

# Policy plan TSDV DanceNation

Academic year 2024/2025



Policy plan season 2024/2025

Tilburg Student Dance Association DanceNation  
[www.tsdvancenation.nl](http://www.tsdvancenation.nl)

Tilburg, September 2024

## Preface

Presented before you is the policy plan for the year 2024/2025, embodying the vision of Tilburg Student Dance Association (TSDV) DanceNation (from here onward referred to as: DanceNation). Like every year, this policy plan reflects both the lessons learned from the past year and the ambitions of the new board for the upcoming year.

This policy plan is prepared with the view to reconsider any changes compared to the policy plan of last year (2023/2024). Subsequently, additions were made which reflect the upcoming objectives of our new board. While the core principle guiding these matters remained the same, they have been reformed to reflect the way the next board will proceed in the upcoming year.

This plan clarifies and elaborates the policy that the Board of DanceNation will pursue in the coming year. The points mentioned in this plan will always be the guidelines for the board. If the situation allows it, there will be no deviations made from this plan. The board of DanceNation will take this plan into account and will carry out its duties carefully.

When approved by both the Federation of Student Sports Tilburg (FOSST) and the General Members' Meeting (from here onwards referred to as: GMM), the board of DanceNation will get started with this plan as soon as possible. Constructive feedback and concerns regarding this plan are encouraged and will be thoughtfully considered.

On behalf of the fourteenth Board of TSDV DanceNation,

Yara Bekkering  
Chair

Tilburg, September 2024

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## Chapter 1 - Objectives of the Association

Tilburg Student Dance Association DanceNation represents the interests of all dancing students in Tilburg, and has since 2011. In addition to advising on regular lessons and trainings that are being organized by the Sports Center, the association is also involved in organizing dance and non-dance related activities. This is done with the aim of bringing students with a passion for dance in contact with each other. In addition, DanceNation wants the students to encounter different aspects of the dance world. In thirteen years, DanceNation has grown into an association with around 140 members. Many activities have been organized in recent years, culminating in the annual end show, at which all members can show what they have learned in the field of dance in the past year.

### 1.1 Vision

DanceNation tries, through the art of dance, to let students optimally enjoy their student days by practicing our sport and by having fun together. As an association, we attach great importance to sportsmanship. This is evidenced by sporty behaviour during performances, shows, events and competitions, as well as being open to new ideas in the dance culture. DanceNation offers its members the opportunity to train both performance-oriented and recreationally. Yet all these members of different dancelevels have one thing in common: their passion for dance. In addition, DanceNation wants to realize the following with and for members:

#### *Pride of DanceNation*

DanceNation believes that it is essential that its members are proud of the association and that they feel involved. This involvement provides more pleasure. DanceNation needs its members to continue to exist. To keep the members active and involved, it is important that there is a good structure within the association, so that everyone has the opportunity to contribute and feel welcome.

#### *Sociability and safety*

DanceNation wants to be a cozy and safe dance association. The association must ensure that every student treats its fellow dancers well. In addition, we must correct each other in case of incorrect behaviour, and provide a safe space for discussion should there be problems.

#### *Improvement in dance*

DanceNation's vision is that pleasure in dancing goes hand in hand with learning to dance better. It is important that everyone is encouraged to bring out the best in themselves. In addition, everyone is given the opportunity to improve as a dancer. Both regarding dance technique and performance.

### *Own level and accessibility*

Everyone can practice dance at their own level: a lot or little dance experience, from college to university, from Dutch to international students. Every student gets the chance to dance in a way that suits their level.

### *A community*

DanceNation makes it possible for as many students as possible to dance, within the accommodation capacity provided by the Sports Center. In consultation with the Sports Center, we are looking into the possibilities of accommodating the wishes of the dance students as much as possible. Input from the members is very important here.

