PHOTOGRAPHIC
CENTER
NORTHWEST

Board of Directors Position Description & Org Overview

ABOUT PHOTOGRAPHIC CENTER NORTHWEST

Mission and Vision:
For over thirty years PCNW has championed and provided photographic education through our accredited 53-credit Certificate Program, classes and workshops; free exhibitions and public programs; and publicly-accessible facilities. Our goals to provide comprehensive, rigorous, and inclusive education; champion artists and the artform; and promote equitable access to photography create the framework for our projects and programs. Learn more at www.pcnw.org

Community and Programs:
Through our programs and labs we serve an average of 7,000 individuals annually. Of those more than 800 are students enrolled in one-day to 10-week classes, including summer teen workshops at PCNW or in partnership with Coyote Central and the Seattle World School; BFA students through a partnership with Seattle University; and adults pursuing continuing education, from 17 to 80 years old. In an effort to provide low barrier access to photographic education, we award approximately $25,000 annually in full- and partial-tuition scholarships to underserved populations and those with economic hardships. Our community also includes 250 members, 75 volunteers, 25 adjunct faculty, countless practitioners, donors, and collectors, and the general public. Complementary to our classes and workshops PCNW hosts 5-6 exhibitions annually and 20-25 free public programs such as artist lectures, panel discussions, and professional development workshops. This provides representation to an additional 500+ artists.

Size and Scope:
PCNW has a staff of ten and a faculty of 25-35 any given academic year. We have an annual operating budget of approximately $1M of which ~ 55% is earned income through tuition and facilities usage; the remainder contributed through grants, individual donations, events, membership, corporate sponsorship, and other campaigns and partnerships. The fiscal year begins July 1st; the organization has four major funding efforts in May (GiveBIG, a state-wide

initiative), June (Chase The Light, a community pop-up exhibition and fundraiser), October (major benefit and auction) and December (end of year giving and membership campaigns).

PCNW seeks new board members that believe in the power of photography and are committed to advancing our diversity, equity, and inclusion work within the photographic sector and at PCNW. Our goal is to be represented by a board with a spectrum of expertise and perspective, and one that is diverse in race, ethnicity, gender identity, age, experience, ability, and income.

POSITION DESCRIPTION

The PCNW Board of Directors:

- Serve as an informed and engaged advisor to the Executive Director, with a focus on strategic planning and organizational growth
- Oversee the financial health of the institution in tandem with the Executive Director
- Make a personally significant annual contribution
- Serve as an ambassador for the organization in ways that foster audience development and donor cultivation
- Support PCNW's commitment to diversity, equity, and inclusion through strategic planning and meaningful outreach

The board has a current maximum of sixteen members and a minimum of five. Below are some frequently asked questions. We welcome your own questions!

What is the time commitment as a board member?

Terms are three years, with the possibility of two term renewals (9 consecutive years). The board meets approximately 10 times a year, once a month with the exception of July/August and February. Trustees are expected to attend the meetings (currently online), as well as interact with the institution and its constituents by attending openings, lectures, and the two major fundraisers (when in person). Board members on average spend an additional 4-6 hours per month on projects outside of our monthly meeting. This may include outreach, fundraising, budget review, strategic planning, party planning, etc.

Is there a suggested financial commitment as a board member?

We expect all board members to contribute and let's have a conversation about what is meaningful to you. Average annual board contributions range from $1,000 - $20,000. There are

many ways to help us reach our financial goals: a table at the fall gala (currently $2,500), a donation during one of our annual campaigns or fundraising events, an investment in an experience at PCNW such as taking a class or workshop, purchasing artwork through our gallery, securing a sponsorship or grant for PCNW, or making an in-kind donation, just to name a few.

What expertise or interests are you seeking in a board member?

- Business development / strategic planning
- Legal
- FInance
- Capital campaign management
- Fundraising
- Marketing & communications
- Corporate & government connections or experience

What benefits do board members receive?

- Access to an amazing community!
- Discounts on PCNW classes and workshops
- Discounts on purchases of artwork (does not apply to annual fundraiser)
- Free attendance to lectures, panel discussions, openings
- Discounts on gift memberships of any level
- Visibility online, in public marketing materials, and on site
- Invitations to patron dinners and special events
- Connection to network of passionate peers and leaders
- Opportunity to help shape our future

Thank you for your interest in PCNW! For additional information don't hesitate to contact:

William Holderman, Board Chair at wholderman@washgi.com
Terry Novak, Executive Director at tnovak@pcnw.org / 206-720-7222 x 12