

VISION: A community that experiences dance as a friendship builder, fun way to be active and that values dance as an art form.

MISSION: County Pride Dance Club promotes dance in the community through lessons, dances, workshops and performances.

VALUES:

Appreciation: *Dance is appreciated... we appreciate those who dance!* We celebrate our members and the dependable ways they commit to contributing with our club and community. We uniquely offer leadership in the local 'culture of dance', and our community respects and appreciates our club.

Community: *Dance is community... community is dance!* We are committed to building a community of dance enthusiasts that invites diversity and where all are welcomed and integrated into our club.

Empowerment: *Dance is empowering.* We inspire and strive to have every participant experience being empowered through dance. We invite and support individuals to contribute to our vision and mission.

Teamwork: *Dance is working well together.* We model shared leadership through a structure with clear and meaningful roles.

Technique: *Dance is practicing to acquire specific steps and motions.* We support and encourage dancers to persevere for developing dance skills and we coach for excellence in dance instruction.

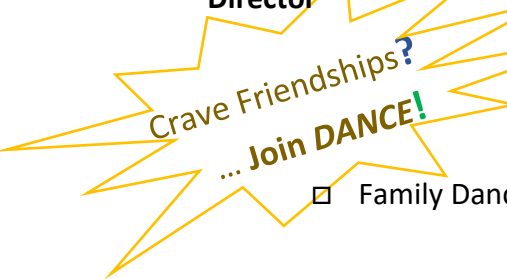
STRATEGIC GOALS (2018 – 2020):

1. We will model and support the social aspect of dance to build community.
2. We will enable people to invest time in dance and dance club.
3. We will more broadly and effectively market our social dance club and opportunities to serve / support dance.



Organizational Structure and volunteer roles: (* = new positions)

- President**
- Vice-President**
- Secretary/Treasurer**
- Fundraising Director**
- Promotions & Marketing Director**
- Social Director**
- Membership Director**
- Grants Director**
- Assistant Social Coordinator
- Assistant Membership Coordinator
- Member Recognition Coordinator*
- Family Dance Committee
- Celebration of Dance Committee
- Train the Trainer Coordinator / Committee*



ACTION PLAN:

| We will model and support the social aspect of dance to build community. | | | | | |
|--|---|------------------------|--|---|--|
| Strategies | Actions | Who | By When | With What | Outcomes |
| Continue to host and grow our family dances. | <input type="checkbox"/> Recruit more volunteers to help with planning / hosting each event. | Family Dance Committee | <ul style="list-style-type: none"> • 3x/year • Ongoing | <ul style="list-style-type: none"> • Teamwork • Budget \$ • Organizing skills • Promoting skills and efforts • Etc. | <ul style="list-style-type: none"> • <i>Young children / youth KEEN / inclined to dance</i> • <i>Central Albertans are keen to dance (culture of dancing)</i> |
| | <input type="checkbox"/> Connect with other dance groups (for demonstrations and to join in participating and encouraging participation at family dances) | | | | |
| | <input type="checkbox"/> Host one 'Big Extra' Family Dance as part of Canada Winter Games (with a community stage for showcasing dance groups?) | | <ul style="list-style-type: none"> • February 2019 | | |
| Reverse order of Sunday Night Lesson Activities | <input type="checkbox"/> Lesson First and Dance Team Practice After = opportunity for lesson participants to stay and watch Dance Team (with social/coffee space provided to encourage staying) | Rob | <ul style="list-style-type: none"> • September 2018 | <ul style="list-style-type: none"> • Learners and Dance Team members willing/able to change times. • Invitation and encouragement to support / experience each aspect of Sunday night lessons time. | <ul style="list-style-type: none"> • <i>More Dance Team members able to support the lesson time (come early).</i> • <i>Members/learners watching the dance team and being inspired!</i> • <i>Learners are less intimidated by Dance Team members.</i> • <i>Learners get to know Dance Team members and how they got to be so good!</i> |
| Increase opportunities for socially gathering as a club. | <input type="checkbox"/> Coffee before or after lessons | Social Director | <ul style="list-style-type: none"> • ASAP | <ul style="list-style-type: none"> • Budget • Supplies • "hosts" | <i>Participants/club members get to know one another and connect socially.</i> |
| | <input type="checkbox"/> 2 – 3x/year club gathering = Christmas, end of dance year (June) and Canada Day | | <ul style="list-style-type: none"> • Ongoing | <ul style="list-style-type: none"> • Budget • Event Planning Skills • Volunteers | <i>People connect through common interests.</i> |
| | <input type="checkbox"/> Include "Get Acquainted" opportunities during lessons | | <ul style="list-style-type: none"> • ASAP | <ul style="list-style-type: none"> • Volunteer to coordinate and initiate a variety of quick get acquainted activities to weave into lesson times throughout the year. | |

