

CSRDS MARKETING TEAM REPORT
July 2014-September 2015

This report is being submitted on behalf of the members of the CSRDS Marketing Team comprised of:

Donna Balkan
Gloria Bateman
Berry Chumbley
Rachelle Cournoyer
Peter Grondin

John/Lorraine Kozera
Cathy Langille, Team Lead
Claudia Littlefair
Al Moody

The Marketing Team participated in two teleconference calls—30 November 2014 and 15 March 2015—for a total cost of \$542.40.

The attached Terms of Reference were presented to the Team in December 2014 for review and comment—only one response was received from the team.

It was noted in an e-mail of January 29, 2015, from President, Eric McCormack, that any material representing CSRDS must include all five supported dance types—Square, Round, Contra, Clog and Line.

A draft rack card was prepared and distributed amongst the members. It was critiqued and deemed to contain too much red. Due to permissions required for publication of persons images, it was decided to use bottom of skirts/legs/shoes to avoid complications with these regulations. This item is still being worked on with delays in getting photos of the various dance forms as stated above. The rack cards are 8-1/4" x 3-3/4", color double-sided on 100 lb. gloss offset. By far the best price was obtained by Peter for the production of the rack cards at a cost of \$1,149.00 for quantity of 30,000. There may be a slight increase as the 30 day quote has long expired. It is recommended we again use this source when we are ready for print.

The team has formed a group Facebook network. To date the Team Lead has not been able to connect, but is endeavouring to do so. It is recognized that CSRDS must market our dance forms over social media and keep current with technological changes.

The CSRDS and provincial organization websites continue to be in need of updating to current website standards and be mobile device compatible. SRDFNS is to be complimented on their website upgrades and compatibility with mobile devices.

What I Learned

My husband and I attended the US National Square Dance Convention in Springfield, MA, June 24-27, 2015, and attended some of the marketing seminars.

- It was apparent the whole activity of square dancing is in crisis and in most places, attracting enough dancers to replace the annual losses in membership is simply not happening.
- The whole business of promoting, recruiting and retaining dancers has not been given the attention required over the decades.
- The “Live Lively” campaign is still very much in its infancy and is unlikely to have much impact any time soon. Fundraising is consuming much of the organizers’ time.
- The resources—human and/or financial—are not in sufficient supply for marketing campaigns or even demonstrations.
- There is an increasing reliance on social media and other technological means (u-tube, videos) to market our dances. Not only is this the “trend”, it is essential to any marketing campaign.
- Fact: New dancers are most attracted to clubs with dancers 10 years younger or 10 years older than themselves. Something to think about when recruiting younger dancers to a club with a median age of 78.

In short, the seminars were less than inspiring.

Although the need is critical, a marketing program to increase our member dancers is a long-term challenge—not something we can immediately pick up and decide to change in a couple of years.

Due to several deeply disappointing events locally, I have reconsidered my continuing to lead the CSRDS Marketing Team. My resignation is effective with the conclusion of this report with the commitment to finalize the rack cards if the Team would like me to do so.

I would at this time thank all the Marketing Team members for their participation and support.

Respectfully submitted,

Cathy Langille

CSRDS MARKETING TEAM
TERMS OF REFERENCE
1 DECEMBER 2014

I. History:

The Marketing Team has its origins in a symposium held 18 July during Festival 2014 in Ottawa. The symposium was co-moderated by Bob Ruohoniemi and Andy Himberg-Larsen who spoke passionately and urgently about square dancing's dwindling membership. Andy's call to action was responded to by the members listed below and now serve on the Society's Marketing Team.

II. Name:

The official name of the committee shall be Canadian Square and Round Dance Society (CSRDS) Marketing Team.

III. Members:

The Marketing Team shall be comprised of the following founding persons: Gloria Bateman (gloria.bateman@gmail.com); Donna Balkan (dbalkan@bellaliant.net); Berry Chumbley (bsccalls@yahoo.ca); Rachelle Cournoyer (rachellecournoyer@gmail.com); Bill Scott/Brenda Currie (bill.scott@bellmedia.ca); Lorraine Kozera (lkozera@mymts.net); Cathy Langille (clslangille@eastlink.ca); Claudia Littlefair (horizon2@shawbiz.ca) ; Al Moody (almoody@nucleus.com)

IV. Roles and Responsibilities:

Cathy Langille, Team Lead

Lorraine Kozera, Secretary and Conference Call Coordinator

Liaison to the Board:

Beth McGifford, CSRDS Treasurer and funding advisor (csrdsdarcybeth@hotmail.com)

V. Goals:

1. The CSRDS Marketing Team's prime goal is to increase our membership of individual dancers through consultation and working with Federation representatives to create tools promoting positive awareness about our dance forms—modern square, round, contra, line and clog--as fun and healthy lifestyle choice activities for all people of all ages.

