

<b>Commercial Dance Advisory Meeting Notes</b>	
	<b>Date:</b> April 19, 2024
	<b>Meeting Place:</b> Fine Arts

**Called to order:** 1:30-2:30 p.m. **Chair(s):** Jesus Solorio

**Note Taker:** Jesus Solorio

**Members Present:** Johnna Clark, Suzy Miller (Zoom) & Dorian Sanchez (Zoom)

**Members Absent:** Rick Rantz, June Greenawalt, Lisa Lindholm, Jocelyn Willis

### **Agenda No. 1**

**Discussion:** Motion was requested by Jesus Solorio, to approve minutes from 2023 meeting;

Minutes approved.

<b>Action:</b>	NONE	<b>Deadline:</b> NONE	<b>Responsibility:</b>
	None		

### **Agenda No. 2**

**Discussion:**

- Everyone as a Collective: It is great to hear that you hold two regional championships for spring 2024. This will be great for the program.
- Johnna Clark: Now that you have “winning” under your belt, the word is going to spread and you will start to see an increase in enrollment. Once that happens, you will need to hire a coach that specializes in such dance styles for the UDA competition circuit; you got the commercial industry down, now it’s about taking that next step and introducing your students to a new up-and-coming genre, which is Spirit dance team competition. Having a coach versed in this field will only help propel your students to greatness.
- Johnna Clark: When it comes to the enrollment issue between DANC 102 and DANC 109, you had to do what you had to do, so those students could finish in time, stay on track and prepare them for the reel world.
- Suzy Miller: If I may. I would suggest changing DANC 102 to becoming a part of the regular semester, rather than summer?

- Jesus Solorio: The dean recently suggested we make DANC 102 a regular semester class, so I will take that into consideration, and see if I can't make it a part of the spring semester, since that is when students are exiting.
- Johnna Clark: Jesus, I deal a lot with competitions, and I can tell you that you will need new uniforms every year, and for almost every performance you do. Make sure you have a "look" that accurately represents your team and the college; especially if you will be performing for basketball games and other sports venues.
- Jesus Solorio: Thanks for that suggestion, Johnna, I will have to consult with the head of the CTE program. Hopefully they can accommodate such an expense. Meanwhile, I will see if I can't include it into our equipment prioritization list, along with a coach.
- Doriana Sanchez: Jesus, may I suggest you reach out to Lisa Lindholm, to see what has changed and what is needed from dancers now-a-days because I know what I need from the dancers that I hire, but there are also other choreographers and directors and share their need with agents. This would be helpful for your program and the success of your students. If I see dancers come from your commercial dance program, I will definitely move them up the line and give them a chance to audition, ESPECIALLY if I get a call from you, or you highly recommend them.
- Everyone as a Collective: It is clear that your outreach in the community is expansive. Performing for everything described in the agenda.
- Suzy Miller: Keep up with outreach and you can't go wrong. Also, I will send you an email, with something along the "outreach" line. Expect that later tonight.
- Suzy: I encourage you (Jesus) to make the appearances personally.
- Suzy: "MORE SOCIAL MEDIA PRESENCE" good metric to use to track influence
- Suzy: Internships?
- Email from Suzy Miller: The website looks wonderful. I know I've said this all, but I want to reiterate; in my humble opinion, the biggest thing you can do to promote the program is have a dedicated social media presence. TikTok and Instagram are where the demographic you want to attract, do everything; its where they get their news, their trends, their gossip, their ideas, their opinions, their

goals, their fashion, their hair and makeup, their entertainment, their research, their information. It's scary, but it's reality. I see it all the time, with my 24-year-old ex-dancer daughter, with all the high school kids, with competition and studio dancers.... it is the fastest way to reach the most people with the least amount of resources. It does take time and effort, but it also targets your market and automatically spreads from there, as once you're in and really active. The algorithm multiply your presence like a contagious disease!

recommend you browse dance related posters and see what kind of content generates the most likes. It sounds so trite, but it's not. I recommend following Lindsley Allen on Instagram; she is one of the best consistent dance related posters I know. Hollywood Connection is also good but take the time to go down the rabbit hole and see what else you find. Hashtag dance, hashtag dance major, hashtag commercial dance, etc.!

Again, it does absolutely take time and effort, but it seems right up your alley; as you go about your days, video quick clips of everything and post/play. If you yourself don't have the time it truly takes to establish and maintain a hearty, active presence, perhaps you could hire or trade classes for a social media manager... I'm sure most of the students "get it" and know how to do it. Or perhaps an internship with a marketing or business major?

