



TOP RETENTION STRATEGIES

Masterclass



Top Retention Strategies!

Introduction

You've paid to attract them- now learn how to keep them. Our tried and true retention strategies will ramp up your retention rates and the lifetime value of each client. Eliminate the stress over "who's coming back next season" by getting rid of the guesswork.

Special thanks to all the Inner Circle members who contributed to these resources Shannon Westveer, Kim Field, and Angela Mannella-Hoffman!

At the end of the masterclass, you will be able to:

1. Calculate your monthly retention rate
2. Create and implement a customized student retention plan for your studio
3. Increase student retention rates in your studio
4. Improve the lifetime value of each client
5. Gain clarity on your retention goals and metrics

Top 3 Benefits of a Student Retention Strategies

1. **Increased Revenue:** This student retention system will help you to keep your students engaged and enrolled for longer periods, which can lead to increased revenue and profitability. By reducing churn and retaining more students over time, you can create a more stable and predictable business model that generates more revenue.
2. **Improved Student Experience:** A customized student retention system will help you to create a better overall experience for your students. By implementing strategies that encourage engagement, motivation, and community building, you can create a more supportive and welcoming environment that fosters growth and development in your dancers.
3. **Time and Cost Savings:** Student retention strategies can help you to save time and money by streamlining your operations and reducing the need for costly marketing campaigns to attract new students. By focusing on retention, increasing frequency, and creating a loyal customer base, you can reduce your marketing and acquisition costs while maximizing the lifetime value of each dancer.

Things to Consider Before Implementing this System

Make retention a priority. In business, we often share how keeping a current customer costs less than acquiring a new one. This holds true in the dance studio industry. Your current customers have already said yes to you and so getting them to continue to say yes is easier than getting new families to buy in. Paid marketing also usually costs more than retention strategies, so filling your class capacity with your current families is the more cost-effective way to make you more profitable.

We often see new students as the more exciting strategy to help us reach our enrollment goals; however, you won't be able to reach those goals unless you keep the current students you have, so be sure not to forget about retention!

How to Calculate Your Retention Rate

When calculating retention, the goal is to understand how many of your current students you have kept from month-to-month (MoM) and year-over-year (YoY).

To calculate your month-to-month (MoM) retention do the following:

- 1. Determine the total number of students you had at the beginning of LAST month and at the beginning of THIS month**

On January 1, I had 200 students enrolled. On February 1, I had 205 students enrolled.

- 2. Determine the total number of new enrollments you had LAST month**

During the month of January, I enrolled 8 new students.

- 3. Subtract the number of new enrollments from the total number of students you had THIS month**

205 total students on February 1 minus the 8 new enrollments in January equals 197 students that are returning.

205 – 8 = 197 returning students

- 4. Divide the result by the number of students you had at the beginning of last month**

197 returning students divided by the 200 students I had at the beginning of January equals .985

197/200 = .985

5. Multiply your decimal by 100 to get a percentage

.985 x 100 = 98.5% retention rate for the month of January

6. Repeat the steps month to month for the whole year

[Click here for an easy-to-use google sheets dashboard that will do these calculations for you.](#)

To calculate your year-over-year (YoY) retention do the following:

1. Determine the total number of students you had at the beginning of LAST season and at the beginning of THIS season

On September 1 of 2022, I started my season with 400 students enrolled. On September 1 of 2023, I have 475 students enrolled for my new season.

2. Determine the total number of new enrollments you had LAST season

Over the year, I enrolled 125 new students.

3. Subtract the number of new enrollments from the total number of students you have for THIS season

475 total students for the beginning of this season minus the 125 new enrollments over the year equals 350 students that are returning.

475 – 125 = 350 returning students

4. Divide the result by the number of students you had at the beginning of last season

350 returning students divided by the 400 students I had at the beginning of last season equals .875

350/400 = .875

5. Multiply your decimal by 100 to get a percentage

.875 x 100 = 87.5% retention rate for your 2022 season

[Click here for an easy-to-use google sheets dashboard that will do these calculations for you.](#)

How to Implement Retention System #1: Student Evaluations & Reports

By providing students with personalized feedback and recommendations for classes for next year, you can create a positive and engaging environment that encourages students to continue

taking classes. Families like to know you are invested in their child's progress and that you are tracking their growth. Sharing student evaluations with specific recommendations for the classes they should be taking next year builds anticipation for all that's to come!

