



Characteristics of a Successful Marketing Plan & Sample Constitution For College/University Ballroom Dance Clubs

Information Provided by USA Dance, College Network

1. Identify and routinely post flyers on bulletin boards in every dormitory and other high traffic location
2. Send frequent electronic news releases to the members of all other extra-curricular clubs, fraternities and sororities of the college
3. Make a special effort to obtain support by college alumni, especially those who reside in the area
4. Create specially designed flyers that will motivate students to attend dance competitions and support "their team"
5. Host dance exhibitions and dance lessons as well as information booths, fraternity events, sororities and other extra curricular clubs to attract interest and participation
6. Organize special weekly beginner dance classes for members of all other extra-curricular clubs including fraternities and sororities.
7. Plan and produce a series of innovative events that create student desire to "Swing with Us," and attract coverage by the college newspaper.
8. Develop an e-mail network to keep members informed and to encourage them to participate in club activities.
9. Host a club web site with links both to and from the web pages of each of the other extra-curricular clubs at the college.
10. Submit regular ads and articles to a "friendly" contact at the college newspaper.
11. Host a well-publicized, free group lessons at the beginning of each semester to attract and enroll new members
12. Offer incentives, such as free lessons, for members who enroll a specified number of new members.
13. Develop and publicize a special end-of-semester program for advance enrollment of students in classes to be presented at the beginning of the next semester. In return for advance registration and a deposit, these students are guaranteed placement in the classes of their choice.
14. Give honorary membership and free admission to social dances for alumni and USA Dance members who donate \$15 or more per year to the club.
15. Organize special dance classes for faculty, staff and alumni of the college.
16. Offer free lessons for PE and Performing Arts staff that include Ballroom Dance in the curriculum of those departments.
17. Staff an information booth and do presentation at beginning of semester meetings for students. Make it fun and enjoy!

BALLROOM DANCE CLUB CONSTITUTION

COLLEGE/UNIVERSITY OF _____

Article: 1. Name

The name of the organization shall be _____
Ballroom Dance Club and shall be referred to in this document as BDC (Ballroom Dance Club)

Article II. Objectives

Section 1: Access to Ballroom Dance: To create affordable opportunities for ballroom dancing and dance instruction for students, faculty and staff of BDC.

Section 2: Promotion of Ballroom Dance: To promote and extend the benefits of ballroom dance throughout the college or university and in the surrounding community.

Section 3: Competition Team: To represent BCC at intercollegiate ballroom dance competitions. BDC shall sponsor the competition team.

Article III. Membership

Section 1: Membership in BDC shall be open to (college/university) students, members of the faculty and college (university) employees. Members of the community and BDC alumni may be honorary members of the BDC.

Section 2: BDC shall register each year with USA Dance College Network by emailing CollegeNetwork-Dir@usadance.org providing University name & our BDC along with current contact information for the club President or other representative. This allows BDC to maintain a vital communications link with USA Dance, the non-profit governing body for ballroom dance in the United States and its College Network department which is focused on the participation of colleges and universities in ballroom dance.

Section 3: All participating members of the BDC must:

- a. Pay all appropriate dues and fees to the BDC.
- b. Assist in the general duties and functions of the BDC.

Section 4: The BDC Executive Board shall be comprised of the president, treasurer, publicity chair, web master, events coordinator, men's team captain and women's team captain.

Section 5: A member of the college/university faculty or staff shall serve as an advisor to the BDC.

Section 6: Members of the BCD executive board and those participating on the competition team must be registered also as individual student members of USA Dance.

Article IV. Duties of the Officers

Section I: President.

- a. Acts as liaison for the BDC to the administration, other campus groups, and USA Dance.

- b. Represents the BDC at all recreational sports meetings and meets regularly with the graduate assistant of club sports.
- c. Secures practice spaces in the fall and spring for weekend lessons as well as any team practices.
- d. Hires instructors for weekend lessons and the team.
- e. Convenes bi-monthly meetings of the Executive Board to discuss BDC activities and membership.
- f. Communicates with and helps all officers as necessary.
- g. Involves the BDC in events that generate positive publicity.
- h. Must be a current member of USA Dance.

Section 2: Treasurer

- a. Responsible for the BDC's financial welfare.
- b. Writes all checks, collects dues and dance fees, and makes routine deposits into the BDC account at the bank.
- c. Investigates and organizes team fundraisers.
- d. Works closely with the other officers to plan events and competitions, setting budgets for each event.
- e. Prepares typed budget for each activity and files it in binder to track expenses.
- f. Prepares projected budget each spring semester to present to the Recreational Sports Committee to apply for funding from the Sports Club account.
- g. Keeps accurate record of current bank account balance.
- h. Responsible for handling all BDC reimbursements in a timely manner.
- i. Must be a current member of USA Dance.

