

USBI Coursework/Curriculum

2020/2021 and 2021/2022 requirement to complete certificate trainee program

Trimester I (Winter/Spring) January 7th 2020 - June 20, 2020

Required Lecture Coursework and Correlating Homework

Marketing for Ballet

Areas of specificity: Productions, Studio Registration Cycles, Outreach/Community Programming, and Fundraising Events

- Social Media Platform
 - Content creation
 - Multi-platform management and coordination
 - Post scheduling
 - Brand management
 - Building and maintaining an audience/following
 - Collaborating with other companies to build synergy
 - Networking
 - Guerilla Marketing
 - Print/poster distribution strategies
 - Community event strategies
 - Give away and networking strategies
 - Press and formal marketing outlets
 - Print outlets
 - Radio promotion, partnership, and relations
 - TV promotion, partnership, and relation
- Performance Curriculum includes Vampires and Nutcracker

Teaching Curriculum:

Pre-k/Elementary Teaching Practicum

- preschool/elementary curriculum
- preschool/elementary teaching techniques and actual practice with mentoring
- training others in preschool teaching techniques
- preschool/elementary teaching with actual practice with mentoring
- parent relationships as a teacher vs a director
- behavior problem solving
- recognizing special challenges in a child and strategizing educational solutions.
- choreography and production preparation
- production execution

- conferences and reviews/evaluations
- producing and executing a parent observation week
- producing and executing small community events with clear parent communication and direction

Performance Practicum: Little Mermaid, choreography project, and Giselle

Trimester II (Summer) July 6th - August 28th 2020

Required Lecture Coursework and Correlating Homework

Dance photography, branding, modeling, and imaging

- Sansha Model program is a core experience for the summer syllabus. Trainees learn directly from esteemed global leaders of Sansha dancewear the art and craft of dance modeling, photography, imaging, and branding
 - Mark Steelman (of Mark Steelman photography) works directly with trainees on the craft of dance photography.
 - Trainees will attend lectures and photoshoots at the studios of Mark Steelman as well as numerous on site locations.
1. Summer Camp programming and management
 - Preschool summer programming
 - Elementary summer programming
 - Advanced summer programming
 - Summer marketing events to grow a studio fall registration

Performance Practicum: Repertoire concert

Trimester III (Fall) September 7- December 21, 2020

Required Lecture Coursework and Correlating Homework

Concert Production Creation & Execution -

- Choreography
- Lighting
- Music
- Theater relationships
- Marketing
- Costuming
- Load-in/Load out

- Scheduling
- 1. Special Needs and Community (YWCA) integration
 - Event management with a community group/divers population
 - Integration techniques for diverse populations
 - Organization and management methodologies for diverse population integration
 - Understanding diverse populations (guest speakers from outreach organizations)
 - Choreography techniques with diverse populations
 - Teaching techniques with diverse populations
 - Leadership best practices in collaboration with services organizations

Performance Practicum: Nutcracker and Vampires

Trimester IV (Winter) - January 5th - June 21st

Required Lecture Coursework and Correlating Homework

- Advanced teaching curriculum and instruction
 - advanced curriculum
 - advanced teaching techniques and actual practice with mentoring
 - Instructing others in advanced teaching techniques
 - advanced teaching with actual practice with mentoring
 - parent relationships as a teacher vs a director
 - behavior problem solving in advanced students specifically
 - choreography and production preparation
 - production execution and the specific needs of advanced students
 - conferences and reviews/evaluations
 - producing and executing a parent observation week
 - producing and executing small community events with clear parent communication and direction
- Non-profit management and Leadership
 - Board recruitment
 - Board relations
 - non-profit ethics
 - Meeting methodology
 - Minutes and record keeping
 - Grant writing basics
 - Grant project execution and reporting
 - Mission oriented project development and execution
 - Collaborating with outside organizations

Performance Practicum: Wizard of Oz and Swan Lake

Trimester V (Summer) - July 5th - August 27th, 2021

Required Lecture Coursework and Correlating Homework

1. Studio Management

- attendance
- physical maintenance
- parent relations
- accounting
- marketing
- communications/newsletters/bulletins
- recital production management
- merchandise management
- costume ordering and distribution
- ancillary programming such as birthday parties/special events
- parent relationships
- student conferences, reviews, and problem solving
- form management
- phone etiquette and follow up strategies
- scheduling and staffing

2. Public school performing

- Curriculum development
- School specific literature performance
- School tour to prepare students for performance experience
- Making classroom connections to a stage performance and developing materials to aid teachers in giving students a broad educational experience

Performance Curriculum: Repertoire Concert

Semester VI (Fall) - September 7th - December 21th, 2021

Required Lecture Coursework and Correlating Homework

1. Costuming and Set/prop creation and Management

- Catalogue ordering techniques
- Oversees ordering techniques
- Mutli-purpose costume methodology
- Budget planning and execution
- Storage and moving strategies and implementation
- Alteration and embellishment methods

- Sizing and fitting techniques
- 2. Development of Sponsorship
 - Corporate sponsor development
 - Development of a sponsor society
 - Sponsor event management
 - Sponsor benefit management
 - Sponsor relations - Newsletter and communication management

Performance Practicum: Repertoire concert