## **1.2 General Objectives**

The general objectives of our association are the following, as provided in the Statutes:<sup>1</sup>

- Promoting sports and dancing for students at Tilburg University (from here onward referred to as: TiU) and the universities of applied science in Tilburg (from here onward referred to as: HBO);
- Participating in competitions and performances with the demonstration (demo)/competition teams;
- Keeping members informed of various dance activities in Tilburg, but also throughout the Netherlands. Dance activities here mean workshops by top choreographers, competitions, shows, et cetera;
- Conducting social activities other than mentioned above, for everyone who has a passion for dance and who likes to socialize;
- Encouraging participation in the dance classes offered by the Sports Center on behalf of DanceNation. This revolves around relaxation, socializing and getting to know other students.

Over the coming four more years, we have established a need to focus on the internationalization of the association, the name recognition of the association, having more visited activities, higher involvement of members and creating a wider budget through sponsors. These and more points are worked out in the five-year plan,<sup>2</sup> that was written last year.

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<sup>1</sup> DanceNation statutes: DanceNation website

<sup>2</sup> Appendix 1: five-year plan

### 1.3 Objectives 2024/2025

New objectives are set for each board year and are determined by the board of the relevant academic year. The 2024/2025 board will focus on the following objectives, set up using the existing five-year plan as a guideline, and adding to this our own views, goals, and aspirations for the association.

#### 1.3.1 Furtherance of brand awareness

Since DanceNation is starting to become one of the bigger sports associations in Tilburg, we strive to make ourselves known and create a bigger brand awareness. We want every student in Tilburg to recognize the DanceNation name and know what we have to offer. We bring this to life in multiple ways. Firstly, we want to make new connections and strengthen old connections with more students, other student and sports associations and boards. This opens up new possibilities for collaborations and fun activities, as well as enlarging our brand awareness. We will achieve this goal by for instance attending many boards' CoBo's and reaching out for collaborations, and being present at important board socializing activities.

We also want to strengthen the bond between the DanceNation board and existing and new members, by showing up to regular dance classes. Since all board members already follow many different classes, we ensure to spread out as a board and so cover almost all classes. This way, members see us as an active board and we as a board have a good indication of what goes well in classes or needs improvement. This aligns with the five-year plan goal of increasing name/brand awareness.

#### 1.3.2 Publicity and social media

Adding onto this, we want to increase DanceNation's social media presence. We plan to realize this in multiple ways. Generally, we want to make more content to post on our Instagram, YouTube, TikTok, LinkedIn and Facebook to generate a broader audience and interest more dancers in becoming DanceNation members.

Firstly, we plan to use the 7-week courses as an opportunity to generate more content, by filming the results of the course and promoting that on all our social media channels. We can edit the video and show short previews on media where short videos are better, like our Instagram and TikTok, and show the full video on our YouTube. Secondly, after-movies of activities and workshops can be made as well.

#### 1.3.3 Information for new members

To make the introduction to our association less overwhelming, we want to make short videos introducing all different dance classes and for instance introducing teachers, and introducing board members. This also adds to our social media presence, and gives interested dancers a more complete overview of our association at a glance. Additionally, a video like this can be sent to new demo team dancers, since there are often questions about how the demo teams work exactly.

Adding to this, the buddy system as implemented last year will be extended. Last year, multiple people who signed up to have a 'mentor-buddy' did not receive one, since there was a shortage of 'mentor-buddy's'. This year, we will ask mentors if they are willing to take multiple 'buddy-kids', and take multiple 'buddy-kids' ourselves as a board, to make sure that all people who want a buddy get one.

#### *1.3.4 Furtherance of professionalization*

Since our association is becoming bigger and bigger, we need to become more and more professionalized to keep everything running smoothly. For our board, an important aspect of this is showing our members that we as a board run smoothly, and are on top of our responsibilities. This includes sending 'save the dates' on time so members have enough time to put activities in their calendars, and responding quickly to questions, emails, and inquiries. Overall, we value good strong communications, to members, the sports centre, teachers, and other associations, since we agree that this will strengthen our professional image.