Step 1: Understanding the objectives of a retention-focused evaluation

Evaluations can have different intentions based on how they are used. If the goal is to increase student retention, the evaluation should reflect on the whole year, be positive, and get the dancers excited for another year of dance at your studio. Things to consider including:

- Dancers' strengths and areas of improvement
- Identifying areas where additional training is needed (Great way to increase frequency!)
- A yearly overview of the things the dancers learned in class this year
- Notes of encouragement from their teachers
- Class recommendations

Here is an example of what it could look like:

Dancer Name:
Class & Teacher:
Date:

Dancer Progress – Recreational
Hi Dance Parents! We have had such a fun year of teaching, dancing and getting to know your kids! We know as parents you want your kids to be happy and to love the activities they are doing. You also want to know how they are progressing and whether they have a future in any given activity. Being in AAD's recreational program is a great start to dance. Here is a little feedback on what we have been doing in class, how your child is progressing and our suggestions for your dancer's next steps in their dance life. Whether it is dancing for fun, becoming a part of our more genre-focused programs or prepping for a pre-professional program, we have the program for you. We are here to help guide you...! If you have any questions – just ask.
Recreational areas of focus: AAD gives your child a fun learning environment to develop a love and passion for dance! Our teachers focus on building self-confidence through movement, inspiration and repetition of technique. Specific areas of development include: ▪ Physical awareness: body awareness, spatial awareness & differentiating right from left. ▪ Core physical skills: Coordination, balance & flexibility. ▪ Musicality: Counting in 4s and 8s & rhythm. ▪ Technique: Beginning concepts & terminology of ballet, jazz, tap & hip hop. ▪ Choreography: Memorization of movements & how to perform in front of an audience. ▪ Dance class etiquette: Being prompt and ready for class, showing respect for teachers, lessons and peers, & demonstrating grace in receiving corrections. ▪ Passion for dance: Is engaged in class and has fun!
Technique we worked on this year: Ballet: 5 Positions (parallel 3-5 year olds), port de bras arms, échappé, battement, tendu, pliés, relevé & élevé, chassé, bourrée, sauté, passé, piqué, chaînés, starting to understand concept of leaps, basic bar work. Tap: Shuffle, flap, heel, brush, ball heel, heel ball, shuffle leap & hop, ball change, simple paradiddle. Jazz: walking ball heel and heel ball, jazz runs, jazz hands, jazz square, body isolations, contractions, stylized movement, step touch, step dig, shoulder & arm circles, flat back, flexibility - splits and back arch. Hip Hop: bounces, raise the roof, funky knees, syncopating movement, getting low to the ground, rock and roll, moving through levels, kick step touch, basic breakdancing.

	Your dancer's overall progress	Yes	No
	Are we seeing progress this session?		
Recreational Areas of Focus			
This session your dancer has been VERY strong in:			
:			

Physical awareness Core physical skills Musicality Technique Choreography Dance class etiquette Shows passion for dance	
Suggested classes/programs for next session <i>Important Notes:</i> 1. These are just our suggestions based on what we think would be best for your dancer. Please feel free to sign up for whatever works for you! 2. It's common to repeat the same class, as repetition is key for younger dancers. This is why some of our classes are designed for an age range. We tailor technique to each class and always keep the choreography and music fresh so classes are fun, challenging and engaging! 3. There are multiple age-based classes within each genre so your dancer can be with others their own age.	
Dance Medley (Ballet, Tap & Hip Hop) - Ages 3-9	
Ballet & Jazz - Ages 3-6	
Ballet & Hip Hop - Ages 3-6	
Ballet - Ages 3-6	
Hip Hop - Ages 3-12	
Ballet/Jazz - Ages 6+	
Tap - Ages 3-9	
Mini Starlet Prep - Ages 5-6	
Ballet - Ages 6+	
Jazz - Ages 6+	
Tap - Ages 6+	
Modern - Ages 6+	
Hip Hop - Ages 6+	
Audition for Starlets - Ages 6+	
Audition for Kids Company - Ages 9+	

Step 2: Develop scalable evaluation forms

Completing evaluation forms by hand can be a long and tedious process and will be more challenging as your business grows.

Here are some ideas that will help make this scalable:

- Use a google form. This will create a spreadsheet of answers. You can then use mail merge to send out customized class recommendation emails to families. [Click here](#) to watch a step-by-step video on how to do this.
- Many studio softwares, like DanceStudio-Pro, have features that allow you to track skills and abilities, share report cards, and do class recommendations. These can then be shared with families in a digital or paper format.