We will enable people to invest time in dance and dance club.

| Strategies | Actions | Who | By When | With What | Outcomes |
|---|---|-------------------------------|---|--|--|
| Incent learners to join as members. | <input type="checkbox"/> Promote membership | Membership Director | <ul style="list-style-type: none"> • Ongoing | <ul style="list-style-type: none"> • Clear “benefits of membership” message • Membership information and promotional material • Time • Member stories / members as ambassadors | <ul style="list-style-type: none"> • <i>More learners joining as members.</i> |
| Member recognition /appreciation program. | <input type="checkbox"/> 1-2 key times/year (June and/or December) include a celebration/ recognition and appreciation component to member events. | Membership Director | <ul style="list-style-type: none"> • June 2019 | <ul style="list-style-type: none"> • Member Recognition ‘categories’ (i.e. long-term membership or other/s). • Volunteer Appreciation ‘plan’. | <ul style="list-style-type: none"> • <i>Members feel a sense of belonging, garner personal benefit and want to volunteer to support our collective efforts.</i> |
| | <input type="checkbox"/> Ongoing messaging of member accomplishments or contributions | | <ul style="list-style-type: none"> • Ongoing | <ul style="list-style-type: none"> • Awareness of member accomplishments and permission to share with others. | |
| Build dance teaching / instructing skills. | <input type="checkbox"/> Identify 6-8 people who want to be (and have potential to be) dance instructors. | Rob | <ul style="list-style-type: none"> • ASAP | <ul style="list-style-type: none"> • Members sharing interest • Conversations | <ul style="list-style-type: none"> • <i>6-8 people are trained and utilized by the club as dance teachers / instructors.</i> • <i>Opportunity to optimize opportunities for lessons and support available to dance students.</i> |
| | <input type="checkbox"/> Recruit someone to coordinate ‘Train the Trainer’ events and activities. | | <ul style="list-style-type: none"> • ASAP | <ul style="list-style-type: none"> • Willing volunteer with skills to coordinate this type of training (<i>possibly Heidi?</i>) | |
| | <input type="checkbox"/> Determine ‘teaching plan’ / curriculum to share what an instructor needs to know, in order to effectively teach dance to others (one-on-one and/or group lessons). | | <ul style="list-style-type: none"> • Ongoing | <ul style="list-style-type: none"> • Time • Planning • ‘Curriculum’ and/or ‘Capacity Framework’ | |
| | <input type="checkbox"/> Host 1-2 ‘Train the Trainer’ events for Country & Swing Dance. | Train the Trainer Coordinator | <ul style="list-style-type: none"> • ASAP | <ul style="list-style-type: none"> • Volunteer to coordinate and lead a variety of quick get acquainted activities (<i>weave into lesson times throughout the year</i>). | |

We will more broadly and effectively market our social dance club and opportunities to serve / support dance.

