



DANCE
STUDIO
OWNERS
INNER
CIRCLE

MAXIMIZE YOUR STUDENT REVENUE

Masterclass

Your studio re-enrollment process is just around the corner! Re-enrolling your students into more classes is a great way to maximize your revenue for your next season. If you have a strategic plan in place that makes your re-enrollment process easy for parents with a convenient schedule then you will be on your way to a more profitable 2022/2023 dance season!

This system is applicable no matter where your studio is located in the world! It can be applied for kids and adult programs of any type.

Here's how Inner Circle members have been successful at getting their students into more classes in order to maximize their revenue.

A big thank you to our IC members who have contributed to this system that the DSOA has created: Kathleen Kelble, Gwen Capodiecici, Kim Field and Aunica Harvey and Amanda Gustafson.

PLEASE FILL OUT THE INNER CIRCLE FEEDBACK FORM ON THE REFERRAL PROGRAM MASTERCLASS [HERE!](#)

What to Consider When Creating a Re-Enrollment Program That Gets Students Taking More Classes:

- Q: Are my schedule of classes convenient for parents and enable students to take classes back to back on the same day?
 - Especially for your preschool and rec programs, convenience is a big factor for parents and not offering classes for the younger age groups on the same days will deter parents from enrolling in more than one class.
- Q: Do you have a process for inviting / recommending students to take more classes?
 - If you don't invite your students to or recommend them to try more classes then they probably won't
 - Progress reports, special invites, creative emails, promos, discounts and bundling classes are all effective ways to enroll students into multiple classes
- Q: Is your staff invested in getting students to take more classes?
 - Staff members should be your best ambassadors, so why not offer them a referral incentive

- Do you have a customer journey visual that you can give to parents?
 - Parents often want to see what their child's trajectory is so having a visual to give to them will help them visualize their child at your studio for years to come.

HOW TO GET YOUR STUDENTS INTO MORE CLASSES:

First things First, use the [DSOA Re-Enrollment & Engagement System](#) to help you plan out your timeline for your re-enrollment process, plus the steps you should take to engage your parents.

Example #1: Gwen Capodiecici, owner of Backstage Studio of Dance

Gwen's studio has an average of 4.6 classes per student. She starts, once fall registration has opened, by sending a letter home, by snail mail, to all of her past fall season and new summer students.

- The cover letter includes when classes start, in- studio registration hours, phone-in hours, phone number, email and website.
- The second sheet is personalized with the dancer's name. If there are multiple dancers, each dancer gets their own letter.
 - It has a list of the day and time the classes they took last year would be held in the new season. Then below that is a list of all the classes they are eligible for, by age and ability and can add into their schedule.
- Below are a few tips:
 - Keep them branded with your studio colors and fonts.
 - Whenever you send or post anything it should be easily recognizable that it's for your studio.
 - Send them home with the dancer's name on the envelope. Your students aren't used to getting mail and get so excited to receive a letter.
 - Around a week later, update your mailing list and remove everyone who has registered. Then make a phone call to the rest to see if they received the letter.
 - This is a perfect way to open the conversation and to hopefully register them over the phone.
 - If you leave a message - Always say, I'll call back or I'll touch base with you later. This gives you the ok to reach out again.
 - Then wait another couple of days and send the 9 word email or text.

“Remember that it costs 7 times more to acquire new students than it does to keep the old ones. So don’t just concentrate on getting new ones through the door, get those old ones back to take more classes! Retention is a dance studio's best friend!” - Gwen Capodiec

*Fall Dance At
Backstage Studio Of Dance*

**CLASSES START
Monday, September 13th**

Register Today!!
Stop In During Registration Hours
Or Call & Chat!

IN-STUDIO HOURS  **PHONE HOURS**
Tues. - Thurs. Mon. - Sun.
5:00 - 8:00pm 10:00am - 9:00pm

(631) 331 - 5766
GetDetails@BackstageStudioOfDance.Com
www.BackstageStudioOfDance.Com

 **Phone**
631-331-5766
Email
GetDetails@BackstageStudioOfDance.com

STUDENT NAME _____

Below are the styles of classes your dancer took last year with the level they are eligible to take this Fall 2021 Dance Season.