If you use DanceStudio-Pro, here are some help articles on how to do this:

[Class Goals and Report Cards DSP Help Article](#)

[Track Students' Skills and Abilities DSP Help Article](#)

[Class Recommendations DSP Help Article](#)

Step 3: Have teachers complete the evaluations

Provide clear instructions for your teachers on how they should complete the evaluations and class recommendations. Be sure they understand that the purpose of the evaluations is retention. Guide them on what they should focus on when filling them out and providing feedback.

Give the teachers ample time to complete the evaluations along with a clear deadline.

Step 4: Create a plan for sharing out evaluations and class recommendations

Decide how and when you will disseminate the evaluations. For consistency and clarity, students should all receive evaluations and class recommendations in the same week.

Things to consider:

- Will you be using your studio software or printing them out?
- Is each teacher giving them out at the end of class?
- Are you connecting class recommendations to a re-enrollment event? This is a great way to create urgency.

Step 5: Communicate to families that evaluations and class recommendations will be going out

Create anticipation for the evaluations by sending communication to the families.

Here is a sample email:

Subject: Important Yearly Evaluations and Class Recommendations

Dear [Customer Name],

As we approach the end of the dance season, it's time for our yearly evaluations and class recommendations. This is a very exciting time for us as we get to see the progress and growth that each of our students has made throughout the year. Our instructors have been working hard to provide personalized feedback and class recommendations for each student.

Please keep in mind that classes for next year are filling up quickly, and we want to make sure that our current students get first priority for class selection. To ensure that you secure a spot for your child or children, we encourage you to reenroll for classes as soon as possible. This will guarantee your child's spot in their recommended classes for next year.

Thank you for being a part of our dance family, and we look forward to another exciting year in your child's dance journey!

Warmly,

[Your Name]

[Studio Name]

[Here is an example of social media post:](#)

We've completed our student evaluations and we're excited to share the results with our dancers and their parents! Based on the evaluations, we've made personalized recommendations for future classes that will help each dancer continue to improve their technique and artistry.

Please note that classes for next year are filling up quickly!

To ensure that you secure a spot for your child or children, we encourage you to re-enroll for classes as soon as possible. This will guarantee your child's spot in their recommended classes for next year.

#danceimprovement #personalizedfeedback #danceclasses #registration

[Step 6: Be prepared to answer questions](#)

With class recommendations can come questions from families on why their child was placed in certain classes. Be sure you have systems and procedures around this so that your team knows how to handle it.

We recommend that families discuss with teachers first so that things can escalate to the owner if needed.

[Here are some wins IC members have had implementing this strategy:](#)



Chrissa Dockendorf

1 July 2022 · 🌐

...

WIN/SHARE Each year we do report cards for the students and hand them out at dress rehearsal with the new schedule, new tuition, performance calendar, etc.

This year I created a new format that had the teacher feedback and class recommendations for next year with check boxes.

We also included an offer for 20% off September tuition if they turned in their class choices before July 1st.

The day after recital I sent a Thank you note to everyone with a reminder about the report cards. Not only did we receive a lot of great feedback on our end of year shows, we also have 50 enrollments for next season! This is 50 more than I have ever had this early and there is still 1 more day!

I'll send another reminder in the morning 🙌



Cassie Baird

May 15, 2022 · 🌐

...

Celebrating a WIN!!!!!!! ✨✨✨✨✨ 🙌🙌🙌

Special shout out to [Kendra Slatt](#) !!!

Since Kendra started helping me with her Student Evaluation process (accompanied with sending me samples of her program brochures), I already have a 50% RETENTION RATE for next season!

Guys!!! This has NEVER happened before. I have only had my studio for 6 years (my own building for 2) and I have had a retention problem ALWAYS!! Maybe [at most] 10% return on kids. I have not been able to figure out the damn problem, and it now leads me to believe that the problem isn't the classes or the training or the environment at all - it's strictly the WAY the sign up process has gone. I truly feel that parents have no idea how to properly choose the right classes and the right fit for their kid unless guided by us. It's a no brainer. This whole time I have provided a schedule for them to follow starting in July at the earliest (NEVER AS EARLY AS MAY **also a problem because by July they have their other activities selected already**)!