#### *1.3.5 Increasing budget*

For more professionalization, and fun activities that generate more members, budget is needed. To generate more budget, multiple proposals follow;

- Make demo teams earn more money. In the past year, demo teams have cost us a significant amount of money but have not earned as much. We plan to encourage and stimulate demo teams to take on more paid assignments, and change the division of the earned wages, so that 30% of the pay goes to the association, and 70% to the dancers. This gives the association enough money to sustain these demo teams, and also rewards dancers for their hard work and dedication. This decision will be voted on in the GMM.
- Participate in more activities and actions that generate money, like the Rabobank voting activity and the Grote Clubactie. These activities can generate more budget for fun activities for our members.
- Bringing out a new line of merchandise. This is of course a nice proposal even when not connected to earning money, but if we make the price of the new merchandise just a little bit more than what it costs us, while keeping this affordable for students, we generate a little budget to give activities back to our members.

#### *1.3.6 Furtherance of diversity and inclusiveness*

To appeal to a broader audience of people, we want to focus on including diverse groups of dancers. We mainly want to focus on male inclusion, since we noticed a big demand for this. This would be realized by organizing more male- or partner-focussed workshops like ballroom, salsa dancing, or breakdancing, and possibly implementing a whole new standard dance class for ballroom dancing or partner dance styles.



We also want to further the process of making this both an English and Dutch association, which is about small things like having our email sign-offs in both Dutch and English.

#### *1.3.7 Good use of association hour*

Every Thursday from 21.00-22.30, the Dance Hall is reserved for DanceNation's association hour. This is a good opportunity to bring members closer together without necessarily organizing a standard dance class. Once a month, this hour is reserved for workshops, but the other weeks, a stretching/chill together time is proposed, where members can socialize, stretch together, repeat choreographies they have difficulties with, teach each other, meet new friends and socialize with board members. This 'hour' is meant to be a low-key fun hour to strengthen connections!

## **Chapter 2 - Board**

### **2.1 Composition of the board**

The board of DanceNation consists of at least three and a maximum of six members. The board positions which are necessary for DanceNation to exist are chair, secretary, and treasurer. To ensure that everything runs smoothly, an activity-functionary (from here onward referred to as: AC-functionary) as well as a public relations-functionary (from here onward referred to as: PR-functionary) are of high importance. The following functions make up the 2024/2025 board of DanceNation: chair, secretary, treasurer, AC-functionary, and PR-functionary. The next section describes the duties of the board.

### **2.2 Authority and duties of the board**

“The board represents the association ... the representative authority is vested in the chair together with the secretary or the treasurer, or the secretary together with the treasurer”.<sup>3</sup>

The general management duties that apply to all board members are:

- Attending and preparing for board meetings;
- Keeping up with current affairs;
- Determining and implementing the policy of the association;
- Assisting during activities of DanceNation;
- The general representation of DanceNation;
- Supporting fellow board members;
- Presenting plans for activities, events, finances, competitions, and performances.

#### **2.2.1 Chair**

The duties of the chair include, in addition to the general duties:

- Planning and leading the board meetings and the GMM;
- Creating the agendas for meetings;
- Representing TSDV DanceNation to external parties;
- Consulting with the Sports Center and trainers when necessary;
- Communicating with the treasurer about financial matters;
- Organizing the succession of the board;
- Leading the Demo Team Committee;
- Leading the Donor Committee, if applicable;

#### **2.2.2 Secretary**

The duties of the secretary include, in addition to the general duties:

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<sup>3</sup> Article 10 paragraph 1 & 2, Statutes Founding the Association TSDV DanceNation.

- Taking notes during meetings and discussions;
- Establishing contact and correspondence with external parties and (future) members;
- Creating and maintaining the list of members;
- Leading the Class Captain Committee;
- Leading the Lustrum Committee, if applicable.

### *2.2.3 Treasurer*

The duties of the treasurer include, in addition to the general duties:

- Managing the financial affairs;
- Preparing of the budget and income statement of the association;
- Maintaining the accounts, managing the cash, and holding the bank card;
- Communicating with the chair about financial matters;
- Leading the Financial Committee.

