



★ Bonus!

STUDIO RETENTION RESCUE

★

★

**THE TOP RE-ENROLLMENT STRATEGY
TO DRASTICALLY IMPROVE YOUR STUDENT
RETENTION AND INCREASE PROFIT!**

★

© DANCE STUDIO OWNERS ASSOCIATION • DSOA.COM



MAKE RETENTION A TOP PRIORITY

In business, we often share how *keeping* a current customer costs less than *acquiring* a new one. This holds true in the dance studio industry. Filling your class capacity with your current families is the most cost-effective way to make your studio more profitable.

We often see new students as the more exciting strategy to help us reach our enrollment goals; however, you won't be able to reach those goals unless you keep the current students you have, so be sure retention is a top priority in your studio!

TOP 3 BENEFITS OF A STUDENT RETENTION STRATEGY

1. INCREASED REVENUE

A strong student retention system will help you to keep your students engaged and enrolled for longer periods, which can lead to increased revenue and profitability. By reducing churn and retaining more students over time, you can create a more stable and predictable business model that generates more revenue.

2. IMPROVED STUDENT EXPERIENCE

A customized student retention system will help you to create a better overall experience for your students. By implementing strategies that encourage engagement, motivation, and community building, you can create a more supportive and welcoming environment that fosters growth and development in your dancers.

3. TIME AND COST SAVINGS

Student retention strategies can help you to save time and money by streamlining your operations and reducing the need for costly marketing campaigns to attract new students. By focusing on retention, increasing frequency, and creating a loyal customer base, you can reduce your marketing and acquisition costs while maximizing the lifetime value of each dancer.



CALCULATE YOUR RETENTION

1. Determine the total number of students you had at the beginning of LAST season and at the beginning of THIS season.

- On September 1 of 2022, I started my season with 400 students enrolled.
- On September 1 of 2023, I have 475 students enrolled for my new season.

2. Determine the total number of new enrollments you had LAST season.

- Over the year, I enrolled 125 new students.

3. Subtract the number of new enrollments from the total number of students you have for THIS season.

- 475 total students for the beginning of this season minus the 125 new enrollments over the year equals 350 students that are returning.

4. Divide the result by the number of students you had at the beginning of last season.

- 350 returning students divided by the 400 students I had at the beginning of last season equals .875 $350/400 = .875$

5. Multiply your decimal by 100 to get a percentage.

- $.875 \times 100 = 87.5\%$ retention rate for the 2022 season



RETENTION RESCUE STRATEGY:

RETENTION-FOCUSED STUDENT EVALUATIONS

Evaluations can have different intentions based on how they are used. If the goal is to increase student retention, the evaluation should reflect on the whole year, be positive, and get the dancers excited for another year of dance at your studio.

Focus On...



DANCERS' STRENGTHS AND AREAS OF IMPROVEMENT



IDENTIFYING AREAS WHERE ADDITIONAL TRAINING IS NEEDED (Great way to increase frequency!)



AN OVERVIEW OF THE THINGS THE DANCERS LEARNED IN CLASS THIS YEAR



NOTES OF ENCOURAGEMENT FROM THEIR TEACHERS



CLASS RECOMMENDATIONS



SAMPLE EVALUATION

DANCER NAME:

CLASS TEACHER:

DATE:

INTRODUCTION:

Include a welcome note, show appreciation for your dance families and establish a positive tone for why evaluations are an important part of the dance season.

RECREATIONAL AREA OF FOCUS:

This section is an opportunity to emphasize the many benefits of dance (especially for the age group of the dancer) and position your studio's values! Example:

[Studio Name] gives your child a fun learning environment to develop a love and passion for dance! Our teachers focus on building self-confidence through movement, inspiration and repetition of technique. Specific areas of development include:

- **Physical awareness:** body awareness, spatial awareness and differentiating right from left
- **Core physical skills:** Coordination, balance and flexibility
- **Musicality:** Counting in 4s and 8s & rhythm
- **Technique:** Beginning concepts and terminology of ballet, jazz, tap and hip hop.
- **Choreography:** Memorization of movements and how to perform in front of an audience
- **Dance class etiquette:** Being prompt and ready for class, showing respect for teachers, lessons and peers, and demonstrating grace in receiving corrections.
- **Passion for dance:** Being engaged in class and having fun!



