Collegiate Dance Club Marketing Plan

Aubrie Malhoit

Western Michigan University, aubriemalhoit@hotmail.com

Follow this and additional works at: https://scholarworks.wmich.edu/honors_theses

Part of the Advertising and Promotion Management Commons, Business and Corporate Communications Commons, and the Public Relations and Advertising Commons

Recommended Citation
Malhoit, Aubrie, "Collegiate Dance Club Marketing Plan" (2020). Honors Theses. 3276.
https://scholarworks.wmich.edu/honors_theses/3276

This Honors Thesis-Open Access is brought to you for free and open access by the Lee Honors College at ScholarWorks at WMU. It has been accepted for inclusion in Honors Theses by an authorized administrator of ScholarWorks at WMU. For more information, please contact wmu-scholarworks@wmich.edu.
Table of Contents

Executive Summary .................................................................................................................. 3
Introduction ................................................................................................................................. 4
Situation Analysis ....................................................................................................................... 5
  Competitive Analysis ............................................................................................................... 5
  SWOT Analysis ....................................................................................................................... 6
  Primary Research ................................................................................................................... 7
  Market Segmentation ............................................................................................................. 15
Mission, Goals & Objectives .................................................................................................... 16
Market Strategy .......................................................................................................................... 17
  Product .................................................................................................................................. 17
  Price ....................................................................................................................................... 21
  Place .................................................................................................................................... 21
  Promotion .............................................................................................................................. 21
Finances & Budget ..................................................................................................................... 25
Evaluation .................................................................................................................................. 26
Conclusion ................................................................................................................................. 27
Executive Summary

The objective of this thesis is to develop a marketing plan to support the creation and implementation of a new dance club at Western Michigan University (WMU). A situational analysis was conducted that established that there are currently no dance-related opportunities on campus that offers a low time commitment and multiple styles of dance for all skill levels of dancers. Based on primary research, this marketing plan outlines a strategy for the inauguration of a dance club that encompasses what current dance-related activities at WMU are lacking and incorporates the features students are looking for in a new dance club.

To examine the practicality of a new dance club, two surveys were created: one for current WMU students and one for high school students. Research from the survey for WMU students concluded that 25.60% of respondents are somewhat or extremely interested in a new dance club being on campus. In response to a question about what styles of dance in which they were most interested, the top three responses were jazz, contemporary and modern. The 86 students were divided into three market segmentations: male freshmen, females and transfer students. In addition, six interviews were conducted to obtain more in-depth information related to interest in dance.

The goals for the marketing plan are to create the framework for a recreational dance club at Western Michigan University and to establish a recreational dance club at Western Michigan University.

To achieve these goals, a marketing strategy was developed, which includes an in-depth explanation of the club’s unique value proposition. The strategy also describes how the club will be created through the formation of an executive board, signing up as an RSO, participating in Experience WMU and Bronco Bash and creating membership guidelines and a schedule. To join, members will pay $30; research concluded that most respondents would pay between $21-$30 to be a part of the club. Additionally, practices will be held twice a week at the student recreational center and will only be one hour long for each level, as research conducted most respondents would commit 1-2 days and 3-4 hours a week. The strategy also outlines a promotional campaign to publicize the club, which includes sending out emails, creating and scheduling social media posts and distributing fliers. The strategies should also be evaluated continually to determine their effectiveness.

Overall, the intention is that the marketing plan will be used immediately or in the near future, so students at WMU can have the opportunity to be a part of a dance club that is welcome to all levels of dancers, requires a low time commitment and offers multiple styles of dance.
Introduction

Western Michigan University offers students many opportunities to be involved in dance-related activities on campus. However, most options require a high level of skill and a large time commitment. WMU’s current dance activities also generally focus on only one style of dance. A real need exists for a dance club that offers a more informal, but worthwhile, experience. This marketing plan has been developed to solve this problem by providing guidelines for the creation and implementation of a recreational dance club that encompasses what is missing from current dance opportunities at WMU. The plan offers a vision of what the new club could be and should be, with ample room for alternative strategies to be explored.

The plan is based on a situation analysis (SWOT) and market research that includes surveys of studios and WMU students, as well as interviews from previous or current dancers at WMU. Based on this research, the plan recommends realistic marketing goals and objectives to pursue, as well as market segmentation and promotional strategies, accompanied by a framework for evaluation. The goal of the marketing plan is to develop a new dance club on campus, providing students with a fun, stress-relieving opportunity where they can build friendships while pursuing an activity that is a passion point for them.
Situation Analysis

A situation analysis is typically defined as an analysis of the internal and external factors of a business. It clearly identifies a business’s capabilities, customers, potential customers and business environment and their impact on the company. A situation analysis is an essential part of any business plan and should be reviewed periodically to ensure that it is current.

COMPETITIVE ANALYSIS:

Current Dance Options at WMU:

WMU has many opportunities on campus – including clubs, teams, classes and programs – in which students can become involved, especially related to dance. Figure #1 describes the current opportunities to join dance organizations that exist at WMU.

Image: The dance opportunities are in checklist form for what they include. Figure #1 illustrates how all dance-related activities at WMU offer some variation of the following: one style of dance, try outs, no performance and a high time commitment (Experience WMU, 2020).