Omg I could go on and on dissecting where I've gone wrong but thank you Kendra for opening my eyes!!!! Omg!!! I'm so happy, and at this rate I am sure to be on track to have 75% of students (at least) returning in 2022/2023!

AND THANK YOU DSOA!!!

ABSOLUTELY THRILLED RIGHT NOW 😊

How to Implement Retention System #2: Red Carpet Re-Enrollment

The Red Carpet Re-Enrollment Strategy is a special week-long event designed to encourage current dance studio students to re-enroll for the upcoming year. This plan offers a VIP experience for families, including perks such as a discount on the registration fee, a free bonus gift, a dancewear and shoe shopping spree, and other exclusive benefits. By following the steps outlined in this strategy, you can expect to increase your re-enrollment rates, boost revenue, and improve relationships with your current families. With careful planning, communication, and staff involvement, the Red Carpet Re-Enrollment plan can be a successful strategy for improved retention and increased engagement.

Step 1: Plan the event

Determine the dates for the re-enrollment week and plan out the activities that will take place throughout the week.

For example, the re-enrollment period is from May 21-27, with rewards and incentives taking place during that time.

Step 2: Create incentives and offers

Create limited-time incentives for students to re-enroll during the Red Carpet week, such as discounts on their registration fee, free bonus merchandise, or a special photo opp.

Here are some ideas on exclusive offers to have:

- Limited edition merchandise
- VIP Student experience (For example, families who register during that week get access to a Dance Movie Night or a Bonus Masterclass)
- VIP Parent experience (For example, families who register during that week get access to a free moms' night out or date night)
- Free photo op moment with your studio mascot
- Discounted dance gear shopping spree
- Free bonus tutu or other gift

The goal of this week is to make your current customers feel special like they are getting exclusive priority treatment and exclusive access to sign up for classes next year. You want them to feel like VIPs because they are!



Step 3: Consider how you will make it a truly red-carpet experience

The more you get into the spirit and theme of the event, the more your families will too. You don't want to make it feel like another week at the studio. You want to make it feel different so that it creates excitement, FOMO (the fear of missing out), and urgency.

Here are some ways you can really lean into the red carpet experience:

- Decorate the studio with a red carpet theme

- Put up a big poster or banner in the lobby
- Have an actual red carpet for dancers to walk on and take photos on
- Have a photo/social media moment that they can share
- Create a special red-carpet-themed dance routine students learn in class that week
- Allow dancers to take class with special red carpet themed props

Step 4: Create a budget and set goals

If your approach to red carpet week requires you to invest, be sure to create a budget. Make sure the incentives and bonuses make sense financially. You might need to budget for:

- Bonus gifts
- Registration and apparel discounts
- Teacher's time for extra masterclasses

Moreover, you should set goals for yourself and your team on your retention rate. A good place to start is to look at your retention rate from prior years to see what you normally average. From there create a new goal for this year.

Here are the metrics we recommend you track:

- Percentage of students who re-enroll
- Percentage of students that are enrolled by particular team members
- Revenue generated from re-enrollment

As the week-long event is happening, measure how you are tracking your progress against your goal.

Step 5: Create marketing materials

Create buzz and hype with emails and social media posts to promote the event. Use images with a red carpet theme to create excitement and emphasize the importance of this event.

[Click here for a sample 2-Week Marketing Plan to Promote the Red Carpet Re-Enrollment System](#)

DO NOT REQUEST EDIT PERMISSION. You must select "File" and "Make a Copy." A copy will then be added to your Google Drive for you to use.

Step 6: Incentivize your staff.

Creating incentives for your team the week of the re-enrollment event can motivate them to help you increase your retention rate.

Here are some ideas for incentives:

- A monetary bonus for each additional class they get dancers to take
- A gift card for the staff member who facilitates the most re-enrollments

Step 7: Follow up with attendees who didn't register during that time

If you have families that didn't take you up on your red-carpet re-enrollment continue to follow up with them, especially if they opened your emails but didn't follow through with registration.

Perhaps you want to extend the offer or create a smaller one for them for one more week with a clear deadline. You could also have your team do personal outreach to those families. That extra touchpoint may help in retaining them.

Step 8: Review the metrics and how they compare to your goals

Once the event is over, review your metrics and see how they compare to your goals. Consider what went well and what could've been improved. Also, weigh in any feedback from families about the re-enrollment process and VIP benefits.