### *2.2.4 AC-functionary*

The duties of the AC-functionary include, in addition to the general duties:

- Devising and organizing activities for the dance association;
- Organizing the annual showcase and other association-wide performances;
- Maintaining contact with Studio Tilburg and other event locations (in cooperation with the PRfunctionary);
- Keeping the agenda/calendar with all trainings, performances, competitions, and activities up to date (in cooperation with the PR-functionary);
- Leading the Activities Committee;
- Leading the Showcase Committee.

### *2.2.5 PR-functionary*

The duties of the PR-functionary include, in addition to the general duties:

- The promotion of DanceNation;
- Managing social media, the LinkedIn page, and the website;
- Keeping the agenda/calendar with all trainings, performances, competitions, and activities up to date (in cooperation with the AC-functionary);
- Searching for and maintaining contact with sponsors;
- Setting up and managing the clothing and merchandise line;
- Making and sending out the DanceNation magazine;
- Leading the PR Committee.

## **Chapter 3 - Members**

TSDV DanceNation currently consists of approximately 140 members, of which about 25 are active. The active members contribute to the association in different committees. More information on this contribution can be found in Chapter 5. In addition to the active members, a distinction can be made between recreational members and members of a demo/competition team. Recreational members are those who attend regular dance classes at the Sports Center and/or participate in the activities organized by the association. Demo/competition team members are those who dance in one of DanceNation's four demo/competition teams.

### **3.1 Membership**

Members pay a contribution, the amount of which is determined annually or semi-annually during the GMM. This year the contribution is € 25 euros for the full year. Members who are only members for the first semester pay a contribution of € 14 and membership costs € 20 for registration after January 1, 2023. Membership is tacitly renewed annually unless the member cancels in writing before September 1<sup>st</sup>.

Members will be kept informed of the various organized activities by mail, via the WhatsApp members group, via promotion on Facebook, Instagram and via the website. For each activity it is determined whether participation is open to everyone or strictly to members and this will be clearly communicated prior to the activity. Participation costs are associated with several activities, which will also be clearly indicated when promoting these activities. A deposit will also be requested for some activities, which will be refunded at the end of the season.

### **3.2 Demo/competition teams**

DanceNation has a hip-hop competition team, a modern demo team, an entertainment team and a contemporary team. The hip-hop competition team of DanceNation is called Uni-T, the modern demo team is called Infini-T, the entertainment team is called Divini-T and the contemporary team is called Danslab Zuid. Uni-T is the first DanceNation team, which means that they train twice a week, whereas Infini-T, Divini-T and Danslab Zuid only train once. This decision was made because Uni-T participates in most competitions of the four teams. All teams are regarded and appreciated equally by DanceNation, with the sole difference being the dance style. Depending on the assignments DanceNation receives, or the range of competitions available, a decision will be made as to which team will participate in which performances. All this is done in consultation with the trainers of the teams.

In addition to appearances and competitions, members of a demo team may also be asked for paid assignments. The dancers from these teams are employed for paid and unpaid entertainment assignments, such as go-go dances, solo/duo/group dance performances, flash mobs, hostesses work, workshops, et cetera. For paid assignments, 30% of the wage earned is given as a profit to DanceNation and the other 70% is given to the dancers after they have completed the assignment

and signed a wage statement. In case special clothing needs to be purchased for assignments, there is a possibility for the association to compensate (part of) the costs. This year, 500 euros (including FOSST subsidy) is budgeted for clothing/attributes for the teams. This must be in proportion to the generated money from the assignment.

### *3.2.1 Team composition*

Each of the four teams have a minimum of six and a maximum of fourteen members. All members of the team must be members of DanceNation. Depending on the competition/performance and the trainer, it will be determined how many dancers will participate. In addition, the trainer determines how many members will be held in reserve. Auditions will be held at least once a year for all teams. The trainer selects the members after auditions. The trainer reserves the right to hold auditions per semester or more often if necessary. The current team members audition again once a year. The auditions are open to both members and nonmembers. When the board submits an event request to the Sports Center, including an "open" event, people without a sports card will also be able to audition. As soon as dancers become a member of a team, they must immediately purchase a sports membership and become a member of DanceNation.