![Dance-Related Activities at WMU](image)

<table>
<thead>
<tr>
<th>ONE STYLE OF DANCE</th>
<th>AUDITION</th>
<th>NO PERFORMANCE</th>
<th>HIGH TIME COMMITMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>JA’DORE DANCE TEAM</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>ORCHESTRA DANCE SOCIETY</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HIT SQUAD DANCE TEAM</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MOVEMENT EXCHANGE</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>REDEMPTION DANCE TEAM</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>DANCE PROGRAM</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>VOLUNTEER ABROAD EBONY VISION DANCE INSPIRE</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>GOLD COMPETITIVE DANCE TEAM</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>DANCE MARATHON</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WESTERN SWING SOCIETY</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>K-POP DANCE TEAM</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>HIP HOPCONSIDOIN</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>DANCE TEAM</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
</tbody>
</table>
A point of comparison: Michigan State University’s Dance Club (About, 2019) (Our Levels, 2019):

Michigan State University has a dance club on campus called Michigan State University Dance Club Team (MSUDC). The club differentiates themselves from all opportunities at WMU by having an all level inclusive team that has many styles of dance and optional practices held twice a week. To audition, members must pay a $5 fee and learn a short jazz combination that determines what level they will be placed into. WMU needs a dance club similar to MSUDC. The concept for this marketing plan is based from MSUDC.

SWOT ANALYSIS:

A SWOT analysis was conducted to assess how the dance club would be compared to the competitors at WMU. To stand out from competitors, the dance club will need to highlight its strengths of being inclusive to all dance levels, having multiple styles and requiring a low time commitment with the opportunity to perform. The club will also need to engage in fundraising and increasing awareness to generate enough revenue to breakeven. Figure #2 explains the SWOT in detail.

Figure #2

S
- Open to all levels
- Low time commitment
- Multiple styles including jazz, modern and contemporary
- End of year performance

W
- Lack of awareness due to being new
- Potential trouble finding and e-board
- All level of dancers
- Low budget to start

O
- Marketing to WMU students
- Fundraisers with companies in the community
- Potential students touring WMU
- Sponsorships with local community

T
- Other dance clubs, teams and organizations on campus
- WMU Dance program
- Poor economy
PRIMARY RESEARCH:

After developing the situation analysis, the next step in the business planning was to gauge interest in a new dance club at WMU and to determine potential target markets. To examine the practicality of a new dance club, two surveys were created: one for current WMU students and one for high school students. The questionnaires for the surveys are shown in the appendix. In addition, six personal interviews were conducted to obtain more in-depth insight related to interest in dance.

Method for Research

Survey 1:

A 20-question survey was created using Qualtrics, a web-based software, and was available for 21 days, beginning January 26, 2020. The survey link was distributed via email by the Lee Honors College, Phi Theta Kappa, a research professor and dance and theatre academic advisors. The survey also was posted on Facebook in individual and group pages, distributed via text messages and published on Instagram for WMU undergraduate students. Ultimately, the survey yielded 336 respondents. Of those respondents, 86 (about one-quarter) were slightly interested or extremely interested in participating in a new dance club; this group of respondents were used to analyze the results. A surprising amount of this group of respondents were transfers students (almost 15%) or males (almost 13%). Additionally, an expected number of respondents were females (87%). Two niche target audiences were determined from the results, transfer students and freshmen males as well as a large audience, females.

Data was analyzed using Qualtrics’ analysis function and with SPSS. Statistical analyses that were conducted included frequencies counts, cross tabulations, one-way ANOVAs, t-tests and chi-squares. The responses were analyzed by each target audience (freshmen males, transfer students and females), and demographics were analyzed as well.

Survey 2:

A seven-question survey also was created through Qualtrics for high school students at dance studios. There were 17 high school students who completed the survey. The survey was distributed via Facebook and in-person dance classes.

Key findings from the research are highlighted next.
Key Findings from Research

Survey for High Schoolers at Dance Studios

The 17 high school respondents who completed the survey were all female and included a mix of freshmen, sophomores, juniors and seniors. In response to a question about what styles of dance in which they were most interested, the top three responses were 1. contemporary (100%), 2. Jazz (50%), and 3. hip hop (33.33%). Their comments in response to open-ended questions commonly related to concerns about time commitment and late practice hours. They also valued equal opportunities to perform and volunteering options.

Survey for WMU Students

The online survey for WMU students had a total of 336 participants, 86 (about one-quarter) of which were slightly likely or extremely likely to be interested in being part of a new dance club at WMU. The responses for WMU students are displayed in an infographic in Figure #3 on the following page.

Survey for WMU Students Comments

The responses from the comment section in the survey revealed important information. Most referenced interest having an inclusive club that accommodated all levels of experience and multiple styles of dance. Figure #4, on the following page, displays their comments.

Quote from Transfer Student:

“I am a senior here now at WMU, in which I am majoring in psychology and double minoring in theatre and addiction studies. I transferred to WMU from Miami of Ohio, where I was Majoring in Theatre with a minor in dance. I have been dancing in a studio/competition team setting since I was 5 years old and all the way until I graduated high school. During this time, I was taking classes and competing in the majority of the basic dance styles, such as ballet, contemporary, jazz, tap, hip-hop, acro, and etc. I got involved with musical theatre when I was around 11 or 12 and it was after that, I began to absolutely fall in love with the musical theatre dance style. Although I changed my major and career path when I transferred to WMU from Theatre to Psychology. I still have a genuine passion and love for dance that I have missed participating and pursuing so much since I transferred.”
**WMU Respondents**

Slightly or extremely likely to be a part of a new dance club at WMU.

- **3+ Styles**
  - The respondents wanted the club to emphasize three styles: the most: jazz, contemporary and modern.

- **Last Danced > 1 Year**
  - The last time respondents danced for an organization, team or club was either within a week (25.97%) or was over one year (32.86%).

- **3-4 Hours a Week**
  - Respondents would commit 3-4 hours a week, and the average number of days to commit to the club was 2.6 days.

- **Club Dues $21-$30**
  - Respondents were most likely to join if club dues were between $20-$30, and would only pay $15 for an audition (35.6%).