The second suggestion I have (reiterating) is YOU. I know it's exhausting meeting, greeting, appearing, selling, engaging, etc., especially as a very busy young Dad - but you are a star Jesus, your looks, your talent, your humor, your experience, your warmth.... even though it's the social media era, in my opinion nothing sells like personal interaction. I would recommend setting up meet and greets at studios, high school dance and cheer and drama departments, community theaters.... with the studios, perhaps offer a free master class with a meet and greet afterwards?

Also, attending shows as a "Scout" can be a great way to spread the word. It gives instant credibility, as everybody wants to be "discovered".... so you are immediately in a position of power and respect. A little bit of personal attention from a Scout can make a young performer's dreams seem attainable, and they would associate that feeling with YOU. Studio shows, HS theater productions, great hunting grounds. Even if you don't recruit, you are spreading the word in a powerful way. Let me know how you'd like me to contextualize your visit to Righetti for Mama Mia; would you like to speak to them quickly afterwards? Or meet with the director of the department beforehand? Or just spread the word that you're there.... ?

Also perhaps finding a way to reach the parents of dancers; every parent cringes with fear when their child wants to skip college and go off to try to get into show biz; what a wonderful middle ground/transition step this offers.

You have spent the past few years creating and producing and shaping this amazing program; of course, you'll always be tweaking and updating it because it's a fluid industry and an ever-changing world. But it is in great shape, up and running. Now you need to find time and space to brand and promote your beautiful creation. Perhaps looking into a marketing class, or finding a marketing consultant?

Which is my final point - you can't do it all yourself. Keep asking for help and favors and try to find mentors/inspirations/examples wherever you can. Time to brand, baby, brand!

I know even thinking about all this can be overwhelming and exhausting, but you are Jesus Solorio, you can do whatever you set your mind to.

- Everyone as a Collective: The SLO's look appropriate and include everything that is needed for the success of your students. They also include what the industry is looking for.
- Doriana Sanchez: Although everything looks great, my fear is for DANC 104 – Dancing for the Camera. You need to make sure that the instructor teaching the course is well versed in the entertainment industry, or else this will not work. I come from a background of working with film and television, and if these kids don't know the fundamental language (terminology) of camera angles, sets and crew, they will not have a chance in the real world of dance.
- Jesus Solorio: Thanks for that, Doriana. However, we have to work with what we have. We must abide by seniority rules, and at the moment, we need to utilize the faculty available in the dance program, even if they lack commercial dance industry experience.
- Doriana Sanchez: Well, I think that the schools needs to provide an avenue to educate the staff you have,so they can align with what the industry is requiring.
- Jesus Solorio: I can definitely look into that.
- Johnna Clark: I agree with Doriana. If you do not have commercial industry-qualified instructors, your students will have a harder time succeeding in the entertainment industry. The courses you have as part of the degree are great and needed, but if the program doesn't have the backing of a staff that is qualified, I don't think it will be successful, unless YOU teach all the classes.
- Jesus Solorio: I appreciate those comments. I will see what I can do as far as PD hours for our faculty, to educate them on real-world dance entertainment needs.
- Jesus Solorio: Moving onto "Future Goals."

- Johnna Clark: Your goals are great, but I think the focus now needs to be “how do you get your students educated by instructors that know the industry in-and-out. How can you provide your students with the essential information needed to succeed.
- Jesus Solorio: We can bring in industry professionals.
- Doriana Sanchez: You can do that, and I can come in and teach, however, that will not be enough. You need someone with them every week...like some of the studios I work with and work for. They are constantly providing this for their students. How is it so different at the college level?
- Jesus Solorio: We just don't have the funding, and it already takes a lot of hoops jumping to get what we need. I will try and scout out different avenues, to secure more funding for such ventures.
- Doriana Sanchez: It would be beneficial if funding could be acquired, for sure.
- Suzy Miller: Don't forget about the “branding” aspect of your program, it's very important. Hopefully, we have something on our next meeting.
- Jesus Solorio: Alright, well that concludes our meeting. If you have anything else, feel free to email me any information or ideas. Thanks for all you do for our program.

### **Other Notes:**

#### **Performance Opportunity/Recruiting-**

**RODEO:** May 30-June 2, 2024 – Reach out to Johnna Clark.

**RECRUITING:** Send Suzy an email about contact in Pioneer Valley and Santa Maria High.

**ALTRUSA:** Johnna will send a link for information

**DANCE FOR VICTORY:** AUGUST 29?

**NEXT MEETING:** September 6, in the FINE ARTS COMPLEX