### *3.2.2 Training*

Uni-T trains twice a week. These trainings take place in the dance hall of the Sports Center and in the ballet hall in the Esplanade building of TiU. Infini-T , Divini-T , and Danslab Zuid train once a week. The members of the teams are required to be present at the training sessions. All teams can train more often on their own initiative. Any ongoing "official" additional training sessions can only be scheduled in consultation with the Sports Center. This in connection with the current schedule, the general policy of the Sports Center and the wages of the trainer.

### *3.2.3 Absence policy*

The trainers of the respective demo teams determine their own absence policy. If no agreements are made, a maximum absence of four training sessions applies. It will be decided internally whether it is considered necessary to put these agreements on paper.

### *3.2.4 Trainer*

The trainer of the demo/competition team is appointed in collaboration with the Sports Center. DanceNation can propose different trainers. Trial lessons are used to determine which trainer is the most suitable. The Sports Center has the final say in this.

### *3.2.5 Contribution*

In addition to the regular contribution, the members of the demo/competition teams pay competition costs. These tickets are purchased by the dancers themselves. Each dancer bears the

responsibility for their own presence at a competition. Further agreements regarding the purchase of tickets will be made mutually. These agreements depend on the team members. If no agreements have been made on this, the Team Captain of the demo team will take on this task.

### *3.2.6 Other provisions*

Having a training suit or sweater for Uni-T, Divini-T and Infini-T is mandatory, barring exceptions. When borrowing a training suit, €40 will be charged as a deposit. When the training suit is returned in good condition (!) the deposit will be refunded. When borrowing a sweater only, €20 will be charged as a deposit. When returning the sweater in good condition (!) the deposit will be refunded. The obligation to wear a training suit/sweater at competitions/performances stems from the fact that the demo teams represent TiU, the Sports Center and DanceNation itself.

## **Chapter 4 - Donors**

Starting from the association year 2019/2020 it is possible to become a donor. One can be both a regular member and a donor. There are three types of possible donorships to choose from, which will be explained below.

### **4.1 Donorship**

Each type of donorship has a different fixed donation amount attached to it. Additionally, the gifts donors receive for their donation depend on the type. Donors must always choose between one of these donorships when registering.

#### *4.1.1 Bronze donorship*

Bronze donors donate a fixed amount of €20 per year. For this, they receive an update about the association in the form of a magazine once a year. In addition, the rule applies that bronze donors will bear the costs for further activities that are organized for donors if they wish to join.

#### *4.1.2 Silver donorship*

Silver donors donate a fixed amount of €35 per year. For this, they receive an update about the association in the form of a magazine once a year. In addition, they can come and watch one show of choice free of charge. Finally, silver donors will bear the costs for further activities that are organized for donors if they wish to join.

#### *4.1.3 Gold donorship*

Gold donors donate a fixed amount of €50 per year. For this, they receive an update about the association in the form of a magazine once a year. Golden donors can come and watch one show of choice from the annual final performance of TSDV DanceNation free of charge. In addition, they may participate once a year for free in a dance workshop organized for the donors. Finally, golden donors will bear the costs for further activities that are organized for donors if they wish to join.

## **Chapter 5 - Committees**

This year, there are ten committees within DanceNation. The committees are filled at the beginning of the year. Members can sign up for a committee by sending a short motivation to the board member in charge of that particular committee. The number of members in the committee differs per committee and is determined each year by the board.

In principle, each committee has a committee head and secretary. However, this depends on the tasks of the committee and the structure. This means that not every committee in practice will have a committee head and secretary. The board member responsible for the committee makes a binding decision on this. Members who commit to the association by fulfilling a task in one of the committees are called active members. The members of a committee are expected to be actively present at the activities of the association. The committee members will be announced through our previously-mentioned platforms.