**Somewhat or Extremely Likely**
- To participate in an end of the year performance bond at 30.8%.
- To be a part of outside activities such as fundraisers (50%).

**Somewhat Willing**
- To dance at 38%, and to be willing to be involved in the club at 30.8%.

---

**WMU Survey Comments**

What did respondents say?

"It should be inviting to dancers at all levels of expertise. A successful dance club would find a way to help people overcome being uncomfortable with dancing in front of others."

**Level**

- Be inclusive as possible and have different levels of dance.

**Style**

- The team I am a part of is solely hip hop, as are the other dance RSO's on campus. I would love to see a team that does other dance styles as well.

**Level**

- People often think of dance classes as exclusive for dance students/dancers, so maybe if the club is open to different dance categories and learning opportunities that require little to no experience in dancing, people would be more keen on joining.

**Style**

- There may be a few guys interested in dancing but are repelled by the more feminine styles of dancing that are currently only available at WMU.

**Level**

- Have it be no experience required so people are more likely to join.

**Style**

- "I wish I could be involved in the swing dance club but I cannot make the times. I would not be interested in a hip hop club, or if the club was competitive. A relaxed dancing club that teaches dance would be fun to me."
Survey Results for Key Publics

Females

The survey was completed by 75 females, distributed among academic levels: 13 freshmen, 23 sophomores, 22 juniors and 17 seniors. When asked about their activities in their free time, the respondents stated that they were most likely to be a part of an RSO (24.46%) a volunteer event (21.20%) or a workout class (20.11%). Only 14.95% of females had participated in a dance organization, club or team while in college even though most had danced before college. Over half of the respondents (50.68%) were extremely interested in the club offering a contemporary style of dance. Additionally, over three-fourths (78.67%) of the females stated that they would participate in activities outside of “practice,” such as fundraising, volunteering and social events. Figure #5 below shows over 75% of females were slightly or extremely like to participate in a dance performance.

Figure #5
Freshmen males

Among the respondents, 11 college males were somewhat likely or extremely likely in participating in a new dance club at WMU: six freshmen, one sophomore, three juniors and one senior. Most (72.72%) were also somewhat likely or extremely likely to participate in outside practice activities. As seen in Figure #6, when males were asked their interest in participating in certain styles of dance, modern was selected the most when looking at somewhat or extremely interested.
Transfer students

The survey was completed by 12 transfer students who were all females: 2 sophomores, 4 juniors and 6 seniors. Many of them participate in workout classes (58.33%) and volunteer events (54.44%) and were most interested in hip hop following jazz and contemporary.

As seen in Figure #7, all transfer students were either somewhat or extremely willing to participate in outside practice activities such as volunteering, fundraising and social events.

Figure #7

How willing would you be to participate in outside "practice" activities such as volunteering, fundraising and social events?

- Not at all willing: 0%
- Somewhat unwilling: 0%
- Neither willing nor unwilling: 0%
- Somewhat willing: 25%
- Extremely willing: 75%

Percentage of respondents
Personal In-Depth Interviews

Six in-depth interviews were conducted with current WMU students who had participated in dance in some form while in college. The purpose of these interviews was to gain a more comprehensive understanding of the potential for a new dance club at WMU. The interviewees had participated in dance activities that ranged from being a part of the dance team, to being dance majors or dance majors who switched to a dance minor, to those who had not danced at all throughout college.

Interview participant characteristics

<table>
<thead>
<tr>
<th>Pseudonym</th>
<th>Gender</th>
<th>Age</th>
<th>Major</th>
<th>Dance Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allie</td>
<td>Female</td>
<td>21</td>
<td>Occupational Therapy</td>
<td>High school studio</td>
</tr>
<tr>
<td>Gabby</td>
<td>Female</td>
<td>21</td>
<td>Occupational Therapy</td>
<td>High school team</td>
</tr>
<tr>
<td>Rebecca</td>
<td>Female</td>
<td>20</td>
<td>Psychology</td>
<td>High school studio</td>
</tr>
<tr>
<td>Erica</td>
<td>Female</td>
<td>21</td>
<td>Advertising</td>
<td>Dance Team &amp; dance minor</td>
</tr>
<tr>
<td>Ava</td>
<td>Female</td>
<td>22</td>
<td>Dance</td>
<td>Dance team &amp; dance major</td>
</tr>
<tr>
<td>Alexis</td>
<td>Female</td>
<td>22</td>
<td>Marketing</td>
<td>Dances in free time</td>
</tr>
</tbody>
</table>

The interview consisted of five mandatory questions as well as an open conversation on dance and college:

1. Would you have joined a dance club as a freshman?
2. What would you want in a dance club on campus?
3. How would you go about finding a dance club on campus?
4. What would you want the club and practice to be like?
5. What’s your favorite part about dance?
In-Depth Interview Results

After reviewing the interview transcriptions, important patterns could be detected in the interviewees’ responses. Figure #8 summarizes the most important responses.

Many of them thought their current dance situation (team or dance program) took up most of their time. Those who were no longer dancing on a team or in a program missed the social aspect of dance and the ability to have fun exercise.

Those on a team or in a program enjoyed the friendships they made and the ability to perform.

Many also would have joined the club as a freshman to make their transition into college easier. Interviewees would find the club through social media, Bronco Bash or Experience WMU.

Their hopes about the potential club would be that it is low time commitment, with a diversity of styles and a way to relieve stress.