Here are some wins IC members have had implementing this strategy:



Angela Mannella

5 May 2022 · 🌐

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Captain Share:

"Red Carpet Re-Enrollment"

Each year we have tried different methods of re-enrolling our current students. What has really worked for us is our "Red Carpet Re-Enrollment."

I've attached the postcard that we send out to each family. The teachers personally suggest classes for the child for next season. Parents like that they don't have to think about what to sign up for next year, they just need to find the right day and time.

This is not only good for re-enrollment, but also retention because I bill it as a "thank you" to current families. Only families who are with us this year can be part of this.

Here is what they get if they enroll during that week:

*A one-time 50% off dance wear shopping spree.

This is done the first week in August and it includes their shoes. Parents LOVE this because it eases the sticker shock for all of the shoes, tights, leotards and skirts.

*10% off all dance wear throughout the year.

Parent's buy more because of the 10% off!

*Waived Registration Fee

I up the registration fee every year and my current families really appreciate it.

*Special invitations for parties/events at the studio.

*Discounts and special pricing for any classes that aren't filled.

*Special Master Class invitations.

The nice thing is that I am not losing money on any of this. I don't tell them what all of the premiums are, but if I need more students in a class, or want to publicize something, inviting the VIP's makes everyone want in.

There is a big fear of missing out at our studio.

The added bonus (the best part) is knowing who is signed up for next season!



Carolyn Simpson Wells

9 May 2022 · 🌐

...

(Win) We opened registration yesterday and had 222 enrollments in 24 hours....a 45% re-enrollment rate 🥳 We released our schedule mid April; handed out recommendation postcards, dancer journey postcards, and age postcards. This week we put reminders on our outdoor chalkboard, handed out coloring sheets with the QR code to our class listings page, email on Wednesday, voicemail on Friday, and text when we opened registration. Day 1 is priority registration with a \$50 discount on their family membership fee plus season 9 tees for their dancers (we also require a \$50 deposit for each dancer that goes toward their May tuition). Still some hiccups but so excited about our numbers and organization. None of this would have possible or as successful without [Clint Salter](#) (now the tiered discounts begin with reminders of don't miss out), coaches, and all of you amazing studio owners who share their knowledge 🥳🥳🥳



Jen Butler

28 May 2022 · 🌐

...

WIN - I've been pretty MIA on here for the last month preparing for our year end recital which was held last weekend. I'm looking forward to catching up and joining you all on calls again beginning next week! A few wins for me over the last month - we ended our dance season with our highest enrollment numbers to date, we opened registration for next dance season about a month ago and 70% are re-enrolled, we held our year end recital last Sunday and sold over 1000 tickets which is the most we've ever sold. I have to look at my final numbers one last time but I'm 90% certain we hit my profit goal for recital based on what I budgeted. It feels really great to be hitting all of these goals! And I can't wait to do it again!



Terri Dorangrichia Sinani

May 13, 2022 · 🌐

...

Win- last year VIP fall registration 75 this year 121! In one week.

How to Implement Retention System #3: Studio Mascot

Implementing a dance studio mascot can be a great way to increase engagement and retention in your studio in the following ways:

Creates a Sense of Community: It gives students and staff members a common identity to rally around, which can help to foster a strong sense of belonging.

Creates Memories: A dance studio mascot can also provide fun photo opportunities for students and their families. Students may even be more likely to share these photos on social media, helping to spread the word about the studio.

Boosts Opportunities for Micro-Retention Strategies: A dance studio mascot can also be a great way to increase micro-retention opportunities. For example, the mascot can be used to create fun and engaging activities for students. The studio can also create mascot-themed merchandise such as t-shirts or stickers, which can help to build a sense of identity and pride among students.

Step 1: Consider how you would use the mascot to help with retention.

The goal is to not only have a wonderful character representing your studio but to also leverage the mascot in your retention (and student attraction) strategies.

Here are some ideas on how the mascot can help with retention:

- Create a re-enrollment event that includes a photo opportunity with the mascot.
- Have the mascot hand out class recommendation forms during your re-enrollment week.
- Create a rewards and recognition program with the mascot. For example, students who attend a certain number of classes or demonstrate exceptional progress could receive a special prize or recognition from the mascot.
- The mascot can be used to encourage student participation in events and performances. The mascot can make appearances at events, provide support and encouragement, and even dance alongside the students at the recital finale.
- You could even hold special events for new student enrollments. For example, you could hold a special enrollment day where the dancers can meet your mascot, get a bonus gift, and a photo/social media moment.