The following committees will be active in the coming year:

### **5.1 Financial committee**

The financial committee consists of at least two people. They check the treasurer's accounting at least twice a year, which is also referred to as the cash check. The cash check includes but is not limited to checking the bank/cash balance, checking the presence of receipts, checking the realization, approving the budget for the new year and the realization of the old year. The financial committee meets with the treasurer for the cash check. The treasurer delivers the necessary files at least a week in advance so that they can be viewed before the meetings.

This committee is led by the treasurer.

### **5.2 Activity Committee**

The Activity Committee supports the AC-functionary in their duties. They are primarily concerned with devising and organizing activities for the association such as workshops, drinks, outings, dinners, shows, etc. In addition to preparing the activities, the members of the activities committee are also expected to actively participate in the activities. Furthermore, they are a point of contact for other members during the activities. This committee is led by the AC-functionary.

### **5.3 PR Committee**

The PR-committee supports the PR-functionary in their promotion tasks. The committee is therefore involved in promoting activities, designing flyers/posters, updating the website and social media and looking for sponsors. In addition, they prepare for the TOP Week at the start of the following season and for the TOP Week winter edition.

This committee is led by the PR-functionary.



#### **5.4 Demo Team Committee**

The Demo Team Committee consists of eight members, two from each demo/competition team. One member is appointed Team Captain by the team and another member takes on the social media for that team (Facebook and Instagram). The Team Captain arranges the registrations for the competitions and is the point of contact for the board regarding performances and other assignments. The activities of the Team Captain are somewhat more extensive for the entertainment team, Divini-T. DanceNation regularly receives bookings for performances, workshops, and other entertainment assignments. The Team Captain of Divini-T is concerned with bringing in and accommodating the assignments. They arrange the auditions, possible training sessions, portfolios, and clothing for the dancers in cooperation with the board and the rest of the Demo Team Committee. The Team Captain also maintains active contact with clients and ensures that everything runs smoothly during an assignment.

This committee is led by the Chair.

#### **5.5 Class Captain Committee**

The Class Captain Committee consists of members who participate in the various dance classes at the Sports Center. They are the point of contact for dancers in these lessons and link any complaints or comments regarding the lessons back to the board. The members of this committee therefore form the connection between the dancers and the board. The committee does not meet regularly but is especially important in case of issues during classes.

This committee is led by the Secretary.

#### **5.6 Showcase Committee**

The Showcase committee consists of five to six members who are actively working on the final show of DanceNation. They support the AC-functionary and help where necessary. Possible tasks for this committee are, for example, the search for a photographer, location, sound engineer, etc. The members of the Showcase Committee will be a point of contact for the dancers in the run-up to and during the final show. When the preparations for the final show begin, the committee will have to meet once every 2 weeks in the first few months. As the final show gets closer, a meeting of once per week is needed.

This committee is led by the AC-functionary, this year in collaboration with Celine Kroon.

#### **5.7 Donor Committee**

In the 2019/2020 association year, a change was made to the Internal Regulations (from here onward referred to as: IR) in which a new type of membership arose, namely the donors. Activities and workshops are organized for donors, and they receive an annual update on the association in the form of a magazine. A committee is necessary to organize, execute and smoothly run these matters. In 2019/2020, with approval of the GMM, it was decided that a donor committee would be created if at least five donors were registered. In 2020/2021, this number has been elevated to at least fifteen registered donors. This will be an ongoing committee in case enough members show interest in joining. The committee will meet for a meeting approximately once every two to three weeks. They will take care of all matters concerning the donors. This includes the organization and

implementation of activities and workshops. Furthermore, the Donor Committee ensures that the donors receive an annual magazine about the association.

This committee is led by the Chair.

### **5.8 Lustrum Committee**

In order for DanceNation's Lustrum to be organized appropriately and accordingly, a new committee of four to six members will be created. Possible main tasks include brainstorming and thinking of activities, organizing a festive event on the birthday of DanceNation, searching for locations, contacting possible sponsors, and providing updates to the board. Other tasks can be added by the secretary, if needed.