Section 3: Secretary

- a. Keeps records of all club documents.
- b. Manages paperwork of current members.
- c. Maintains rosters of competitive and social team members.
- d. Keeps a record of alumni members and contact information.
- e. Keeps attendance records.
- f. Records the minutes of each officer minutes.
- g. Serves as liaison between the officer and the club.
- h. Helps organize official ballroom activities and makes note of the event in the records.
- i. Creates monthly/semester online events calendar of all social events including USA Dance dances and competitions.
- j. Composes parent newsletter to be e-mailed to families of members and to be posted on the web.
- k. Must be a current member of USA Dance

Section 4: Publicity Chair

- a. Schedules the use of easel space in the University Center and/or the Campus Center prior to major BDC events.
- b. Designs posters for the aforementioned easels to advertise BDC events.
- c. Designs, creates and distributes publicity material such as flyers, posters, and news articles to advertise BDC events around campus.
- d. Must be a current member of USA Dance.

Section 5: Webmaster

- a. Keeps the BDC website up-to-date with the latest events, pictures, and news.

- b. Must have a basic command of HTML, web design, graphic design and any other skills, programs, or languages useful in the maintenance of a web site.
- c. Must be a current member of USA Dance.

Section 6: Events Coordinator

- a. Organizes and plans the fall and spring formals with help from the other officers.
- b. Organizes ballroom outings to USA Dance-sponsored dances, including the coordination of rides and directions.
- c. Plans and executes fun, dance-related events for the BDC.
- d. Must be a current member of USA Dance.

Section 7: Men's and Women's Team Captains

- a. Teaches basic bronze steps to new dancers
- b. Researches and selects competitions to attend each semester.
- c. Schedules extra practices as needed.
- d. Handles all aspects of intercollegiate competition, including registration, fees, travel, and housing. The captains will also pair up interested dancers at their discretion.
- e. Maintains regular correspondence with host schools in preparation for a competition.
- f. Keeps a complete record of team awards at all competitions.
- g. Works closely with the President and treasurer to coordinate the objectives of the BDC and competitive team.
- h. Must be a current member of USA Dance.

Article V. Selection Procedures

Section 1: Elections

- a. Elections for BDC officers shall be held in the spring at the March meeting, prior to the final Recreational Sports meeting of the year. Nominations shall be made at the meeting directly preceding election.
- b. All dues-paying members of the BDC have the right to vote. A simple majority of the votes of club members present at the elections meeting shall elect the officer.
- c. In the event of a tie, a majority vote of the outgoing officers shall determine the final outcome of the election.
- d. The newly elected officers shall not officially take office until the last day of classes in the spring. Although the current officer may share duties with the officer-elect at the current officer's discretion, ultimate responsibility will remain with the current officer. This interim period between elections and induction into office will serve as a training period for the new officers.

Section 2: Vacancy

- a. Any vacancy that may occur in an officer position is filled by election. Nominations shall be taken one week prior to the election date. Any dues-paying member of the BDC is eligible for election. A simple majority of the votes of club members present at the elections meeting shall elect the officer.

Section 3: Impeachment

- a. Any officer may call for the impeachment of another officer. A two-thirds vote of the Executive Board is required to impeach the officer in question.

Article VI. Committees

Section 1. Officers reserve the right to create committees to assist in projects in the best interest of BDC.

Article VII. Meetings

Section 1: Meetings of the officers will be held on a bi-monthly basis, or at the request of the President, and will be used to conduct the business of the BDC.

Section 2: Attendance

- a. All officers are expected to attend as many BDC events as their academic schedules permit.
- b. Members will be encouraged to attend all meetings and practice sessions. Captains will take attendance at events into consideration when forming the competitive team.

Article VIII. Competition Policy

Section 1: Captains will assemble a team of dancers to compete at intercollegiate competitions.

Section 2: The BDC will adhere to the syllabi, rules, and levels set forth by USA Dance.

Article IX. Finance

Section 1: Local dues will be applied toward the general operating expenses of the BDC.

Section 2: Special Fees

- a. Special fees may be charged for individual or group lessons and for social dances conducted by the BDC.
- b. Competitive team members may incur additional costs to help defray the expense of competition registration and travel.
- c. Team members must be current members of USA Dance.

Section 3: Monetary goals

- a. The Club seeks to remain monetarily solvent.
- b. The Club will operate on a non-profit basis.

Article X. Amendments to the Constitution

Section 1: Any dues-paying member of the BDC may propose an amendment to the Constitution.

Section 2: The proposed amendment must be submitted in writing to the President, who will present it to the dues-paying members for consideration.

Section 3: Two-thirds of the dues-paying members present at the meeting must vote to approve the amendment.