



## Commercial Dance Advisory Meeting Notes

**Date:** February 17, 2022  
**Meeting Place:** Zoom

**Called to order:** 12:00 -2:00 p.m.      **Chair(s):** Jesus Solorio      **Note Taker:** Darlene Vera

**Members Present:** Jesus Solorio, Sydney Sorenson, Rick Rantz, Suzy Miller, Dorian Sanchez, Johnna Clark, Jocelyn Willis, Rick Rantz

**Members Absent:**

### Agenda No. 1

**Discussion:** • Motion was requested by Jesus Solorio, to approve minutes from 5/11/2021 meeting; Minutes approved. Sydney Sorenson made the motion and Suzy Miller seconded.

**Action:**

**Deadline:** None      **Responsibility:** None

### Agenda No. 2

- Discussion:**
- Digital Industry and innovations discussed
  - Courses to prepare students for digital and in person (masked) auditions and reels to assist students on how to promote themselves digitally.
  - Higher learning connection with AMDA through Dory and successful workshops
  - Discussion by Johnna in change of coaching style to update changes to learning Post-Covid as a studio owner and success to student confidence and opportunities for students and the studio. Identify student strengths and encourage 27% decline when the job performance focused on their weaknesses in comparison to 45% increase in student performance once student strengths were identified encouraged to show originality and creativity.
  - Discussion in regard to Rebel Talent book focuses on improvisation and authenticity suggested as Dance 101 textbook or possible future textbook for dance courses.
  - Discussion in improvements of students post reading textbook by viewing originality of students and their movements with encouragement of fun and creative dance exercises versus plagiarism of standard movements.
  - It was suggested to incorporate theater games for dancers to assist students to move out of their comfort zone
  - Simplification of dancing basics suggested and history of how dance began in addition to original techniques taught to students so as not to repeat movements
  - Discussion was held in regard to achieving equivalent numbering of courses to match other universities numbering of courses and name of certificate courses
  - AMDA May workshop will be held two days instead of one, successful December 2021 AMDA workshop
  - Guided to submit liberal arts degree, Tyler Rainwater received a scholarship for the Theater Arts program
  - Outreach was discussed to inform dancers of dance program at Allan Hancock College for dancers to begin their dance career at AHC and then connecting to AMDA and other programs post



- Suggestion of informing students of Hancock Promise and AMDA opportunities of dance program at Allan Hancock College through outreach flyers
- Discussion of value of attending Allan Hancock college regarding the free tuition for full-time students and remaining local prior to transferring out.
- Suggestions of advertising the quality of teachers and master courses involved in the AHC dance program, monthly celebrity master class offering was also suggested.
- Suggested scholarship opportunities and sponsorship for dancers. Rick suggested Jesus follow up with scholarship link set up at AHC.
- Offering courses at San Luis Obispo campuses suggested along with a meeting with the dean
- Contact Jennifer Bedrosian (PASO HIGH) and speak to her advanced class to advertise AHC dance program and values and benefits of staying local and the Hancock promise.
- Suggestion of finding a way to draw in students, programs, opportunities, incorporating the importance of achieving the certificate of Commercial Dance offered Hancock.
- Johnna suggested the Hancock certificate should target the advanced dancers, not beginning. She suggested changing, taking out beginning courses, and adding advanced courses as well. Then she would see it more apt to send her students to Hancock, for the commercial dance certificate, if it was going to challenge them, or prepare them for advancement in the dance industry.
- Johnna suggested adding a “dance business” course as well, to help students with balancing their checkbook, and learning how to manage contracts in the industry.
- Johnna also recommended for Hancock dance program start a collegiate dance team, to act as the college performance outreach group. This will help promote the program and make it more appealing for advanced dancers.
- Johnna recommended creating a Hancock College “Brand” for the Commercial Dance program and suggested there should be a team to support that brand. Johnna stated she could help in finding the information to VARSITY Dance cheer/dance, so the program can get Hancock dancers to compete and attend their conventions. This will be very appealing to all dancers that come from dance studios because they are competitive, and will want to continue their competitive career, once they leave Johnna’s studios. She suggested to begin this collaboration this summer 2022, so and begin promoting to studio dancers, to fill fall and Spring dance classes.
- Performance opportunities were suggested such as outside of dance concerts at parks or other events or wineries, farmers markets to advertise the Hancock College dance program.
- Open level dance courses for older students to begin their dancing education or careers was suggested.
- Dance on camera course suggested to be added into Commercial Dance Certificate
- Collaboration of John Hood’s Kinetic art and dancer videos to be used as a promotional video for the dance program at Hancock was recommended.
- Future discussion of AHC Dance program branding and mission statement, diverse and inclusive community of dance program suggested.
- Jesus stated he saw a growth in enrollment for Spring 2022. Jesus anticipates there will be an increase in growth this fall, once a commercial dance team is created.
- Jesus anticipates more students will graduate with a dance degree once the new degree change comes into effect Fall of 2023, due to the clearer pathway to graduation and transferring.
- Jesus stated he believes that with reassessing the certificate, and adding intermediate/advanced courses, and courses suggested by Johnna, is the way to go.



**Reports:**

Accomplishments:

1. Outreach at Paso Robles Dance program: Master class
2. Renaming of dance Courses, for AA degree, Certificate, and Commercial Dance Certificate
3. Invited Lisa Lindholm (GTA-Go 2 Talent) to observe, critique and interview students for DANC 102 class.
4. Students submitted audition reel, headshot (*collaborating with Photography program on Campus*), to Royal Caribbean and Carnival cruise lines.
5. Created professional websites
6. Created a 2-year pathway for certificate completion.
7. We saw an up-tick on certain courses this fall. However, very low because of COVID.