



**CTE Advisory Committee: Dance Studio Management Certificate**  
**Tuesday, November 19<sup>th</sup>, 2024, 12pm – 1pm**  
**Zoom: 813 0747 8196**

**In Attendance:** Brian Moe, Kristen Karasek, Shaun Moe, Ina Haybaeck-Rogers, Jason Coosner

**Absent:** Toni Ricci, Anacia Weiskittle, Andrea Gutierrez, Rhonda Notare

Meeting called to order at 12:02pm PST.

1. Introduction of Committee Members
  - a. Brian Moe – Faculty, Los Angeles Pierce College, ACDA Baja Region Board Member, Committee Chair.
  - b. Jason Coosner – Owner of *Burbank Dance Academy*, freelance choreographer and Master teacher, MFA from Southern Methodist University.
  - c. Shaun Moe – National Director for *Imagine Dance Challenge*
  - d. Ina Haybaeck-Rogers – Chair of the Dance Academy at CHAMPS Charter Highschool where there is an articulation with LAPC currently. Also teaches at *Burbank Dance Academy*.
  - e. Kristen Karasek – Studio owner of *Reflections Dance*. Has also judged dance competitions nationally.
2. CTE Certificate: Dance Studio Management
  - a. Brian presented information regarding the proposed CTE Certificate in Dance Studio Management.
  - b. Suggestions for future revisions:
    - i. Knowing how to sell ourselves a product, as the dance professional choreographer/ teacher/ performer/ studio owner/ etc.
    - ii. Adding language of personal understanding of personal finances.
3. Curriculum/ Equipment Suggestions
  - a. Writing a pedagogy course to add to the curriculum.

- b. A lighting as option to the costuming proposed. An 'intro to tech theatre' and then a choosing a costuming or lighting course.
  - c. Digital marketing.
    - i. Branding yourself
    - ii. Entrepreneurial course - people skills, and digital skills.
      - 1. This is already covered in the curriculum, but having guest speakers would provide more discipline specific strategies.
4. Workforce Data
- a. Brian shared the workforce data that was collected from the Labor Market analysis with the group. The committee members had the following thoughts:
    - i. The data needs to be disaggregated by job title, as there is much confusion as to the listings between choreographer and performer since they can be very broad.
    - ii. Secondly, the data does not take into consideration whether it is part time or full time, or if it is hourly verse a flat fee. Many choreographers charge a flat fee upfront, and an additional hourly if they need to come back for rehearsals.
    - iii. The agreement amongst the committee was that the labor market data is skewed on the lower end and provided examples of their own pay scales. It is notable that the labor market analysis does not reflect the pay scale or frequency of the payments for dance or choreographer, but the promise of growth in these ventures is recognized by the professionals in this committee with great excitement.
5. Other Business – None
6. Adjournment – Meetings adjourned at 12:58pm PST.