

Dance Team & Studio Relationships

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Building a relationship with local dance studios is extremely beneficial for a public or private school dance/drill team program. If a dance studio is located in or around your school district then there are students at your school taking class at those studios. Are they in your dance program? Would you like to have those kids in your school dance program? If you are a studio owner, would you like to have MORE students? Building a relationship between dance/drill team programs and local studios is the answer!

It is a lot of work to coordinate student's private dance training with school dance programs, but it is WORTH IT!! Not only do dance/drill teams benefit from having members take outside dance classes, but studio owner's benefit by increasing their membership/revenue. Dance/drill teams usually have more performing opportunities than studios due to weekly football and pep rally performances; therefore, confidence performing in front of an audience and showmanship is learned more quickly, definitely helpful to the studio owner. Below is a list of different ways to develop a relationship between studios and dance/drill teams. You will notice that each is a win-win situation!

Spring Fling – Studios perform with dance/drill teams

Host a spring fling in early February before contest and invite local dance studios to perform. This is a GREAT way for dance teams to practice before contest, and studios also need practice before their competition season. Studio owners and students are also able to see how the stigma of drill team has changed into being more “dance” and less “drill”. This is often one of the biggest factors that seem to keep some studio kids away from dance/drill teams.

Dance Studio Flyers Available Through Public School Dance Programs

Many dance/drill team directors are now requiring their officers and /or team members to participate in dance classes at local studios. If a studio owner has taken the time to help build a relationship with the area dance/drill team director, she or he will benefit in gaining studio membership.

Studios Creating a Pre-Drill Team Class

Encouraging dance class students to take at local studios will not only prepare them for dance/drill team tryouts but provide more students and revenue for studio owners. Hopefully the dancer will become interested in both studio and dance team and continue to pursue both.

Reducing Schedule Conflicts with both programs

Rehearsal schedules for students participating in both programs can be difficult for the student and frustrating for the studio owner and dance/drill team director. What seems to work well is to inform dance/drill team students at the beginning of the year of the majority of events that will take place, especially weekend commitments. It is also beneficial to know the major events that will occur at the dance studios – dance conventions, competitions, recitals, etc. It also works well to have morning practice in order to allow students the time after school to participate in studio dance. If a relationship is created between the studio owner and dance/drill team director, then it is much easier to work with two practice and performance schedules. Yes, some compromising might have to occur with all parties involved, but it is worth it for everyone. Morning practice is what helps alleviate much of the practice conflict!

Invite a Studio Instructor to Teach or Choreograph

Invite a local studio owner or one of their instructors to teach a master class or choreograph for the school dance program. How do you know who and where to find a really good choreographer from a dance studio? Word of mouth is the best way. Check with other dance/drill team directors, attend a dance convention/competition and observe performances, or attend a professional dance teacher convention, often local studio instructors are guest presenters. Dance studio teachers often know more of the “cutting edge” styles because they attend many dance conventions with their students. These conventions not only have competitions but classes from a variety of instructors.

As mentioned earlier, it is sometimes difficult to juggle studio dance and dance/drill team, but it is DEFINITELY worth it for everyone, studio owner, dance/drill team directors, and ESPECIALLY the dance student!