Figure #8

<table>
<thead>
<tr>
<th>INTERVIEW RESPONSES</th>
<th>What do students want in a dance club?</th>
<th>&quot;I would like something that didn’t have a huge time commitment. For me, school has always been a first priority and dance has always been a second alternative fun thing for me to do.&quot;</th>
<th>&quot;I enjoy that dance provides daily exercise and people to interact with.&quot;</th>
<th>&quot;I would type in Instagram WMU dance club to find a dance group.&quot;</th>
<th>&quot;I would like to have a diversity of styles in a dance club.&quot;</th>
<th>&quot;Dance major and dance team are very time consuming because they require a lot of practice. For dance team, there’s practice three times a week as well as games to attend and events to volunteer at. As for dance majors, there's technique and theory classes during the day and rehearsals at night.&quot;</th>
</tr>
</thead>
</table>
MARKET SEGMENTATION:

Based on primary data collected from both surveys and in-depth interviews, the following three market segments have been formulated. These segments will be the focus for developing a marketing strategy for the creation and implementation of a unique dance club on WMU’s campus.

Target Markets:

1. Females, including those that danced before college, who enjoy working out in their free time and being involved in RSOs.

2. Transfer students that haven’t danced in the past year but participate in workout classes and volunteer events.

3. Male freshmen who are a part of an RSO at Western Michigan University.
Mission, Marketing Goals & Objectives:

Mission:

To create a marketing plan that can be easily implemented by a Western Michigan University student, so, if formed, other students will be able to continue or start dancing for fun throughout their college years in a low-stress recreational club.

Goal #1: Create the framework for a recreational dance club at Western Michigan University.

Objectives for Goal #1:
1. Establish five executive board member positions
2. Outline membership guidelines
3. Determine a yearly budget
4. Choose when and where meetings will be
5. Create a schedule
6. Register as an RSO at Western
7. Create social media on Facebook and Instagram

Goal #2: Establish a recreational dance club at Western Michigan University.

Objectives for Goal #2:
1. Gain awareness of the club
2. Post weekly on social media
3. Recruit 30 members in one year
4. Hold two dance classes a week
5. Track Attendance
Marketing Strategy

The purpose of the research was to determine the interest that WMU undergraduate students have in developing a recreational dance club on campus and to determine the best marketing mix (i.e. 4 p’s: product, price, place, promotion) on which to establish and promote the dance club. Based on the research results, the following marketing strategies have been developed.

Product

In this case, the “product” is the new recreational dance club from creation to implementation.

Differentiation

Based on the research results, the most important ways to differentiate the new dance club is by emphasizing three styles of dance (jazz, contemporary and modern), practicing 1-2 days a week and offering all students to participate regardless of dance expertise. If achieved, no other dance-related activity at WMU will encompass all the following:

- **Inclusive to all:** The club will be inclusive to all levels of dancers from no experience to many years of experience. There will be three different levels of practice to differentiate skills.

- **Low time commitment:** The club will also be low time commitment for members, with members required to meet just once a week. Research suggested that students who were extremely interested or somewhat interested in joining a dance club on campus will be most interested in committing 1-2 days a week and 3-4 hours a week.
  - **End of the year performance:** The club will have practice for each level once a week for an hour to prepare for an end of the year recital.
  - **Drop-in classes:** If not interested in a recital, members could attend a once a week class held for all levels to learn dance combinations.

- **Multiple styles of dance:**
  - The performance practices will mainly consist of contemporary, jazz and modern as they were the top three styles of dance chosen by respondents extremely interested and somewhat interested in joining a new dance club.
  - The weekly drop-in combination class will vary in styles taught each week.
Executive Board

The club will consist of an executive board. Each board position will be required to teach one of the dance classes, either a level or drop-in class. Below are descriptions of each proposed executive board position:

- **President:**
  - The president provides direction for the club and serves as the representative of the club. This position leads meetings, delegates tasks to other board members and makes sure the club is adhering to all policies and rules on campus.

- **Vice President:**
  - The vice president facilitates the activities of the president and assists with acclimation of new members. They also connect with other organizations on campus to arrange collaborative activities. If the president is not at meetings, the vice president will step in and takes charge.

- **Director of Communications:**
  - The director of communications is responsible for fostering communication with all members and sending out any updates the club has including weekly reminder emails. They also will be the face of the club on social media by posting weekly on Facebook and Instagram and by recognizing members on the club’s accounts. This position also requires developing club awareness by updating bulletin boards and putting out fliers on campus.

- **Director of Finance:**
  - The director of finance must keep track of all finances including member dues, audition fees, staying within a given yearly budget and allocating money for events.

- **Director of Social Outreach:**
  - The director of social outreach plans all “outside practice” events, which include organizing fundraising events, social events and volunteer events. They also check in members at each practice and track attendance. Additionally, they announce member of the month and provide a small gift to them.
Membership Guidelines

To be a member of the recreational dance club, students must abide by membership guidelines.

Below are the requirements to be a part of the club:

- **Pay Dues:**
  
  Based on results from the survey, respondents are willing to pay between $21-30 to be a part of the club. Thus, to join, members must pay a $30 fee.

- **Mandatory and Nonmandatory Practices:**
  
  The research showed that 75.60% of respondents who were interested in being a part of the club were somewhat or extremely likely to be a part of an end of the year performance. Additionally, most respondents will commit 1-2 days a week to the club. Therefore, the club will meet twice a week, once on Tuesdays and once on Sundays.

  - **Tuesday Practices:** Tuesday practices are for members who want to perform at the end of the year. If performing, members will be required to attend this practice every week.

  - **Sunday Practices:** Sunday practices are open to any member, including those who do not perform. The practice will consist of drop-in classes with a different teacher and different style of dance taught each week. This class will not be mandatory for any member.

- **Be an Active Member:**

  Members must participate in at least one social, volunteer or fundraising event each semester.
Schedule of Events

Figure #9 displays a sample of a monthly calendar of events. The schedule will be found on Google Calendar, and a link would be distributed to all members through email.