This committee is led by the Secretary.

If a decision is made at the GMM other than the above, this will be considered as taking precedence.

### **5.9 Open stage committee**

Seeing as the yearly open stage performance has gotten bigger, it is decided to impose a new committee for organizing it. This committee will largely be an function the same as the showcase committee, since it will be a good trial run for them to have to perform the same job twice. This committee will be led by the AC-functionary, in collaboration with the PR-functionary.

### **5.10 NSDW committee**

This year, the annual National Student Dance Weekend is hosted in Tilburg. This means that a committee is necessary to organise it. This committee will be led by the PR-functionary and the treasurer.

## **Chapter 6 - Activities**

The starting point for the activities of DanceNation is the following: the activities are the responsibility of the AC-functionary and the Activity Committee. They will therefore also determine each year which activities are organized and how they are implemented. Contributions in terms of activity will be heard and considered. The activity will be considered when resources are available. In addition, it is important to consult with the treasurer and chair when there are costs involved.

### **6.1 Annually recurring activities**

In addition to the regular dance classes, several other activities are organized by DanceNation for their members. There are several annually recurring activities, but their implementation will differ per year. The annually recurring activities are:

- Drinks at the supporting café, which is Studio Tilburg in the year of 2024/2025;
- Workshops;
- The Constitution Drink;
- Introduction activity; speedfriending
- Auditions for demo/competition teams;
- Audition for the entertainment team;
- Cocktail workshop;
- Members weekend;
- Valentines Diner / date dinner;
- Cycling Dinner;
- Participation in the NSK;
- Participation in the TOP Week;
- Final showcase;
- DIES celebration;
- Active members' activity;
- Participation in the CVT (Carnaval Volleybal Tournament);
- Participation in the TUC (Tilburg University Cantus);
- Participation in the TOP Winter Cantus;
- Halloween party in collaboration with FOSST;
- Open stage;
- Old board day;
- Demo Team activity;
- Closing pizza night / end of the year party.

#### **6.1.1 Showcase**

As of association year 2018/2019, a limit has been set of seven choreographies that can be danced per member in our annual final performance. This does not include the opening dance, the final dance, and the board dance. The limit has been determined because the past years have proven

difficult to create a schedule with the order of the performances. The limit of seven choreographies has been established so a member can dance in two demo teams and has the space to participate in other choreographies. Each demo team dances two choreographies during the showcase. The dancers who are members of two demo teams have room to participate in three other choreographies during the showcase. These can be filled in with choreographies from regular dance classes and/or the dancers' own contribution.

#### *6.1.2 Introduction activity*

In the year 2020/2021 a new activity has been introduced: an open activity. During this activity we will focus on introducing new members to each other and to our existing members. Also, we want to give students who are still doubting about becoming a member the chance to get to know the association. We hope that this will be a good activity to attract new members and strengthen connections. This activity will come in the form of a speed friending in Studio Tilburg.

#### *6.1.3 New members activity*

Just like the past two association years we want to keep continuing the new members activity, since this is a low-level, fun activity where new members are more inclined to join and develop a bond with the association. We hope that new members form connections with other new members and develop friendships, which gives them even more inclination to come to dance classes and other activities. This will do well for the general atmosphere and community-forming. This activity will be in the form of a cocktail workshop with drinks after at Studio Tilburg.

### **6.2 Variable activities**

In addition to the annual activities, there are many activities that differ per year. Many of these activities do occur annually, but their form may vary drastically. Therefore, these activities are seen as variable. Consider among other things:

- Clinics;
- Dance competitions in and out of the country;
- Performances;
- Entertainment events;
- Dinner parties;
- Informal activities;
- Day outs;
- Activities at the Sports Center;
- Donors event;
- Activities in collaboration with other student sports associations and FOSST.

### 6.3 New (annual) activities as per 2024/2025

We will continue with the following "new" activities that can be repeated annually, including:

- Theater visits;
- Visiting different dance performances;
- The stretch-evenings on Thursdays during 'association hour';
- Participating in dance competitions, possibly abroad.