Step 2: Create a budget

The budget and costs for implementing a dance studio mascot can vary greatly. It's important to determine the budget upfront and allocate funds for the mascot costume, marketing materials, and any other necessary expenses. An example of your mascot budget may include:

- Mascot Costume
- Logo and Coloring Book
- Matching Stuffed Animals
- Custom Tee

Step 3: Choose a mascot

Choose a fun and recognizable character that represents your dance studio. The mascot could be an animal, a cartoon character, or even a dancer in a costume. Make sure it's something that will resonate with your students. You may even choose to have an in-house competition to design, name, or dress the mascot to build anticipation and engagement in the lead-up to the launch!

Here are some Mascot examples to help you get started:

- Characteristics: Energetic, fun-loving, and charismatic
Animal: Kangaroo
Costume: Brown fur with a red tutu and ballet slippers
Name: Kanga
- Characteristics: Playful, mischievous, and joyful
Animal: Fox
Costume: Orange fur with a purple bowtie and top hat
Name: Freddie Foxtrot
- Characteristics: Strong, graceful, and elegant
Animal: Swan
Costume: White feathers with a pink tutu and tiara
Name: Swanny
- Characteristics: Charismatic, confident, and friendly
Animal: Lion
Costume: Golden fur with a red cape and dance shoes
Name: Leo
- Characteristics: Cheerful, upbeat, and enthusiastic
Animal: Dog
Costume: White fur with a blue and yellow leotard and dance shoes

Name: Paws



Step 4: Have your mascot manufactured

Shop around for different vendors for the necessary items. Here are some places we recommend:

- Mascot costume:
 - <https://olympusmascots.com>
 - <https://www.vipmascot.com>
 - <https://www.custommascotcostume.com>
- Logo and coloring book design:
 - Upwork
 - Fiverr
- Custom stuffed animals
 - <https://everlighten.com>
 - <https://www.stuffedanimalpros.com>
- Custom t-shirts
 - Custom Ink
 - Vista Print



Step 5: Introduce the mascot:

Once you've chosen your mascot, introduce it to your students. You could do this at a special event, such as a dance recital, or during re-enrollment week. Give the mascot a name and explain its significance to your dance studio.

Step 6: Use the mascot in marketing materials:

Use the mascot in your marketing materials, such as flyers, posters, and social media posts. Make sure the mascot is prominently displayed and that students can easily recognize it.

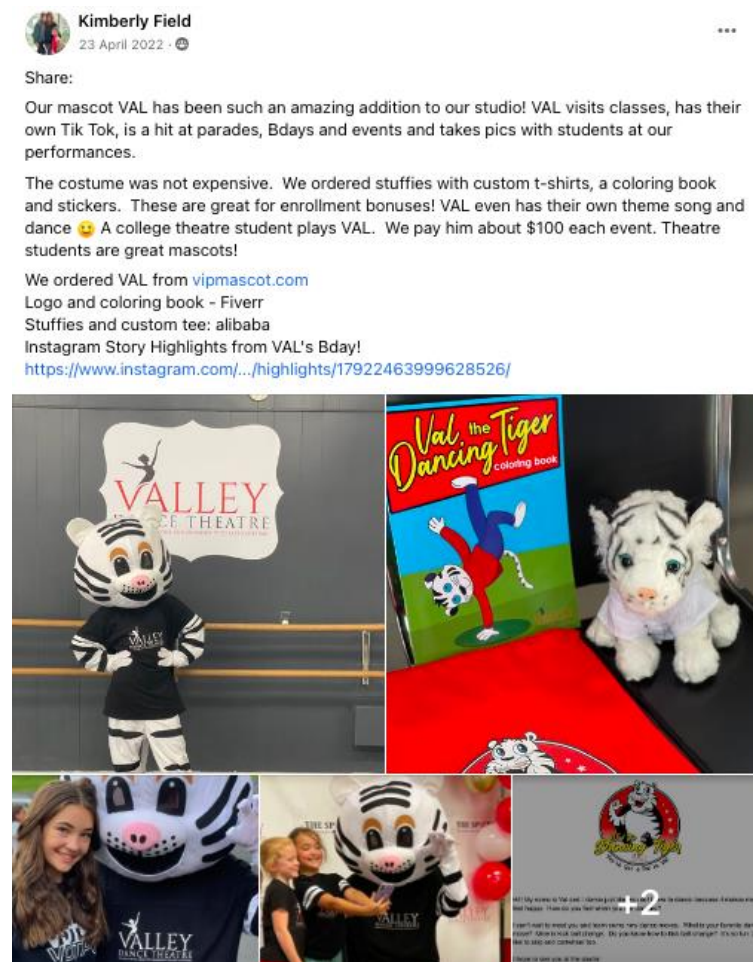
Step 7: Micro-retention strategies with your mascot

