

Square Dancing

A Class Proposal



Traditionally

- One class a year – 2hrs, once a week
Single club sponsored
Typically Sept. to May (39 weeks approx)
Grad. 15-30 students at Mainstream level
- One class a year – 2hrs, once a week
Multi-club co-sponsored
Typically Summer-time (15 weeks approx)
Graduate at Plus level

Traditionally

- Word of mouth advertising, friends and family dancing together
- Solid dancers that had plenty of time to absorb the lessons
- Fewer activities gave time to focus

By the numbers

Once upon a time...

- Average dance: 6 – 8 squares
= 60 – 90 people
- Special dance, e.g.

Winter Wonderland = 2 Halls

30 + sqs = 250 people

Today

- Average dance: 2-4 squares
= 20 – 40 people
- Special dance, e.g.

Winter Wonderland = 1 Hall

6 – 8 sq = 50 – 80 people

**Special dances now are what
average dances used to be.**

laughingsquid.com/wp-content/uploads/fail-cat.jpg



FAIL

Today

- New ways to advertise. Word of mouth still works, but less people we know seem interested...
- Turned off by time commitment
- Try to teach 54 of lessons in 25 weeks
- Quickened pace
- Harder to learn well and more frustrating
- Larger % that starts class now drop out

Change is a MUST!

- Need a dynamic shift in our approach
- More than just a new class method
- It's a new direction
- Built on reported successful models in IA, CA
- Has the potential to rebuild a strong base.
After 4 classes - club has **100 new members.**
- Time is the answer

How do we do it?





- Shorter class length
- Less material at a time
- More often (In a year)
- No pressure to move forward

- Make it fun!
- Encourage students to do the recruiting. Bring back success of word of mouth

New Method

- Will have three levels of dance in Sq Edges
 - 50 Calls w/Standard Application (50 SA)
 - Mainstream w/Extended Application (MEA)
 - Plus (P)
- Dancing
 - Mondays (50 SA)
 - Wednesday (MEA)
 - 1st, 3rd, 5th Saturdays (P)

BACK TO
THE 50'S

50 Calls w Standard Application

- Mainstream is approx 70 calls.
- Select 50 Calls and teach them in the most common way they are called.
- Mon Class - 12 weeks long, 3 times/year
- Encourage those who complete the class to retake it the next time
- Encouraged to stay at 50 SA level until successfully skilled and ready to move forward

Mainstream w/ Extended Application

- When 50 SA dancer is ready, and club agrees.
- Teach the remainder of the 20 (M) Calls.
- Focus on all the other ways they can be called.
(Left-Handed, Alternate starting positions)
- Wed Class – 12 to 15 weeks, 1-2 times/year
- Encouraged to stay at MEA level until successfully skilled and ready to move forward

Plus

- When MEA dancer is ready, and club agrees.
- Teach the 30 Plus Calls.
- Include the other ways they can be called.
(Left-Handed, Alternate starting positions)
- Wed Class – 12 to 15 weeks, Once a year
- Encouraged Plus level student to attend Sat Plus dance when successfully skilled and ready

How do we get there?

Year 1

- 3 classes a year
- Jan – Mar/Apr
May – Aug
Sept – Nov
- Mondays, 6:30 – 8 pm
- 1.5 hrs once a week
- 12 weeks
- 50 Calls w/ Standard Application (50 SA)