STYLE DAY & TIME
Primary Sat 11:40 AM
Primary Tue 5:30 PM

Here are all the other styles of classes your dancer is eligible to take this year.

STYLE DAY & TIME
Hippity Tumblers Sat 10:45 AM

If you have any questions concerning new styles of dance or anything else please don't hesitate to contact us!

www.backstagestudioofdance.com



**BACK
STAGE**
STUDIO OF
DANCE

Phone
631-331-5766

Email
GetDetails@BackstageStudioOfDance.com

STUDENT NAME

Below are the styles of classes your dancer took last year with the level they are eligible to take this Fall 2021 Dance Season.

STYLE	DAY & TIME
Acro 2	Thurs 6:30

Here are all the other styles of classes your dancer is eligible to take this year.

STYLE	DAY & TIME
Ballet 1	Tue 4:30
Ballet 1	Sat 12:40
Breaking	Mon 5:30
Hip Hop 1/2	Fri 5:30
Jazz 1/2	Wed 6:30
Contemp/Lyrical 1/2	Mon 4:30
Pom Pom	Wed 4:30
Musical Theatre 1/2	Fri 4:30
Tap 1	Wed 5:30

If you have any questions concerning new styles of dance or anything else please don't hesitate to contact us!

www.backstagestudioofdance.com

Example 2: Kim Field, owner of Valley Dance Center

Kim's jam is encouraging students to take multiple classes. She has a fairly small studio in a small town. She has about 200 students who take over 900 units. On average each student takes approx 4.5 Units.

- Use a very simple sliding scale for classes and offer unlimited tuition for 10 plus hours a week of classes (competition is separate).
- Schedule classes back to back to make it easy to take several classes each day
- At the end of each season recommend additional classes that suit the child
- Have clear co-requisites for certain dance styles (ballet for jazz, etc.)
- Require multiple dance styles for participation in a performance company. The more competitive groups need to take all styles.
- Start with combo classes in your Early Childhood Program so dancers get a taste of a few styles early on.

- In September and October, personally invite students to stay for an additional class (free trial) on you.
- Create a "Dancer's Journey" Flow Chart for parents to see the variety of programs and pathways offered.
 - <https://drive.google.com/file/d/1eYwtRL8CJZgTLVsj5on5rLqr7Z5H4ifu/view?usp=sharing>
- Throughout the year you can offer "Sampler" Mini Camps. They last 2 hours on a Saturday where dancers pay \$40 to try several styles.
- Throughout the year take "Field Trips" to another class and take turns showing off the Recital Choreo or combo that students are working on. This often creates a spark of curiosity in students and parents will email shortly after about adding a style.

Example #3: Aunica Harvey & Amanda Gustafson, owners of Premiere Dance Project

Student Evaluations is the name of their game! Their process starts with doing student evaluations and they list the classes they have available for their students to re-enroll into. This year they focused on getting their preschoolers into more classes and were able to get 85% of them enrolled into a second class.

- Stack your schedule - so it promotes taking other classes:
 - Two preschool classes can then feed into one older kids class if you need the space and only one is on the schedule.
- Send an email to parents who have students in classes right before classes that need more enrollment. Offer for their child to do a month long free trial of the low enrollment class.
 - A month is a good length of time for students to trial classes as this really gives them a good feel for the class and they have bonded with their class by this point.
- Do monthly marketing around the classes that have low enrollment both internally and externally.
- Suggest classes to parents and frame your communication in a way that says, "your child's friends / classmates are also taking..."
 - "Your child is in Discover Dance on Tuesdays at 10am and your child can also take Intro to Hip Hop at 10:45am. This leads to parents asking what most parents do and your answer can be, "They take both classes because..."
- Have visual marketing pieces that clearly show parents what their options are and this will give you the opportunity to have more conversations around their child's track at your studio.

PREMIERE'S INTRODUCTORY CLASSES

At Premiere there are five introductory level dance classes. These classes are structured to meet the needs of children at every developmental stage of growth. Each class provides students with the opportunity to explore movement in a nurturing and positive environment.