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>1 Ice cream social 6 p.m.</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>7</td>
<td>8</td>
<td>Auditions 7 p.m.-9 p.m.</td>
<td>9</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>13</td>
<td>14</td>
<td>15</td>
<td>Level 1 – 7-8 p.m. Level 2 – 8-9 p.m. Level 3 – 9-10 p.m.</td>
<td>16</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>20</td>
<td>21</td>
<td>22</td>
<td>Drop-In! 2-3 p.m. Level 1 – 7-8 p.m. Level 2 – 8-9 p.m. Level 3 – 9-10 p.m.</td>
<td>23</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td>27</td>
<td>28</td>
<td>29</td>
<td>Level 1 – 7-8 p.m. Level 2 – 8-9 p.m. Level 3 – 9-10 p.m.</td>
<td>30</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figure #9

Register as an RSO

The club will need to be registered as an RSO on campus before the club begins meeting. The steps for becoming an RSO at WMU are simple. Below is what is needed to be done:

Register

WMU has over 350 student organizations—but if you can’t find one that’s just right for you, you can start your own!

Steps

1. **Create a name for your organization**
   - RSOs may not use WMU or Western Michigan University at the beginning of their name but may use “at WMU”—e.g., Rock Club at WMU instead of WMU Rock Club.

2. **Have at least four members who are current WMU students with wmich.edu email addresses**

3. **Create a constitution**
   - [Sample constitution](#)

4. You are now ready to register

[REGISTER YOUR RSO]
PRICE

The price of the club will be $30 since research indicated that respondents interested in joining were most willing to pay $21-$30 to be a part of the club.

PLACE

The student recreational center has a mirrored aerobic room that can be rented out to students for practice. The facility rental inquiry form needs to be filled out to reserve space. Practice will be held there. For the end of the year performance, the club can rent the Recital Hall in the Dalton Center for free.

PROMOTION

After the club is created, it will need to be promoted to gain awareness and members. As listed below, there are many different opportunities to promote this club.

Bronco Bash
To be a part of Bronco Bash on September 1st, 2020, the club needs to apply for a booth, which will cost $25. Detailed policies and procedures can be found on their website: https://www.wmubroncobash.com/.

Experience WMU
This is WMU’s online platform for RSOs on campus. Events can be created for all WMU students and staff to see. Once creating an event, attendance can be tracked through a card swipe system. All information and steps can be found here: https://wmich.edu/signature/about/designatedexperiences/experiencewmu

Emails
A. Purpose: Email to Transfer Students
This email will be sent out a week before school started in the fall semester. The email will be sent through the admissions office to all transfer students. It will also be sent through the president of Phi Theta Kappa, an honors society for transfer students. Copies of each email can be found in the appendix.

B. Purpose: Email from Student Rec Center to Females
This email will also be sent out a week before school started in the fall semester, so students could become aware of the club and join. The email will be sent out by the student recreational center and to all females as research indicate that females interested in the club also participated in a workout class.
C. Purpose: Email for all members, primarily males
This email will be sent out halfway through the fall semester by the Director of Communications to all members. It will primarily target males since research indicated they were most interested in modern.

Fliers
A. Flier #1: For all to gain awareness
This flier in Figure #10 will be distributed two weeks before auditions in the fall. It will be in multiple college buildings in their study areas and advising areas and in the student recreational center.

Figure #10
B. Flier #2: For all to come to Bronco Bash

The following flier (Figure #11) will be distributed a week before Bronco Bash. It will be put on dining center doors, in freshmen dorms and in the Bernhard Center.

![Figure #11](image1.png)

C. Flier #3: For males

The flier in Figure #12 below will be placed around campus toward the end of second semester in the Dalton Center, Miller Auditorium, Gilmore Theatre Complex and Bernhard Center.

![Figure #12](image2.png)
Create Social Media Accounts & Post Weekly

The Director of Communications will post weekly on Facebook and Instagram to keep members engaged and aware of what is going on in the club. Additionally, potential members said they would look for information on social media, which includes Facebook and Instagram. Having two options increases the chance of potential members finding information about the club easily. Sample home pages and posts are represented below:
FINANCES & BUDGET:

Financial Implications
1. Hold six fundraising events in an academic year.
   a. Each fundraiser should raise around $50, bringing the total amount of money raised to $300.
2. Obtain club dues from 30 members.
   a. By obtaining 30 members’ club dues, $900 will be collected.
3. Obtain audition fees from 35 members.
   a. Charging a $5 audition fee will bring in $175 for the club.
4. Fund for practice space.
   a. To use practice space, it will cost $2,688.
5. Provide a member of the month gift each month.
   a. For supplying a member of the month gift at $15 each month, it will cost a total of $120.00.
6. Sell tickets for the end of the year recital to 120 people.
   a. Selling 120 tickets at $15 at each will generate $1,800.
7. Sign up for Bronco Bash.
   a. To have a booth at Bronco Bash, it will cost $25.

