



Programming 101

Instructor Guide Overview

- Meet with Recreation Programs Coordinator to discuss details for NEW program
- Review *Instructor Resource Center*
- Create an account on CivicRec
- Add yourself to the waitlist as an “Approved Instructor” through CivicRec
- Complete a background check through NCSI for \$18.50 (Once every year)
- Turn in Vendor Request Form (Once)
- Turn in IRS Form W-9 (Once)
- Turn in Contact Form (Update as needed)
- Turn in Instructor Handbook Acknowledgement Page
- Review *Instructor Resource Center*
- Submit Activity Proposal for upcoming season by deadline
- Sign Season Agreement by due date
- Monitor Registration & Marketing
- Getting Paid
- Have a wonderful session!



Programming 102

Instructor Resource Center

After you have met with the Recreation Programs Coordinator to discuss details for your NEW program

- **Review *Instructor Resource Center***

This web portal was created for contract instructors to have access to important content, forms, tools and other resources.

<https://www.kennesaw-ga.gov/parks-and-recreation/instructors/>

Password: playitforward



Programming 103

Civic Rec

Now that you have met with the Recreation Programs Coordinator to discuss details for your NEW program & reviewed the *Instructor Resource Center*

- **Create an Account on CivicRec**
 - This account should mirror your paycheck
 - The name and address must be the same name and address you will use to be paid
 - The actual instructor name (if different) will be listed in the class description
 - Please upload a clear headshot of yourself (size: 1080 pixels by 1080 pixels)
 - Please have each assistant, coach, or substitute create an account as well
 - All approved instructors will receive an ID Card (valid for one year)
- **Add yourself to the waitlist of “Approved Instructor” for the appropriate year**
 - Once you are cleared, you will receive an email invitation to complete registration



Programming 104

Background Screening

Now that you have created your account(s) on CivicRec & added yourself to the waitlist to become an approved instructor

- **Complete a background screening through NCSI**
 - This is done once a year
 - At the instructor's expense, the cost is \$18.50
 - All Instructors, Substitute instructors and Assistants (17 & older), must clear a background screening prior to program start date

<https://cityofkennesawprograminstructor.quickapp.pro/>

Select Program Instructor



Programming 105

FORMS

Now that your background check through NCSI has cleared, there are a few forms you will need to turn in:

- **Vendor Request Form** this form is used to enter you into our system to process payments to you (this form and your main CivicRec account should be the exact same)
- **IRS Form W-9** Independent Contractors are required to complete an IRS Form W-9 (Request for Taxpayer Identification Number and Certification). Completed forms must be returned to the Recreation Programs Coordinator. The City of Kennesaw is required to file a federal form IRS Form 1099-MISC (Miscellaneous Income) for services received by an Independent Contractor if payments are in excess of \$600 per calendar year. Cumulative payments less than \$600 are still includable in the Independent Contractor's taxable income even though they are not reportable to the IRS
- **Contact Form** please keep your most up to date contact information and emergency contact on file. Turn these in as often as needed

Now that all of your forms have been turned in:

- **Review the Instructor Handbook and sign the Acknowledgement Page**

The handbook was prepared for the convenience and understanding of instructors who are under contract with the City of Kennesaw Parks & Recreation Department. The handbook brings together important policies, procedures and other information that applies, or might be of interest to instructors. The handbook covers a variety of subject matter. Instructors should be aware that there are other important policies and procedures that should be consulted as the need arises.



Programming 106

Activity Proposal Submissions

You have reviewed important Instructor Set Up information and now you are ready to begin your program.

○ **Activity Proposal Submissions**

- You must submit a complete Activity Proposal for each season/session you intend to host a program
- Each class must be submitted separately
- Please review the corresponding season planner and adhere to all deadlines
- Your program must be within that program season start/end date
- Blackout dates apply to all programs (this means facilities are being used for or in preparation of a big event) No classes will be held on those dates
- The description you write is what will be posted on the online catalog (This is the first thing participants see when registering for a class)
- Please select your facility preferences with the understanding that the space is not guaranteed
- Registration will open as scheduled, as long as your contract has been signed
- Please list your preferred registration close date for each class
- You must complete a class submission in one sitting or the website will time out and your changes will not be saved



Programming 107

Agreements

Your program has been entered into the online catalog system, but it is not visible to the public until your agreement(s) are signed:

- **Sign your Season Agreement(s)**
 - Please review thoroughly and ensure all of the information is correct
 - Check dates, times, locations, prices, skip dates, and all details for **ANY errors**. Send you feedback to the Recreation Programs Coordinator to make corrections and re-send a revised contract
 - This agreement must be signed before your program is live and open for registration
 - Remember, registration for your particular class(es) will close as scheduled on the date you selected



Programming 108

Marketing

Social Media Marketing

Kennesaw Parks & Rec operates a Facebook, Instagram, and Twitter page to engage with the community. Posts include information on programs, events, parks, City notifications, and general Parks & Rec information. All social media pages are linked to the City's website, Parks & Rec employee emails, and Civic Rec. The City's website and Civic Rec are the primary means of Recreation Program information and communication. Social Media pages serve to support our marketing efforts including newsletters, the Playbook, ads and more.

- You must submit Social Media requests through CivicRec for each corresponding season
- The Partnerships & Events Specialist will contact you via email to request images

Special Event Marketing

Kennesaw Parks & Rec hosts an average of 20 community events throughout a calendar year. From seasonal celebrations and street festivals to movies in the park, luncheons, and more, there is always something special happening at the events. Our vibrant city is alive with music, laughter, food and fun. Events are also used to promote the Parks & Recreation department and we want to give our instructors the opportunity to promote their classes at select events. Instructors may set up at the Parks & Rec Tent or have their own booth space next to Parks & Rec.

- You must submit Special Event Marketing requests through CivicRec
- It is expected that you have representation at the three Program Events (Winter Kickoff, Summer Camp Expo, and Program Palooza). Register through CivicRec.
- These events are opportunities for you to market your program and connect with the community

Flyers & Post Card Marketing on City Property

All other marketing request must be approved. Submit these requests through CivicRec.



Programming 109

Registration & Payments

Your program has been entered into the online catalog and marketing has been scheduled...there's only a few things left to do now!

○ **Monitor Registration**

- Monitor your registration numbers leading up to your class start date through daily reports sent to you via email
- If you would like to extend/close registration for a class, please send an email to the Recreation Programs Coordinator
- In the event you need to cancel a class, send an email to the Program Coordinator as soon as possible. You must reach out to all of your participants to inform them of the cancellation
- For makeup dates, please email the Program Coordinator or call the Front Desk to check availability. You must communicate the new date(s) to your participants

○ **Getting Paid**

- Payments will be processed on the first Monday of each month
- You will not be paid for a program until it has begun
 - Example: All programs that begin in January will be paid out the first full week of February
- You will receive a report of the details of your upcoming check as it is processed (similar to a check stub)
- You will receive an email when your check is available for pickup
- All checks can be picked up from the Front Desk at your earliest convenience



Programming 110

Thank You!

- **Have a wonderful session!**

Thank you for the service you are providing to our community! We are happy to have you onboard.

Keep an eye out for the Monthly Instructor Updates and review the Instructor Resource Center often!

Best Regards,

Trici Styles

Recreation Programs Coordinator