- 50 SA Dance to follow 1.5 hrs
- 8 – 9:30 pm

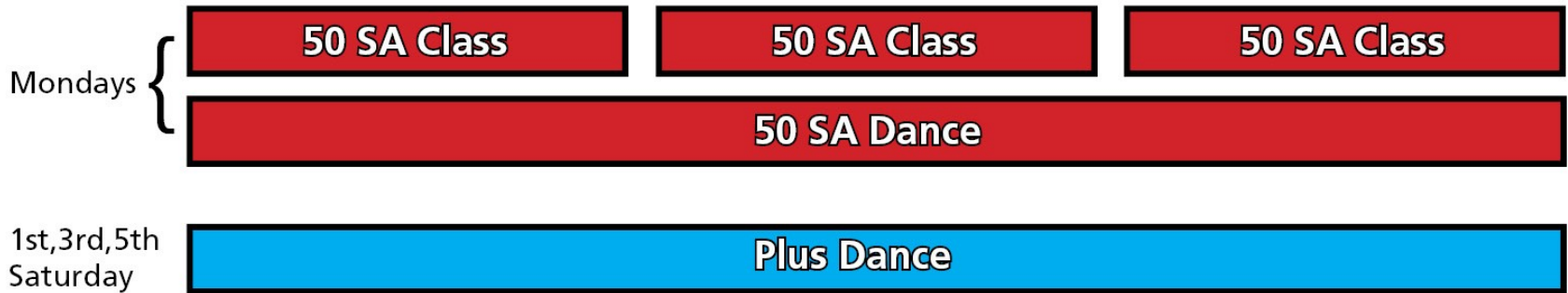
Year 2

- Add 2 classes a year
- Dates can vary or coincide
- Wednesdays, 6:30 – 8pm
- 1.5 hrs once a week
- 12 – 15 weeks
- Mainstream w/ Extended Application (MEA)
- Plus (P)

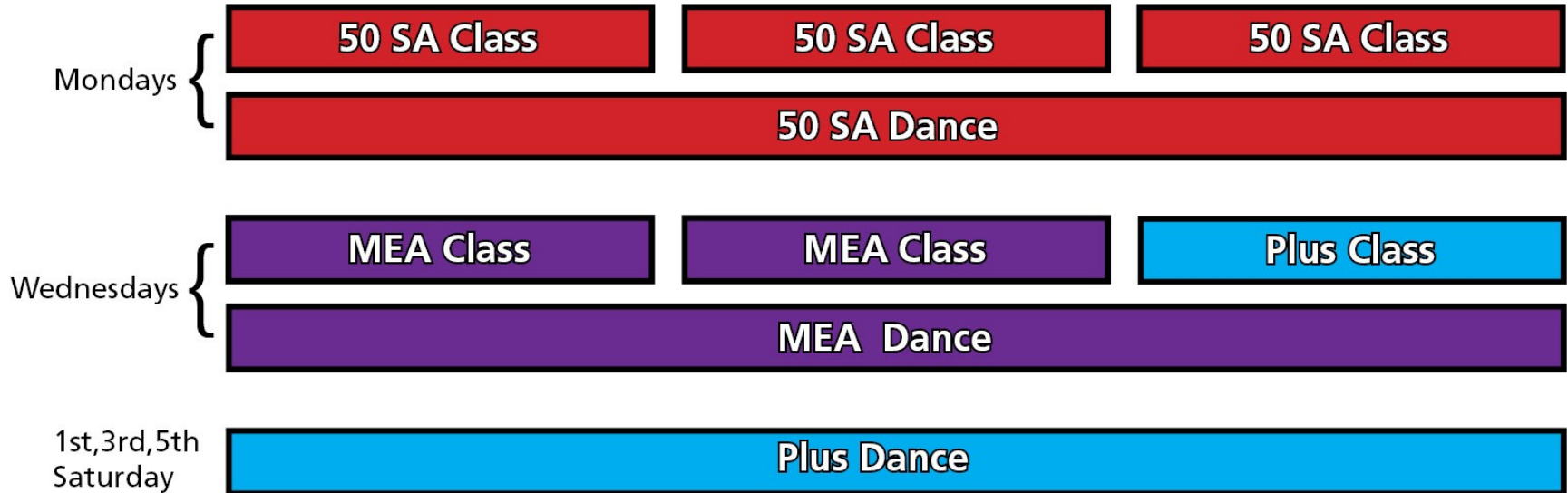
- MEA Dance to follow 1.5 hrs
- 8 – 9:30 pm

Proposed Schedule

Year 1



Year 2 and Going Forward



Goals

- End of 1st year = 21 new dancers at 50 SA level
- Less calls to learn & more time to learn them
- No pressure to advance
- Learn at your own pace
- Always have a place to dance at your level
- Increased base and overall skill of the club
- End of 2nd year = triple the active membership

Future Needs

- In second year, someone to organize Wed Class
- Jeremy to Call
2-3 nights a week.

