

General Information for Instructors, Presenters, and Performers

What is North Shore Senior Center?

The North Shore Senior Center is a not-for-profit organization of professionals and volunteers committed to enhancing and enriching the lives of seniors through engaging programs, exciting activities, wellness opportunities, current information, and access to resources.

The Lifelong Learning department at the Center schedules over 300 programs each term, offered at our two locations: the Arthur C. Nielsen, Jr. Campus in Northfield, and the Morton Grove location at the American Legion Memorial Civic Center.

Who is a participant in Lifelong Learning programs at North Shore Senior Center?

Our members and participants are older adults drawn from over 30 communities in the northern suburbs and Chicago. They come to North Shore Senior Center to experience our high quality education, fitness, social and recreational, and other enrichment programs. Our participants are looking to learn new things and enjoy the company of friends at our comfortable facility.

Who can do a presentation, conduct a program, or give a performance?

We are always looking for new instructors who can provide high quality, engaging programs for our participants. The best instructors are those who have a love of their subject, a desire to share it and a basic competence in the subject they will be teaching or performing.

Anyone with skills or knowledge and a passion to share that with older adults is welcome to submit a proposal. All proposals, and the instructor's related credentials and experience, will be reviewed by the Program Manager. If it appears to be a good fit with North Shore Senior Center's goals and standards, the Program Manager will contact the potential instructor for further conversation.

Instructors, presenters and performers are independent contractors, not employees of North Shore Senior Center. As such, they are responsible for developing their own course or program curriculum and material.

Schedules and Proposal Deadlines

Our programs are typically held Mondays through Fridays between 9:30 a.m. and 4 p.m., based on customer preference. Programs are usually one to two hours in length, most are 90 minutes in length, depending upon the format and content.

North Shore Senior Center has three terms per year, each approximately 16 weeks in length. We schedule a full term at a time, and a term's schedule is finalized about 4 months prior to the start of that term. To be considered for a term, proposals must be received by the following deadlines.

<u>Term</u>	<u>Deadline for Submission</u>
Winter 2015 (Jan – April)	September 2, 2014
Summer 2015 (May – Aug)	December 12, 2014
Fall 2015 (Sep – Dec)	May 1, 2015
Winter 2016 (Jan – April)	September 1, 2015

Writing Your Proposal

All proposal forms must be filled out completely, one per program. The course proposal includes:

- A title
- A description of what you will be teaching
- An instructor biography or list of qualifications.
- Scheduling preferences and availability

Titles A good course title can mean the difference between a course that zooms off the charts and one that doesn't live up to its potential. The purpose of the title is to attract the readers interest to what you are offering. Here are a few techniques:

- Keep title simple, non-threatening, and positive
- Ask the reader a question.
- Long or complex titles tend to confuse and dull titles will not capture the reader's eye.
- Make the title personal. Use the word "you" in the title. This makes it personal and involves the reader.

Course Description Your course description should be enticing or interesting to create a desire for by the participant to register. The course description sets the participant's expectations of what you will deliver during your program. The description should be factually complete and accurate and should provide solid information about the course so people can decide whether it will serve their needs. Keep these points in mind when writing your description:

- Descriptions should run 40-80 words in length.
- Write in complete sentences.
- The narrative should be written in the second person ("you").
- Provide information of what the participant will learn and experience in the program

The first five words of a course description will often determine if the reader will go on or pass to another course description. Make them count! The opener should focus on either the course content or the learner — not the course or the instructor! Tried and true opening techniques include: the definition, the question, the outstanding or impressive fact, and the quotation. Following your opener, you can talk about what will be covered in the program and other content matter.