<table>
<thead>
<tr>
<th>Revenue</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Club dues</td>
<td>$900.00</td>
</tr>
<tr>
<td>Audition Fee</td>
<td>$175.00</td>
</tr>
<tr>
<td>Fundraisers</td>
<td>$300.00</td>
</tr>
<tr>
<td>Recital Tickets</td>
<td>$1,800.00</td>
</tr>
<tr>
<td><strong>Total Revenue:</strong></td>
<td><strong>$3,175.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Practice Space</td>
<td>$2,688</td>
</tr>
<tr>
<td>Bronco Bash</td>
<td>$25.00</td>
</tr>
<tr>
<td>Member of the Month Gifts</td>
<td>$120.00</td>
</tr>
<tr>
<td><strong>Total Expenses:</strong></td>
<td><strong>$2,833.00</strong></td>
</tr>
</tbody>
</table>
Checklist

The following check list should be completed to successfully establish the club.
1. Establish five executive board member positions.
   ✓ There should be a president, vice president, director of communications, director of finance and director of social outreach.
2. Outline membership guidelines.
   ✓ A membership guideline should be established, and members should know what is expected of them.
3. Determine a yearly budget.
   ✓ The director of finance should have a budget for the entire year and stay within limits of the budget.
4. Choose when and where meetings will be.
   ✓ Meetings should be held in the student recreational center.
5. Create a schedule.
   ✓ A schedule of events should be emailed to members each semester.
6. Register as an RSO at Western.
   ✓ The dance club must be an RSO before the first meeting.
7. Create social media on Facebook and Instagram.
   ✓ Both a Facebook and Instagram account should be created before promoting the club.
8. Gain awareness of the club.
   ✓ The club should have people following the Facebook and Instagram page. Also, the number of likes, comments and shares (if on Facebook) should be increasing as the school year continues.
9. Post weekly on social media
   ✓ The director of communications should have posted at least once a week or more on social media by the end of the year.
10. Recruit 30 members in one year.
    ✓ The number of members recruited by the end of the year should be greater or equal to 30.
11. Hold two dance classes a week.
    ✓ Practice should be held twice a week.
Conclusion

This marketing plan was developed to solve a real problem regarding the dance opportunities at WMU. There is no low time commitment, recreational dance club on WMU’s campus that offers participation to all experience levels of dancers, encompassing many styles of dance. It is important to note that if the club is formed, there must be a strong executive board that is passionate about wanting a new dance club on campus. Additionally, if implemented, it will be crucial to promote the unique value proposition this club offers through applying the recommended marketing strategies. The marketing plan can be modified; however, any changes that are executed should be supported by research. The strategies should also be measured continually to determine their effectiveness.

Overall, the intention is that the marketing plan will be used immediately or in the near future. The hope is for student leaders to use it as a starting point to create a new dance club on campus, that provides students with a fun, stress-relieving opportunity where they can build friendships while pursuing an activity that they are passionate about.
References


Appendix

Figure #1:

DANCE-RELATED ACTIVITIES AT WMU

<table>
<thead>
<tr>
<th>ONE STYLE OF DANCE</th>
<th>AUDITION</th>
<th>NO PERFORMANCE</th>
<th>HIGH TIME COMMITMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>J&amp;DANCE TEAM</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>ORCHESTRA DANCE</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>SQUARE DANCE TEAM</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>MOVEMENT EXCHANGE</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>REDEMPTION DANCE TEAM</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>DANCE PROGRAM</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>VOLUNTEER ARMS</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>IVISION DANCE</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>GOLDCOMPFATIVE</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>DANCE MARATHON</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>WESTERN SWING</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>VOLUNTEER ARMS</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>R-POP DANCE TEAM</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>HIP HOP CONNECTION</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>DANCE TEAM</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Figure #2

- Open to all levels
- Low time commitment
- Multiple styles including jazz, modern and contemporary
- End of year performance

- Lack of awareness due to being new
- Potential trouble finding and e-board
- All level of dancers
- Low budget to start

- Marketing to WMU students
- Fundraising with companies in the community
- Potential students hearing WMU
- Sponsorships with local community

- Other dance clubs, teams and organizations on campus
- WMU Dance program
- Poor economy
Figure #3

**WMU Respondents**

slightly or extremely likely to be a part of a new dance club at WMU.

There were 11 males and 75 females. The grade in school was not significant, and there were 12 transfer students.

**3+ Styles**

The respondents wanted the club to emphasize three styles the most: jazz, contemporary and modern.

**Last Danced > 1 Year**

The last time respondents danced for an organization, team or club was either within 0-1 weeks (25.97%) or was over one year (42.86%).

**3-4 Hours a Week**

Respondents would commit 3-4 hours a week, and the mean number of days to commit to the club was 1.89 days.

**Club Dues $21-$30**

Respondents were most likely to join if club dues were between $21-30, and would only pay $5 for an audition (53.66%).

**Somewhat or Extremely Likely:**

to participate in an end of the year performance tied at 33.80%.

**Somewhat Willing:**
to be a part of outside activities such as fundraisers (30%).
### WMU Survey Comments

**What did respondents say?**

- "It should be inviting to dancers at all levels of expertise. A successful dance club would find a way to help people overcome being uncomfortable with dancing in front of others."

<table>
<thead>
<tr>
<th>Level</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Be inclusive as possible and have different levels of dance.&quot;</td>
<td>&quot;It should welcome all levels and could create routines based on skill levels.&quot;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Style</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;The team I am a part of is solely hip hop, as are the other dance RSO’s on campus. I would love to see a team that does other dance styles as well.&quot;</td>
<td>&quot;People often think of dance classes as exclusive for dance students/dancers, so maybe if the club is open to different dance categories and learning opportunities that require little to no experience in dancing, people would be more keen on joining.&quot;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Style</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;There may be a few guys interested in dancing but are repelled by the more feminine styles of dancing that are currently only available at WMU.&quot;</td>
<td>&quot;Have it be no experience required so people are more likely to join.&quot;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I wish I could be involved in the swing dance club but I cannot make the times. I would not be interested in a hip hop club, or if the club was competitive. A relaxed dancing club that teaches dance would be fun to me.&quot;</td>
</tr>
</tbody>
</table>
Figure #5

How likely would you be to participate in a dance performance or end of season recital?

