

# **Starting, Repairing, and Revivifying a Dance Series**

**Bob Henshaw  
Albany NY**

# **Five Components of a superb dance:**

**Dancers:** respectful energetic dancing

**Caller:** well selected, accurately called dances

**Musicians:** on time; collaborate with sound person; competent performance

**Sound person:** loudness and quality to please dancers and musicians

**Dance organizer:** venue; logisitics; set the “rules”

## **Larry Jennings Principle:**

- The dance belongs to the organizers**
- But it is given for others**

**Do it only if it gives you joy and satisfaction**

**–Or you will burn out**

## **Vision**

- **Must on its face seem desirable to dancers and would-be dancers**
  - **Fill a perceived gap?**
  - **Are there too many dances now?**
  - **Are there conflicts with other events?**
  - **Are you a known quantity?**
  - **Did you check with all other dance organizers?**
- **You desire buy-in.**

## **Vision**

- **Why the Vision might fail:**

- You failed to consider alternatives**

- Organizers do not have a monopoly on good ideas, or on good ways to fix a problem**

- Times are changing:**

- Tastes**

- Traditions**

- Rules vs. no rules**

- New dance styles popular**

# **Mission**

- **Most crucial step**
- **Provides the general intentions of**
  - **What you plan**
  - **Why you propose it**
  - **How you hope to do it**
  - **Identifies possible problems and suggests how you might overcome them**
  - **Asks for help**

# **Mission**

## **•What:**

**–General statement of what is and is not now available and who you are**

**•Establishes real need and that you will solve it**

**•Establishes your legitimacy**

# **Mission**

## **•How:**

**–Describe your intended approach**

**•What we have already done**

**What we intend to do**



## **Mission**

- **Identifies potential problems**

- **Here's what we have thought of so far.**

- **Identifies anyone or anything that might be affected by the new proposal**

- **Solicits help:**

- **If you have more ideas, we'd like to hear them**

# **Mission**

## **•Successful if:**

- Demonstrate there is a perceived need**
- Your proposed series will fill that need, and others do not**
- Any opposing interests accounted for**
- Proposed for good reasons, and not poor**

# **Mission**

- **Must stand alone**

- **Because these are your core beliefs, resist subsequent changes, unless really really appropriate**

**Examples (see attached .pdfs)**

**“Pleasures of the Town” Newsletter**

**“Dance Flurry” Mission Statement**

**“Puttin’ on the Dance” Mission  
Statement**

## **Goals**

- Must directly implement the Mission Statement**
- Statement of intent**
- Provides little detail of what to do**
- Does not tell when**

## **Goals**

- **Example of good goal:**

- **We will provide live music by bands known throughout the northeast**

- **Example of poor goal:**

- **To hold dance events**

## **Objectives**

- Must implement the specific goal**
- Adds timeframe**
- Can be more than one objective for each goal**

## **Actions**

- Must implement the specific objective**
- Provides detail on what to do**
- Can be more than one action for each objective**



# **Evaluate**

- **For each action, objective, goal:**
  - **Does this implement the step above it?**

**Main guideline:**

**•New series:**

**Begin at the beginning: “Don’t just do something; stand there!”**

**(What you are doing may not implement the objective, goal, or mission)**

**–Most common mistake:**

**•just starting in “doing something”**

## **Main guideline:**

### **•Evaluating existing series:**

**–Work in reverse order**

**–Does each step implement the step above?**

**–Resist changing Mission**