

Abstract

US Ballet Institute (USBI) offers a Trainee certificate program in ballet leadership. There is no other training program in the world that prepares the advanced ballet dancer to transition from professional level dancing to a leadership position in a ballet organization.

All ballet dancers face a professional crisis at the end of their performance career. Professional level dancers lose their capacity to be employed once they are too old or are injured. When they stop dancing, they need a whole new set of skills in order to be hireable as a professional staff member or leading faculty member of a dance organization. No where in the world can you get a professional level artistic experience while simultaneously getting real life training and experience in the world of professional dance management, teaching, choreographing, marketing, modeling, outreach, and directing.

Professional ballet companies only give a dancer the opportunity to develop their dancing and performing skills. Dance colleges also do not fully prepare a dancer to be hired by dance organizations. Collegiate ballet graduates have minimal work experience in the field of dance (outside of the classroom) and therefore are often unemployable in their chosen field. Furthermore, to garner the better teaching positions, dancers need to have experience performing with a professional calibre touring company and this is unavailable to the college dancer at Universities.

In order to be seriously employable by dance arts institutions as a professional staff member, a ballet dancer needs the following:

- 1. Performance experience with an esteemed professional calibre company including multiple genres of productions, touring performance experience, and varied performance audiences.***
- 2. References and on the job experience in real life dance arts skills, such as studio management, teaching, community relationship development, grant execution, outreach management, special population integration, guerilla marketing, press management, social media marketing, print marketing, production management, production creation, sponsor development, database management, recruitment, and board relations.***
- 3. Classroom training and artistic training within a professional certificate program (or degree program) including a syllabus, curriculum, and skills analysis. Advanced skills must include physical technique, artistic presentation, choreographic diversity, and academic knowledge.***

Dancers all over the world (in professional companies and company trainee programs) are limited to dancing. College dancers are given classroom experience only. It typically takes a dancer years and years (after a dance career) of working outside of a

professional company in order to gain any serious level of references and job experience. **USBI is the only trainee program in the world that offers all three simultaneously in a certificate program.**

USBI has an extremely unique partnership between US International Ballet (a touring ballet company), Wilmington School of Ballet (an established ballet studio), and Wilmington Ballet Company (a non-profit community outreach organization since 1999).

Each of the three organizations play a specific role. These unique strategic partnerships are the foundation for USBI's ability to offer Trainee programming that is unmatched the world over.

Wilmington School of Ballet INC (USBI is a subsidiary of WSB)

Dancers attending USBI will learn studio management, recital management, classroom techniques, community engagement, press relations, and studio marketing from the leaders of WSB. Real life studio skills are very different than professional dance skills. Teaching and developing an early childhood program (3-5 year olds) involves early childhood education and parent relationships. Marketing, press relations, community engagement, and fiscal management are all small business skills. These skills can't be practiced and honed in a classroom alone. Dancers in USBI receive both lecture and hands-on experience in all of these areas.

A dance professional can't make a living by simply teaching. They must be able to play multiple roles for a studio in order to achieve a livable salary. However, dancers rarely are prepared to serve a studio in multiple capacities. USBI (through the offerings of WSB) gives dancers both skills and references in the craft of studio management and execution.

US International Ballet - USIB is a choreography company

USIB choreographs 7 major productions annually and tours choreography to 5 or more major theaters annually across NC. USIB choreographs original productions, contemporary productions, and classical productions. Artistic Directors of USIB, Ines Albertini and Walter Angelini, are world renowned ballet stars. Ines and Walter also direct Piacenza Art Ballet Summer Course. The partnership of USIB and Piacenza gives dancers an additional opportunity to perform choreography abroad. USIB dancers also participate in school tours, community programming, and special needs integration programming. USIB works with numerous arts councils and non-profits in a variety of venues and projects. All trainees enrolled in USBI will have equivalent experiences to that of a full company member in USIB. This amazing partnership gives dancers the unparalleled opportunity to gain vocational dance work skills while simultaneously dancing with a touring company.

USIB also gives vocational training to USBI students in the areas of costume creation/management, prop creation/management, press management, social media marketing, guerilla marketing, and choreography.

Wilmington Ballet Company

WBC is a non-profit community outreach and event company founded in 1999. WBC works with the school system, the Girl Scouts, the Boy Scouts, the YWCA, the library system, the museum system, local choirs, local inner city outreach programs, a multitude of private studios, collegiate programs, art councils, and more. The purpose of WBC is to offer educational opportunities and to expose a diverse underserved audience to the art of professional ballet. All USBI students will be intimately involved in many aspects of WBC. USBI students will produce outreach productions, execute grant projects, work directly with integrating special populations, execute community programming, attend board meetings, attend arts council events, produce fundraisers, and work within development. Each of these programs gives USBI trainees the opportunity to gain both real world experience and references from multiple agencies.

For this reason, USBI students have an advantage over any professional dancer in the world when it comes time to employment transition from a dancer to a dance professional.