- Extremely likely: 37.33%
- Somewhat likely: 38.67%
- Indifferent: 10.67%
- Somewhat unlikely: 8%
- Not at all likely: 5.33%

Figure #6

Among the following styles of dance, how interested would you be in participating in a club that taught these style?

- Extremely interested
- Somewhat interested
- Neutral
- Not very interested
- Not at all interested

Percentage of Respondents who are interested

Other, Modern, Hip Hop, Contemporary, Jazz
**Figure #7**

How willing would you be to participate in outside "practice" activities such as volunteering, fundraising and social events?

<table>
<thead>
<tr>
<th>Percentage of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all willing</td>
</tr>
<tr>
<td>Somewhat unwilling</td>
</tr>
<tr>
<td>Neither nor unwilling</td>
</tr>
<tr>
<td>Somewhat willing</td>
</tr>
<tr>
<td>Extremely willing</td>
</tr>
</tbody>
</table>

**Figure #8**

**INTERVIEW RESPONSES**

What do students want in a dance club?

- "I enjoy that dance provides daily exercise and people to interact with."
- "I would type in Instagram WMU dance club to find a dance group."
- "I would like to have a diversity of styles in a dance club."
- "Dance major and dance team are very time consuming because they require a lot of practice. For dance team, there’s practice three times a week as well as games to attend and events to volunteer at. As for dance major, there’s technique and theory classes during the day and rehearsals at night."
- "I love the performing aspect of dance. It’s fun to portray an emotion without words."
- "I have the time of my life dancing with my close friends. It's awesome."
- "The dance team does a lot of pom, jazz and hip-hop."

"I would like something that didn’t have a huge time commitment. For me, school has always been a first priority and dance has always been a second alternative fun thing for me to do."
# Figure #9

**September 2020**

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1 Ice cream social 6 p.m.</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>7</td>
<td>8 Auditions 7 p.m.- 9 p.m.</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>13</td>
<td>14</td>
<td>Get to Know You 2-3 p.m.</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>Drop-In 2-3 p.m.</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24 Chipotle Fundraiser 5-9 p.m.</td>
</tr>
<tr>
<td>27</td>
<td>28</td>
<td>29 Level 1 – 7-8 p.m.</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>29</td>
<td>Level 2 – 8-9 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Level 3 – 9-10 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

# Figure #10

**BRING $5!!**

**DANCE CLUB!!**

**WANT TO DANCE? AUDITION!**

**OPEN TO ALL**

**FROM NO EXPERIENCE TO YEARS OF EXPERIENCE OF DANCE.**

**WHERE**

**STUDENT REC CENTER IN THE MIRRORED AEROBIC ROOM**

**WHEN**

**TUESDAY, SEPTEMBER 8 FROM 7 - 9 P.M.**
Figure #11

LEARN ABOUT WMU DANCE CLUB!

SEPTEMBER 1ST, 2020

WMU Dance Club is an all-inclusive, low-time commitment dance club with multiple styles of dance for WMU students.

Figure #12

WMU DANCE CLUB

We teach modern!
Learn more at:
@wmudanceclub
Figure #13

Figure #14
Figure #15

WE WANT MALE DANCERS!

AUDITION TUESDAY, SEPT 3
FROM 7-9 P.M.
STUDENT REC CENTER
AEROBIC ROOM

Figure #16

JOIN WMU DANCE CLUB FOR AN
END OF YEAR PERFORMANCE!
April 17th at 2 p.m.
Tickets are $10

WMU DANCE CLUB
Email A

FROM: Director of Communications
TO: All Transfer Students
SUBJECT: JOIN WMU DANCE CLUB!

Hello Transfer Students!
Are you a student who misses dancing or wants to learn how to dance? If yes, then WMU Dance Club is for you!

We are a new Registered Student Organization on campus that is all-inclusive and a low time commitment with many different styles of dance. Our emphasis is on jazz, contemporary and modern. We have drop-in classes that feature a different style of dance each week, and there is an audition for an end of the year performance!

WHO CAN JOIN?
Anyone can join! No experience is necessary. There are different levels based on skill set, so we encourage you to invite your friends!

WHEN IS PRACTICE?
If you are in the spring performance, we meet every Tuesday night. The time of practice is based on the level you are placed in from your audition.
We also hold drop-in classes every Sunday afternoon from 2:30-3:30 p.m. In these classes, a short combination is taught, and the style of dance changes each week.

AUDITION!
Auditions for the end of the year performance will be held on September 8th from 7-9 p.m. Please bring $5 either in cash or Venmo @WMUDANCECLUB.

QUESTIONS?
For further questions, reach out to communicationsemail@wmich.edu
We look forward to seeing you!

Sincerely,
Director of Communication’s Name
WMU Dance Club
Director of Communications

Email B

FROM: Director of Communications
TO: All Females
SUBJECT: JOIN WMU DANCE CLUB!

Hello Students!
Are you a looking to get a fun workout in and meet new people? If so, then WMU Dance Club is for you!

We are a new Registered Student Organization on campus that is all-inclusive and a low time commitment with many different styles of dance. Our emphasis is on jazz, contemporary and modern. We have drop-in classes that feature a different style of dance each week, and there is an audition for an end of the year performance!

WHO CAN JOIN?
Anyone can join! No experience is necessary. There are different levels based on skill set, so we encourage you to invite your friends!

WHEN IS PRACTICE?
If you are in the spring performance, we meet every Tuesday night. The time of practice is based on the level you are placed in from your audition.
We also hold drop-in classes every Sunday afternoon from 2:30-3:30 p.m. In these classes, a short combination is taught, and the style of dance changes each week.

AUDITION!
Auditions for the end of the year performance will be held on September 8th from 7-9 p.m. Please bring $5 either in cash or Venmo @WMUDANCECLUB.