	2-3 YEARS	3-4 YEARS	4-5 YEARS	6-7 YEARS
CORE CLASS	Creative Concepts 30 Minutes	Discover Dance 45 Minutes	KinderCombo 60 Minutes	Intermediate Progression 75 Minutes
ACRO	Tumble Tots 30 Minutes	Introductory Acro 45 Minutes	Introductory Acro 45 Minutes	Beginner Acro 45 Minutes
HIP HOP		Introductory Hip Hop 30 Minutes	Introductory Hip Hop 30 Minutes	Hip Hop I 30 Minutes
SKILLS		Introductory Skills 30 Minutes	Introductory Skills 30 Minutes	Skills I / II 30 Minutes

Ages 18 months - 2 years are eligible for Premiere's Mommy & Me class.

PROGRAMS AT PREMIERE

ACCELERATED PROGRAM

Ages 3+

Premiere's accelerated program is a program tailored to students who excel in their class level. Classes in the accelerated program have a more detailed and rigorous curriculum than comparable classes. The accelerated program is by invite only. Dancers may qualify for the accelerated program through previous class performance or evaluation by a Premiere instructor.

Requirements | Attend one summer class or camp.

PREMIERE PERFORMANCE TEAM

Ages 4+

The Premiere Performance Team is Premiere's performance track. This program is available to all Premiere students. The Performance team is geared toward the student looking to take the next step in their dance education with additional performance opportunities throughout the year.

Requirements | Attend one summer class or camp, one core class & hip hop class / week, and one rehearsal / week.

PREMIERE COMPANY

Ages 4+

The Premiere Company is Premiere's competitive dance track. This program is available to all students 4+ through an audition process that takes place in the summer. Company is geared toward the student who wishes to pursue dance in a more serious capacity. Joining the Company requires an audition.

Requirements | Attend all summer class requirements. Take one core, acro, and skills class / week. Participate in weekly Company technique class & rehearsal. Attend 2-3 conventions & 4-5 competitions on the weekends.

PREMIERE'S FOUNDATIONAL CLASSES

Ages 8+

Premiere's Foundational Classes are skill-based to ensure that each dancer progresses at a pace that is beneficial to his or her growth. In order to determine an appropriate level for your dancer please contact the studio.

LEVEL I AGES 8-11 ▼ LEVEL II AGES 9-12 ▼ LEVEL III AGES 11-16 ▼ LEVEL IV AGES 13-18	Ballet 60 Minutes / \$68	Tap 30 Minutes / \$48	Jazz 45 Minutes / \$58	Acro 45-60 Minutes / \$58-\$68	Lyrical 30 Minutes / \$48	Hip Hop 30 Minutes / \$48	Musical Theatre 45 Minutes / \$58
	Ballet 60 Minutes / \$68	Tap 30 Minutes / \$48	Jazz 45 Minutes / \$58	Acro 45-60 Minutes / \$58-\$68	Lyrical 30 Minutes / \$48	Hip Hop 30 Minutes / \$48	Musical Theatre 45 Minutes / \$58
	Ballet 60 Minutes / \$68	Tap 45 Minutes / \$58	Jazz 60 Minutes / \$68	Acro 60 Minutes / \$68	Contemporary 45 Minutes / \$58	Hip Hop 45 Minutes / \$58	Pointe 30 Minutes / \$48
	Ballet 60 Minutes / \$68	Tap 45 Minutes / \$58	Jazz 60 Minutes / \$68	Acro 60 Minutes / \$68	Contemporary 45 Minutes / \$58	Hip Hop 45 Minutes / \$58	Pointe 30 Minutes / \$48

PROGRAMS AT PREMIERE

PREMIERE PERFORMANCE TEAM

The Performance Team is a program tailored to dancers who have a passion for performing. This team gives dancers the opportunity to be a part of a team, gain confidence, and build lasting friendships. The Performance Team is available to all Premiere students.

AGES & LEVELS

Pearl Team | Ages 4-7
Diamond Team | Ages 8-12

REQUIREMENTS

1 Summer Class / Camp
Bi-Weekly Rehearsal
Combo Class or Ballet & Jazz
Hip Hop
Acro

PRIVATE LESSONS

Upon request dancers may schedule private lessons for improvement in any genre of dance or to achieve a specific goal or skill.