2. The CSRDS Marketing Team shall communicate with all Provincial and Territorial Federations to seek input, ensure their representation on Marketing Team, determine any unique needs and assist them market our dance forms within each of their jurisdictions.
3. The CSRDS Marketing Team shall endeavor to develop a national, sustainable communications plan to include such professional-appearing national digital and printed material adaptable to local promotions; retractable, stand-alone banners.
4. The Communications Plan will have three components: Marketing, Promotion and perpetual Public Relations.
5. Implementation of the Marketing and Promotion components shall be consistent and sustainable with the dance season and, where possible, at special and major events when support is requested by a Federation.
6. To create value by creating an inventory of promotional tools for the Federations and their associate clubs to use or distribute locally on a no cost (printed material) or cost-sharing of transportation costs. (i.e. banners)
7. Encourage National and Federations to bring and keep current their websites for ease of viewing in contemporary format with mobile capability.
8. To have a permanent, funded Promotion/Public Relations team/committee established at the national level and in turn a network of representatives at each Federation level to ensure the viability of our dance forms through national, sustainable promotion.

VI. Scope/Jurisdiction:

The Marketing Team is limited to initiating a sustainable, national marketing network with the Federations; to provide support for the Federations in the form of assistance with their promotional activities; if not available in house, assistance with grant writing for website development; to advocate for cost-sharing or repayable loans to Federations for promotional materials.

VII. Guidance from the Board/Federations:

The Marketing Team shall consult, seek guidance and suggestions from both the Board of CSRDS and the Federations on the direction of the Marketing Team's work through feedback on regular reports to the larger organizations.

VIII. Resources and Budget:

The Marketing Team is not a funded activity of the CSRDS. Access to CSRDS resources are through a costed communications plan submitted to the Treasurer for review and further explanation where needed before presented to the Board for further scrutiny and approvals which shall then become known as the budget. Marketing expenditures against CSRDS approved funds shall be done as needed within the overall limits of the approved budget and within the context of the communications plan. Changes to the communications plans funding levels will result in resubmission for Board approvals.

IX. Governance:

1. The Marketing Team shall adhere to and respect the By-laws, rules and regulations, of the CSRDS. In addition, to focus the work of the Marketing Team, members have established its own Vision, Values and Mission Statement.
1. The Marketing Team is responsible to the Chair and Board of Directors of CSRDS. through its Treasurer as the liaison with the Board. The Team Lead shall be the spokesperson for the Marketing Team.
2. Federation representatives and Team Members shall communicate directly to the Team Lead, who shall seek a response or consensus to be communicated by the Team Lead back to the team and initiator.
3. The Marketing Teams' decisions shall be made by consensus. Failing to reach consensus, the item will be reconsidered before seeking a vote by 2/3 majority vote on accepted action.
4. E-mail , conference calls and doodle polls shall be the prime means of communication amongst the members of the Marketing Team. Occasionally, calls by telephone may be used at team member's expense*. Team Meetings are held by conference calls which are paid by CSRDS.

Teleconference calls will scheduled by availability of members through doodle-poll consensus.

X. Repository of Shared Information:

Shared information for use by the Marketing Team will be found on both CSRDS and Federation websites. Communications, documents created by the Marketing Team shall be held in electronic format by the Marketing Team Lead supplemented by paper working files as necessary. The Team's secretary will retain and distribute the official record of Teleconferences. Team Members will be expected to retain working documents in whatever format serves their purposes. Information shall be freely shared amongst Team Members. Such compiled information becomes the property of CSRDS once the mandate of the Marketing Team has been achieved.

XI. Reporting to Board of CSRDS:

The Marketing Team Lead is to be provided with the Board's meeting dates in sufficient lead time to enable an all-team member Marketing Report to be prepared for the Board prior to its meeting. Such reports will be transmitted by electronic means to the Board Secretary.

XII. Additional Information:

The Marketing Team shall remain flexible and open to amendments to the Communication Plan, the organization and composition of the Marketing Team.

** Discussion with CSRDS re possible cost-recovery on case-by-case basis for team members without long-distance plans.*

CLSL:1L14