

USBI Advantage

Professional dancers all over the world go through a transition crisis when their dancing career ends. Many countries have set up foundations to help dancers who are professionally displaced. A ballet dancer's career only lasts for as long as they can dance. By age 30, most dancers are no longer useful to a professional company due to an aging body or injury.

Dancers often hope to teach after they dance. However, teaching as a profession is much more complicated than simply knowing how to dance. A typical dance teacher pay is by the hour and seasonal. Most dance studios only operate 37 weeks out of the year during the school year and for a portion of the summer. Many dancers end up waiting tables or picking up other part time jobs to support themselves because teaching does not pay the bills.

Dancers sometimes try to open studios in order to make a living. As a small business, dance studios have an extraordinarily high rate of failure. A dancer is poorly prepared to run a small business. Colleges teach classroom skills but do not offer practical experience in real life studio management. Collegiate programs also rarely offer preschool training. The preschooler is the bread and butter of studio income. Therefore, a dancer knows how to dance but not how to run a dance business.

Successful studios have many streams of income including productions, community programming, and an affiliate non-profit. Creating and managing an affiliate non-profit can create grant and sponsor streams of income. However, to be successful in these areas, a dancer needs experience in nonprofit management, grant development/execution, community programming, marketing, ect, ect. There is not another company in the world that offers dancers an opportunity to learn and practice these skills in a real life business situation while simultaneously dancing professionally.

Successful dance institutions want to hire people with both professional dancing experience and serious professional dance business operational experiences. For the dancer, this means spending years after dancing trying to learn and gain business operations skills. Often successful dance institutions will hire predominantly part time dance teachers and hire professional business positions from non-dancers. This is because by the time the dancer quits dancing, they are approaching 30 and poorly trained to do anything but dance. The typical dancer would be 40 before they are hireable for a business operations position and a dance teacher position. Therefore, most dancers can't get jobs in the field that are at a livable salary when they leave dance. They only have dance skills with perhaps basic teaching skills and that does not translate into a skill base that is marketable for a livable wage dance professional position.

USBI is the only vocational program in the world that addresses this challenge fully. Because of the the tri-organizaiton partnership, USBI is able to offer the dancer three programs simultaneously:

1. a professional company experience including touring to a variety of major theaters
2. a studio teaching, business, and operations experience with hands on practice and references
3. Non-profit management, execution, and leadership experience with hands on practice and references with a highly reputable and established non-profit institution

Dancers are able to be fully prepared to transition into leadership positions in established dance organizations that can offer livable wages and lifelong professional opportunities. USBI is the only company in the world to offer a program that will give the necessary skills for an advanced classical ballet dancer to transition into an employable leader in the organizational field of ballet.