PREMIERE DANCE COMPANY

The Premiere Dance Company is designed for the dancer wanting to pursue dance at an elite level. The Company allows students to evolve in a growth driven community, build technical excellence, and develop artistic confidence. Premiere's competitive track is available to all Premiere students through an audition process.

REQUIREMENTS / COMMITMENT

SUMMER | Company Intensive, Bootcamp, Ballet Intensive, Company Choreography

FALL / SPRING | Commitment hours vary based on level and take place throughout the week.

Please inquire to obtain more information on this program.

Example #3: Kathleen Kelble, owner of Pembroke School of Performing Arts

Kathleen is very intentional about getting her students to take multiple classes and it starts with her staff training program. Below is just a snapshot of her team training presentation. Her 300 students take up over 800 spots.

Implementation(Page 1 of 3)



- **Combination classes from the beginning (age 18mos and up)**
 - Mom & Me and our Creative First steps program offer Ballet & Tap
 - Students at this age group learn through creative play
- **Continue with all classes being combination (except maybe Hip Hop and Acro)**
 - Require it – period
 - Explain why – educate! (ballet, tap, etc – all bring components that carry thru for success as well as safety)
 - Watch dancers (and others such as athletes) that have well rounded training vs not
- **Have (and encourage) additional offerings available at an early age (such as)**
 - Pre-school Acro
 - Tot Bop (Hip Hop)
- **Have the offerings and programs in place (even if you start with a loss – offer free, scholarships, etc)**
 - Get a starting population
 - Offer free trial or raffle off a session, give a scholarship to a needy family
- **Multiple “tracks” across all styles - there is a place for everyone (recreational thru professional) and we welcome all of them**
 - Same teachers, building a safe and solid foundation
 - Basically the same training, but slower pace(s)
 - I use the example of musicians, not everyone wants to be or will be a rock star, but they all need to know the basics

Implementation (Page 2 of 3)



- **Offer discounts and “caps” for both student and family**
- **View these as “advertising” or “investment,” not a loss because you will ultimately increase students and revenue:**
 - You will have a better end product in your students and therefore improved reputation
 - Students will be more confident, leading to more successes on and off the stage
 - Students and parents will talk about what they are doing, creating enthusiasm and additional interest
 - Parents will talk about both the discounts as well as the improvements and successes of their children
- **Example of discounts**
 - **Family**
 - 2nd child 15% off
 - 3rd child 50% off
 - **Multi-Class**
 - **General division (combination, Acro, Hip Hop, Pre-Pinte)**
 - 25% off second class
 - 50% off 3rd class
 - School year regular classes only - Does not apply to Dance Team, Tap Company, Summer camps/classes, etc
 - **Sr Company**
 - Discounted rate for “core” class program (Ballet, Tap, Jazz, Modern), approx. 30% off individual prices – but all are required
 - Discounted rates as above for additional styles
 - Tuition Caps (different at each level of Sr Company)
 - See additional information slide for example
- **Require all Team Dancers to do all “core” styles (except Acro Team)**
 - Acro team dancers however, are required to have dance classes
 - Students do not have to “perform” in all styles, but do need the training and technique
- **Repeat**
 - Start young (ages 3 & 4) with fun and variety of offerings
 - Multiple offerings
 - Discounts (where and when appropriate)

Implementation (Page 3 of 3)



- **Have additional classes that span all (or most) ages – even if they take a year or more to build (consider some awards / scholarships for free to seed the classes as an investment)**
 - Acro
 - Hip Hp
 - Pointe / Pre-Pointe
 - Contemporary
 - Additional Ballet
 - Additional Tap
 - Adult (by style only, not combination - - Ballet, Tap, Jazz)
 - Pointe / Pre-Pointe (separate from normal ballet class)
 - Acro
 - Hip Hop
- **Display Screens and casual conversations in the lobby with continuous slideshows on kiosks**
 - Show off your students & various styles – pictures sell add (short) messages
 - Students occasionally gather around the screens to view themselves and other dancers and generate excitement
 - Discuss in the lobby, soft advertising, discounts, start them young (eg: pre-school acro)
 - Do you hear someone discussing Gymnastics (that you don't offer)? Tell them about your acro program and the discounted rate, as well as "one stop" shopping

