by the Craft Yarn Council to be a knit and/or crochet instructor for their store and setup a time to meet with them and have them interview you to be an employee of their store. If you are a backup instructor for a store, please let them know that as well.

**If you are teaching at more than one store,** you will need to select your "home store" first when applying online. (You do not have to fill out the online application for every store you are teaching at...which means you must decide your home store when filling out the online application.) You may call that store after 24 hours to setup an interview with the Store Manager. Please let them know you have been assigned by the Craft Yarn Council to be a knit and/or crochet instructor for their store. If you are a backup instructor for a store, please let them know that as well. Once you are hired by that store, you can then call the other stores and tell them you are assigned to teach there and begin immediately (once hired by home store). If you get hired by the home store you can teach at

- **Coming Soon:**  
Orientation via  
conference call

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any other Michaels store without another interview. That means only one interview!

**If you are a current Michaels' employee teaching at more than one store**, you do not need to interview at the other store(s.) All you need to do is contact the Store Manager and let them know what you will be teaching.

**Here are the steps to follow when you apply online to teach at Michaels:**

1. Go to our job website at [www.michaels.com/storejobs](http://www.michaels.com/storejobs) to apply. If you are teaching at more than one store, please choose only one store (the store closest to you or the store you will be teaching most at.)
  - When you land on the page, click: "Hourly Store Associate Positions".
  - From there, you will be routed to select your primary Michaels location (5 mile radius - 25 mile radius).
  - Click "Go" and choose the Michaels location.
  - Place a check mark next to your primary store location or "home" store.
  - Select from the list of Jobs "Class Instructor".
  - Then, go to the Registration page to setup a user name/password & initial profile.
  - Upon completion, you will be routed to the Pre-screening questions (not timed). You must complete the pre-screen questions in order to complete the application process.
  - Once the pre-screen is complete, you will be sent to the Assessment page. The Assessment is a timed activity and required as part of the application activity.
2. Wait 24 hours after completing your e-hire application before contacting the Store Manager to set-up a face-to-face interview with you.
3. The Store Manager will complete an interview. The Store Manager will ask questions about your work availability, crafting and teaching experience in addition a few other interview questions. **Please bring samples or pictures of your work, letters of recommendation and/or a resume to the interview. This will show your passion for the craft and teaching.**
4. If the Store Manager decides you are a match for Michaels, you will begin the New Hire Paperwork process. This includes a series of forms and policies that are reviewed and signed by you. This information is entered into our hiring system. Your Store Manager will also share all of the benefits that are available to you at this time.

**Please note, all Michaels' employees are required to complete a background check before hire.**

The dress code for teaching is Michaels' dress code. Please be sure to check with your Store Manager during the interview on what you will need to wear to teach and do in-store demos.

**Please email Jenny when you have completed the online application and contacted your Store Manager(s.) Thank you!**

## **Discover Class Display Board**

Every instructor will be **required** to make a display board that will be put in the store you are teaching at to help promote the classes.

The display board will include at least one of your project samples along with pictures of each project. There will only be **ONE**, 20x30 display board per store and it must include **both** the knit and crochet project samples and pictures. You will work with the other teacher in your store to complete the board if you are not

the knit and crochet instructor.

**We will provide a template for the display board that will be on the CYC Discover Knit and Crochet Classes website which will go live at the end of August.**