TECHNIQUE WE WORKED ON THIS YEAR:

Share the specific technique your program focused on this season to showcase the breadth of what the class is learning! This is also an opportunity to educate parents on terminology their child is learning and set expectations for how the technique will build a foundation to grow into more advanced classes.

DANCER'S PROGRESS:

Are we seeing progress this session?

YES:

NO:

DANCER'S RECREATIONAL AREAS OF FOCUS:

THIS SEASON, YOUR DANCER HAS BEEN VERY STRONG IN:

SUGGESTED CLASSES & PROGRAMS FOR NEXT SEASON:



STUDENT EVALUATION STRATEGY TIPS



NOTE REASONS WHY CERTAIN CLASSES ARE RECOMMENDED.

For example, if it is common to repeat the same class for younger dancers to establish foundational technique, share that insight in the evaluations and assure parents that the class introduces new choreography and music each season to keep dancers challenged and engaged.



BE PREPARED TO ANSWER QUESTIONS. With class recommendations can come questions from families on why their child was placed in certain classes. Be sure you have systems and procedures around this so that your team knows how to handle it. We recommend that families discuss with teachers first so that things can escalate to the owner if needed.



DEVELOP A SCALABLE PROCESS: Completing evaluation forms by hand can be a long and tedious process and will be more challenging as your business grows. Consider building your form in a platform like Google Forms or inside your studio software. (Many studio software, like DanceStudio-Pro, have features that allow you to integrate this process and share with families.)



HAVE TEACHERS COMPLETE THE EVALUATIONS: Provide clear instructions for your teachers on how they should complete the evaluations and class recommendations. Be sure they understand that the purpose is retention. Guide them on what they should focus on when filling them out and providing feedback with families.



ALLOW AMPLE TIME: Give teachers enough advance notice and time to complete the evaluations thoughtfully and provide a clear deadline.



CREATE A COMMUNICATION PLAN: Consider how you will share out evaluations and class recommendations. For consistency and clarity, students should all receive evaluations and class recommendations in the same week. You can also create anticipation among your dance families through email and social communication to let them know the evaluations are coming up. (Always maintain positive energy!)



SAMPLE EVALUATION COMMUNICATION

EMAIL

SUBJECT: It's almost time! Yearly Evaluations and Class Recommendations

Dear **[Customer Name]**,

As we approach the end of the dance season, it's time for our yearly evaluations and class recommendations.

This is a very exciting time for us as we get to see the progress and growth that each of our students has made throughout the year! Our instructors have been working hard to provide personalized feedback and class recommendations for each student.

Please keep in mind that classes for next year are filling up quickly, and we want to make sure that our current students get first priority for class selection. To ensure that you secure a spot for your child or children, we encourage you to reenroll for classes as soon as possible. This will guarantee your child's spot in their recommended classes for next year.

Thank you for being a part of our dance family, and we look forward to another exciting year in your child's dance journey!

Warmly,

[Your Name]
[Studio Name]

SOCIAL POST

Our teachers have completed student evaluations and we're excited to share the results with our dancers and their parents!

Based on the evaluations, we've made personalized recommendations for future classes that will help each dancer continue to improve their technique and artistry!



With the right retention strategies in place, you will be able to hit your scariest enrollment goals and scale your studio. Ready to fill up your classes to capacity? The trick is to start with the students you already have!



Dance Studio Owners Association
11:48

Celebrating a WIN!!!! ✨ ✨ ✨ 🙏 🙏

Since I started implementing the Student Evaluation process, I already have a 50% retention rate for next season!

Guys!! This has NEVER happened before. I have only had my studio for 6 years and I have had a retention problem ALWAYS!! Maybe [at most] 10% return on kids. I have not been able to figure out the problem, and it now leads me to believe that the problem isn't the classes or the training or the environment at all - it's the WAY the sign up process has gone. I truly feel that parents have no idea how to properly choose the right classes and the right fit for their kid unless guided by us. It's a no brainer.

Omg I could go on and on but thank you for opening my eyes!!!! Omg!!! am so happy at this rate I am sure to be on track to have 75% of students (at least) returning next season!

THANK YOU DSOA!!!

I AM SO THRILLED RIGHT NOW 😊



Retention-Focused Student Evaluations are just one small piece of a successful retention strategy to improve dancer engagement and scale your studio growth! Inside the Inner Circle, we coach studio owners on all things student retention, class capacity, profitability and SO much more!

CHECK OUT WHAT THE INNER CIRCLE IS ALL ABOUT!