Use the mascot for various retention opportunities throughout the year. For example:

1. Personalized messages from the mascot: Use the mascot to send personalized messages to each dancer, congratulating them on their progress and encouraging them to continue their dance journey at the studio.
2. Incentives for re-enrollment: The mascot can be used to offer incentives for re-enrollment, such as a special discount, free merchandise, or a chance to meet the mascot in person.
3. Social media challenges: The mascot can be used to launch social media challenges that encourage dancers to share their dance experiences and tag the studio. For example, the mascot could challenge dancers to share a video of themselves practicing a new move or choreography and tag the studio for a chance to win a prize.

4. Mascot appearances: The mascot can make appearances at the studio, such as during open house events, to greet returning dancers and encourage them to re-enroll. The mascot can also make surprise appearances during classes or rehearsals to cheer on the dancers and create a sense of excitement. (The mascot can also make appearances elsewhere in the community to attract new students too!)
5. Mascot-led events: The mascot can lead events that encourage dancers to re-enroll, such as a dance party, a photo shoot, or a meet-and-greet. These events can create a fun and memorable experience for dancers, making them more likely to want to continue their dance journey at the studio.

Here are some wins IC members have had implementing this strategy:





Colleen Huberty

11 August 2021 · 🌐

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Today found our studio at the local library with our NEW mascot: Esmerelda, our rainbow unicorn, and the star of our Sparkle Toes program for littles. It was her first ever appearance and it went well. Thanks to all my DSOA friends for help and encouragement and [Hillary Dietrich Parnell](#) who gave me the email of the mascot creator she used when ours fell through with covid. Proof that something begun before covid can finally happen lol!



Cheryl Wallace

21 April 2020 · 🌐

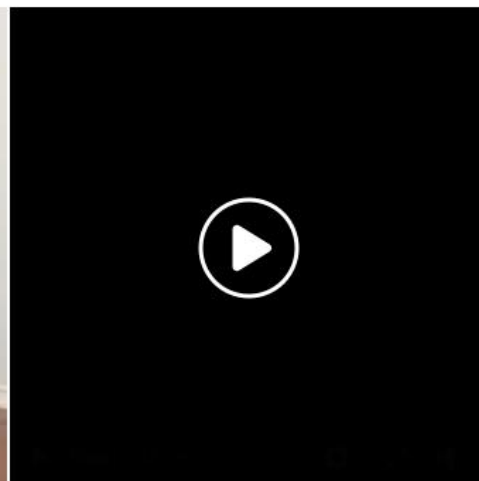
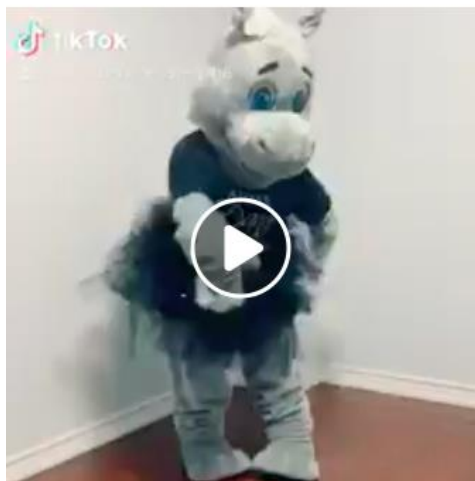
...

[Just a little something cute]

This is our studio mascot named Annie. She is our loveable, dancing hippopotamus.

She may have gotten up to some silly antics when she found out we now have a studio Tik Tok account.....plus some extra silliness that is definitely NOT for the kids to see!! LOL!

.....thanks to my amazingly loyal Office Manager Tina who is our go to mascot girl since she used to work on Disney Cruiselines in her past life.



Feedback Link: dsoa.com/icfeedbackform