He says



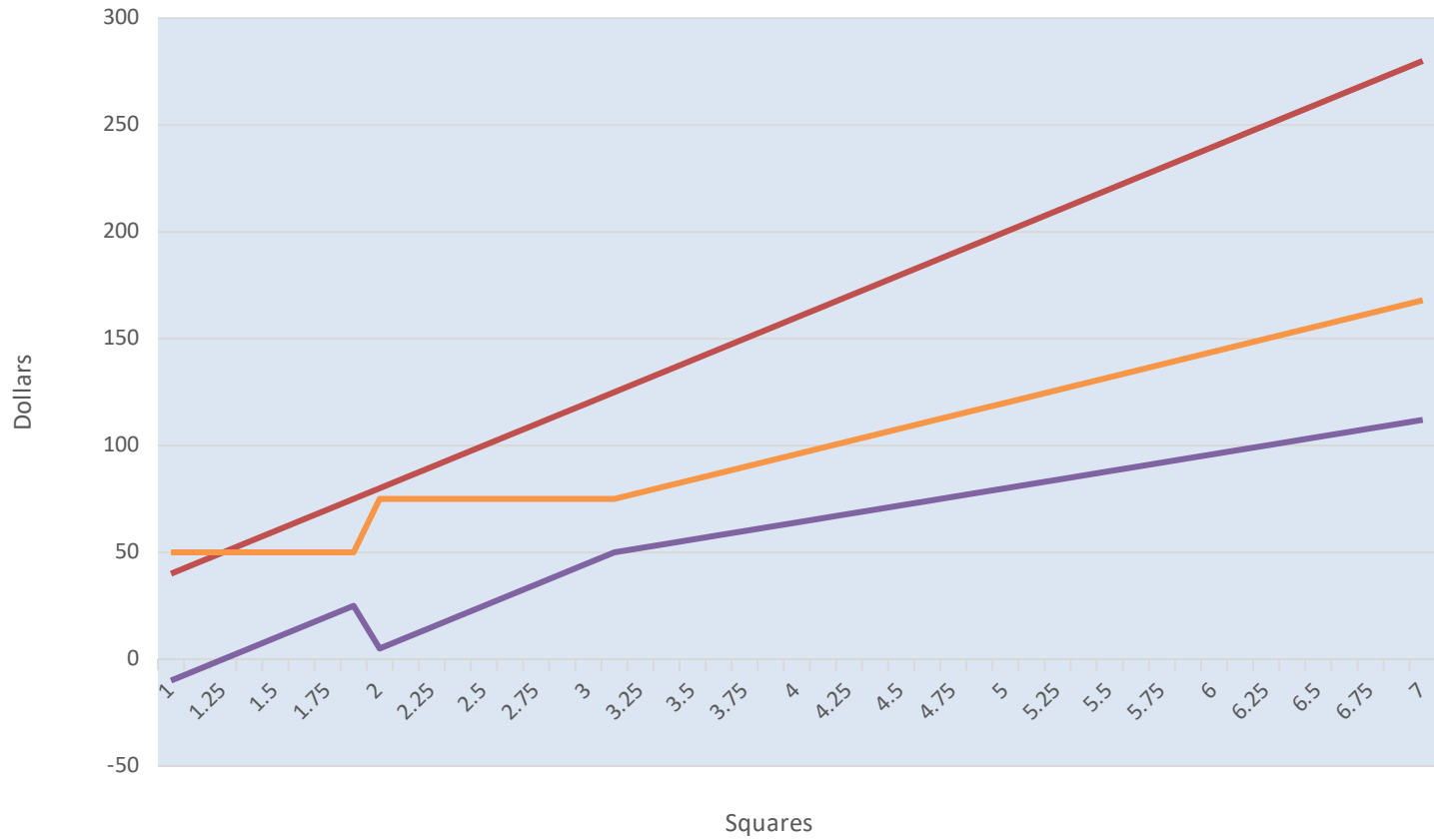


We can do it!

Angels

- Everyone pays same amount
- Pay for the class get the dance for free
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- Helps cover costs
- Angels now have more classes to support towards Angel Recognition
- Percentage for the year, not just that one class

Mo Money



— Money taken In — Club Profit — Caller Profit

Q & A Time... Almost.