| Strategies | Actions | Who | By When | With What | Outcomes |
|--|--|---|---|--|--|
| Develop a Marketing Plan | <input type="checkbox"/> 3 hour workshop (<i>Shari can facilitate</i>) in June or early July | Promotions and Marketing Director <i>(supported by ad hoc Marketing Working Group)</i> | <ul style="list-style-type: none"> September 2018 | <ul style="list-style-type: none"> Commitment Time Marketing Budget <i>Marketing Director, President, Social Director, Social Media volunteer</i> Marketing consultant. | <ul style="list-style-type: none"> <i>We have a clear strategy/plan to effectively market our organization and opportunities.</i> <i>Community is more aware of our Vision / Mission and why they would join our club and participate in our activities.</i> |
| Opportunities for Members to be Ambassadors | <input type="checkbox"/> Collect Member Stories. <input type="checkbox"/> Encourage Members to share their stories. | Membership Director | <ul style="list-style-type: none"> Ongoing | <ul style="list-style-type: none"> Member willingness. | <ul style="list-style-type: none"> <i>Members offer word of mouth promotion.</i> <i>We are not seen as 'cliquey' but rather inclusive and supportive of all abilities.</i> <i>Potential students / members are not intimidated but rather inspired to participate in our activities and join as members of our social dance club.</i> |
| Build & steward a strong Board. | <input type="checkbox"/> Map our annual calendar / to better understand our work and organization. | Board / Board Chair | <ul style="list-style-type: none"> December 2018 | <ul style="list-style-type: none"> Effective orientation of new board members Clear roles / Clear policies / Terms of Reference for all committees and Director roles. | <ul style="list-style-type: none"> <i>Members want to serve on a vibrant and effective Board.</i> |
| | <input type="checkbox"/> Build leadership Skills on the Board (<i>i.e. social media, communication, marketing</i>) | | | <ul style="list-style-type: none"> Promote and support board members to attend leadership learning opportunities. | |
| | <input type="checkbox"/> Strategically recruit and build leadership = ongoing targeted recruitment. | | | <ul style="list-style-type: none"> Invitation for new board members | |
| Celebration of Dance | <input type="checkbox"/> Continue to offer leadership and support to this community collaborative event. | Celebration of Dance Organizing Committee | <ul style="list-style-type: none"> Annual (Alberta Culture Days) | <ul style="list-style-type: none"> Budget Time Passion | <ul style="list-style-type: none"> <i>Central Alberta celebrates and values dance as an art form.</i> |

Background Discussions that Informed this Plan:

VISION 2028: Our Preferred Future / What is Different because of Country Pride Dance Club:

- 👁 More than 1 class/week
 - + *additional opportunities to practice, to know better and master different dances*
 - + *more options for learning*
- 👁 Diverse dance. More than country. We are known as a social dance club.
- 👁 Hall/facility availability
- 👁 Dance performance = strong dance team
- 👁 Young children / youth KEEN / inclined to dance
- 👁 Central Albertans are keen to dance (culture of dancing)
- 👁 More teachers developed (Rob 'cloned')
- 👁 Heritage of dance is appreciated (*i.e. historically, how important community dances were for building community / friendships / partnerships*)
- 👁 Dance is appreciated and valued / Dance Proud!
- 👁 Strong board (vibrant) + young ↔ old
- 👁 Dance offers community & belonging & recreation / Dance is art, exercise, fun together.

What is Preventing our Vision from Being True Today:

- ⚠ Lack of people investing (time, money, practice)
- ⚠ Lack of skill (dancing, social media, marketing, computers, communication, teaching/instructing)
- ⚠ Limited time for lessons
- ⚠ Teaching dance is complex
- ⚠ Not helping build friendships (dance practice time is tight and focussed on training/not so much on community building)
- ⚠ People intimidated by club member skills
- ⚠ Lack of \$ / limited \$ resources
- ⚠ Lack of instructors
- ⚠ Lack of marketing / public awareness
- ⚠ Don't seem to appeal to 'younger' (though increasingly younger coming to lessons... though not seeing themselves long-term)
- ⚠ People not dancing / we compete with other priorities

Our Assets (on which to build upon when setting strategic goals):

- 👛 Affordable lessons
- 👛 Passionate people
- 👛 Affordable venue
- 👛 Flexible teaching/instructing
- 👛 Many membership options
- 👛 Strive to be approachable
- 👛 History & reputation of excellence and commitment
- 👛 We are not just about ourselves = reach out into the community
- 👛 Rob
- 👛 Our Executive/Board
- 👛 In a 'good'/stable financial position / sustainable
- 👛 Empathy
- 👛 Team = people step up to help out
- 👛 Not a lot of adult dance groups (we serve a unique segment) = opportunity for those who did 'dance' as children = opportunity for dance 'alumni' who still want to dance. Through us they can reconnect with 'dance' as an adult
- 👛 Popularity of 'dance' and family friendly events