Example 1



- **Ages 3 – 5 Beginners, two offerings (tuitions only)**
 - Combination Class (Ballet/Tap), 1 hour per week (\$70 / month)
 - Pre-School Acro, 45 minutes per week (\$65 / month)
 - Offer all Combination Class students second class discount reducing the \$65 to \$50
 - 75% - 80% of your students will enroll
 - **Before:**
 - 10 students in Comb Class = \$700 / month
 - No students in Pre-School Acro (\$65 / month class)
 - Total = \$700 / month (gross)
 - **After:**
 - 10 students in Comb Class = \$700 / month
 - 8 of those in new Pre-school Acro (discounted - \$50 / month)) = \$400 / month
 - 4 new (to you) students now in pre-school acro (full price - \$65 / month) = \$240 / month
 - Total = \$1340 / month (gross)
 - Add:
 - Additional costumes and any other dance related items you sell
 - Additional ticket sales
 - Will continue to generate more students & improved product
 - Will add second year classes as well (next year) and so on
 - **Do the same with Hip Hop for the young ones or other (appropriate) styles**

Example 2



- **Dancer in highest level of Sr Company (what we call level 5) and is on Dance Team as well:**
 - **Standard (includes standard discount over normal hourly rate as a “core” program)**
 - Core Classes: Classes are 5 ½ hrs per week, 4 styles (Ballet, Tap, Jazz, Modern - required), already discounted to \$195 per month, offered as a “program.” We have multiple levels of these programs based on combination of age, ability, and commitment
 - Dance team, which for us is separate (group choreography and group rehearsal time only) \$70 per month as a Sr Company dancer
 - **Total = \$265 / month gross per student**
 - **Example 2A**
 - Add Pointe option (normally \$70 / but 1st option discounted to \$50)
 - Add Acro option (normally \$70 / but 2nd option discounted to \$40)
 - Add Contemporary (normally \$70 / but 3rd option discounted to \$30)
 - Add Hip Hop (normally \$70 / but 4th option discounted to \$25)
 - Add Acro Dance Team as a second Team (normally \$70 but discounted to \$50 as a second team (they only do one style and typically one group dance)
 - **Total = \$460 / month gross (plus extras such as costumes, dancewear, ticket sales, etc) per student**
 - As the cost is now starting to get higher, possibly 40% will do this many, but most will do 2 – 3 options
 - Several will do this, but:
 - **Example 2B**
 - Set the cap for this level at \$350 - \$370 / month
 - 75% will do a combination of this (or other optional classes) to hit the cap and seed the optional classes as well
 - All of our “optional” classes are seeded

Results



- **~100 Classes per week**
- **~300 students**
- **~115 students enrolled in multiple classes, filling 926 class slots**
- **59 Dancers on Dance / Acro Teams (ages 6 – 18)**
 - Spanning 8 levels (3 Acro, 5 Dance)
 - 21 of the 59 dancers on Both Dance & Acro Teams
 - 15 of the 59 dancers are in Driving Rhythm Tap Company
- **Position:**
 - Well rounded students
 - High demand for summer programs
 - Established and recognized in local communities
 - Fair amount of transfer students, known in dance communities
 - Dancers accepted to higher education (colleges, universities), as well as can hold their own in auditions
 - People want to work here (although due to Covid impact now having some issues) and typically don't leave unless life event
 - Capacity to double students with proper marketing without adding classes because we have seeded them and made them affordable to our existing students
 - Opportunity / capacity to add additional classes and/or programs with additional staff / marketing

Student Progress Reports:

[Recreational Program Progress Report](#)

[Pre-Company Progress Report](#)

[Company Progress Report](#)

PLEASE FILL OUT THE INNER CIRCLE FEEDBACK FORM ON THE REFERRAL PROGRAM
MASTERCLASS [HERE!](#)