QUESTIONS?
For further questions, reach out to communicationemail@wmich.edu
We look forward to seeing you!

Sincerely,
Director of Communication’s Name
WMU Dance Club
Director of Communications

Email C
FROM: Director of Communications
TO: All Members
SUBJECT: REMINDERS!

Hello Members!
We hope you are all doing well and surviving midterms! I just wanted to remind and update you on a few things.

BRING A FRIEND TO DROP-IN
Help a friend be less stressed at midterms, and invite them to our drop-in class!
You will get a social event point toward member of the month. This week’s drop-in
in classes will be held by the Director of Finance, INSERT NAME. They will be teaching a fun MODERN combination, so come ready to have a great work out!

**FUNDRAISER:**
Also, don’t forget that there is a fundraiser this THURSDAY at Mod Pizza from 5 p.m. to 9 p.m. Remember, all members must attend at least one outside of practice event this semester!

**APPAREL:**
If you are interested in purchasing apparel, please do so by October 15th. Payments can be made to our director of finance through Venmo (@theirVenmo) or in-person via cash.

Can’t wait to dance with everyone!

Sincerely,
Director of Communication’s Name
WMU Dance Club
Director of Communications

**Dance Survey for WMU Students**

1. Which of the following activities have you participated in at least once within the past 30 days?
   - [ ] Sports
   - [ ] Workout class
   - [ ] Registered Student Organization (RSO)
   - [ ] Dance class
   - [ ] Dance club or team
   - [ ] Volunteer event
   - [ ] None

2. Are you currently a part of a dance RSO, team or program at Western Michigan University?
   - [ ] Yes
   - [ ] No

3. We are exploring the possibility of a new dance club at Western Michigan University. How likely would you be to participate in a new dance club?
   - [ ] Not at all likely
   - [ ] Not very likely
   - [ ] Neither likely nor not likely
   - [ ] Somewhat likely
   - [ ] Extremely likely
     i. If not at all likely, not very likely or neither likely nor not likely is selected skip to which gender do you most closely identify with.
4. While in school, when have you taken part in a dance team, club or studio class (check all that apply)?
   - □ Never
   - □ Elementary school
   - □ Middle school
   - □ High school
   - □ College

5. Within the past year, when was the last time you dance for an organization, team or club (drop down box)?
   - □ 0-1 week
   - □ 1 month
   - □ 3 months
   - □ 6 months
   - □ 1 year
   - □ Over 1 year

6. Among the following styles of dance, how interested would you be in participating in a club that taught these styles?

<table>
<thead>
<tr>
<th>Style</th>
<th>Not at all interested</th>
<th>Not very interested</th>
<th>Neutral</th>
<th>Somewhat interested</th>
<th>Extremely interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jazz</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contemporary</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hip Hop</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Modern</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7. How many hours a week would you be willing to commit to a dance club?
   - □ 1-2 hours
   - □ 3-4 hours
   - □ 5-6 hours
   - □ 7-8 hours
   - □ 9 or more hours

8. How likely would you be to participate in a dance performance or end of season recital?
   - □ Not at all likely
   - □ Somewhat unlikely
   - □ Indifferent
   - □ Somewhat likely
   - □ Extremely likely

9. What is the most you would be willing to pay once a year to be a part of a dance club?
   - □ $0
   - □ $1-10
   - □ $11-20
10. How willing would you be to participate in outside “practice” activities such as volunteering, fundraising and social events?
   - Not at all willing
   - Somewhat unwilling
   - Neither willing nor unwilling
   - Somewhat willing
   - Extremely willing

11. How willing would you be to pay for club spirit wear?
   - Not at all willing
   - Somewhat unwilling
   - Neither willing nor unwilling
   - Somewhat willing
   - Extremely willing

12. What is the maximum amount you would pay for an audition?
   - $5
   - $10
   - $15
   - $20
   - $25

13. Which gender do you most closely identify with?
   - Male
   - Female
   - Other
   - Prefer not to say

14. What grade are you in at Western Michigan University?
   - Freshman
   - Sophomore
   - Junior
   - Senior
   - Graduate Student

15. Are you a transfer student?
   - Yes
   - No

16. Do you have any other comments or suggestions related to starting a dance club at WMU?
   - Fill in the blank

17. Do you have any comments related to this survey?
   - Fill in the blank

18. Are you taking this survey for extra credit for a class?
   - Yes
   - No
i. If Yes is selected
   1. Please provide your name to receive extra credit.
      a. First name
      b. Last name
19. Thank you very much for participating in this survey!

Dance Survey for High Schoolers at Dance Studios

1. Which of the following activities have you participated in within the past 30 days?
   - School sporting event
   - Volunteer event
   - Student organization event
   - None

2. We are exploring the possibility of a new dance club at Western Michigan University. How likely would you be to participate in a dance club in college?
   - Not at all likely
   - Not very likely
   - Neither likely nor not likely
   - Somewhat likely
   - Extremely likely

3. When did you start dancing?
   - Preschool
   - Elementary school
   - Middle school
   - High school

4. Among the following styles of dance, how interested would you be in participating in a club that taught these styles?

<table>
<thead>
<tr>
<th>Style</th>
<th>Not at all interested</th>
<th>Not very interested</th>
<th>Neutral</th>
<th>Somewhat interested</th>
<th>Extremely interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jazz</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contemporary</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hip Hop</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Modern</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. If you didn’t plan on continuing a dance career after high school, what factors might change your mind and influence your decision to join a dance club?
   - Fill in the blank
6. What grade are you in?
   - Fill in the blank
7. Do you have any other comments or suggestions?
   - Do you have any other comments or suggestions?