#### 6.3.1 Demo team activity

It occurred to us that a lot of members of the demo teams are not active members of the association. There is also little connection between different demo teams. Organizing a demo team activity will be a good way to bring members together, and create more active members who might help with committees and other activities.

#### 6.3.2 Theater visits

Before COVID-19, DanceNation had a contract with Schouwburg Concertzaal Tilburg where members of DanceNation could get a discount for visiting theater plays. We would like to implement that again. We want to strengthen our connection with this schouwburg again and try to build this collaboration up again! We will, when succeeded, actively inform members of this benefit.

## **Chapter 7 - Promotion and Sponsoring**

### **7.1 Promotion**

Various activities are being undertaken to let students of Tilburg know about DanceNation. The purpose of this is to attract more members and to create more brand awareness. We do so through:

- Promoting during various TOP Week activities;
- Placing posters on poster sites of FOSST/the Sports Center, on TiU and HBO;
- Performances from the entertainment team and demo/competition teams;
- Narrowcasting at TiU, HBO and the Sports Center;
- Hold a promotion talk at all dance classes during the first week of the season;
- Our platforms on social media (Facebook, Instagram and TikTok) and our website [www.tsdvdanceNation.nl](http://www.tsdvdanceNation.nl).

In addition to promotion to attract new members and to create more brand awareness in Tilburg, there is also promotion of upcoming activities among current members. This is done using:

- Our platforms on social media (Facebook, Instagram and TikTok), LinkedIn page and our website;
- E-mails about upcoming activities;
- The DanceNation WhatsApp group chat.

### **7.2 Merchandise**

The association sells merchandise through its own web shop. The profit that is made through this is invested in the association. Members have the option to purchase merchandise for a fee. In the coming year, we want to continue to focus on promoting this web shop. Creations and changes will be done in consultation with the members. The responsibility for this lies primarily with the PR-functionary in collaboration with the PR-Committee.

### **7.3 Sponsoring**

DanceNation has various sponsors, with its main sponsors being Studio Tilburg as of 2021/2022 and Tilburg University Sports Center. The new agreement includes the following where Studio Tilburg:

- Offers a sponsorship contribution for clothes of the association;
- Provides spaces for activities, drinks, and meetings such as the GMM;
- Provides DanceNation members with a discount pass, for 10% off on drinks from Thursday to Sunday.

Other sponsors and/or companies we work with are:

- Tigerprint;
- Wilkin Sport Print;
- Federation of Student Sports Tilburg (FOSST).

## Five-year plan – TSDV DanceNation

The objectives described below have been formulated for the upcoming five years. This is the third five-year plan that the association has. This plan was drawn up in July 2024 and is expected to be completed in July 2029. In the next five years, we want to focus on, among other things:

- 1. Member Involvement**
  - 1.1 Professional Committees*
  - 1.2 Active Member Participation*
  - 1.3 Annual Activities*
  - 1.4 Buddy System*
  - 1.5 Demo Team Activity*
- 2. Professionalization**
  - 2.1 Elevating Showcase*
  - 2.2 Online Presence*
  - 2.3 Transfer Documents Committees*
- 3. Brand awareness**
  - 3.1 Improve Online Visibility*
  - 3.2 Improve Physical Presence*
  - 3.3 Brand Booklet*
  - 3.4 Merchandise*
- 4. Increasing budget**
  - 4.1 Sponsorships*
  - 4.2 Demo Teams*
  - 4.3 Fundraising Campaigns*
- 5. Increasing diversity**
  - 5.1 Dance Genres*
  - 5.2 Online Presence*

In order to be able to pursue these objectives carefully, annual objectives are formed and stated in the policy plan, that are linked to the five-year plan.

### 1. Member involvement

As our association continues to grow, we recognise the importance of member involvement and commitment. This will make the association feel more like a community which is good for the existing members and appealing to the new members. We aim to increase member engagement by expanding opportunities for active participation and contributions, creating a more inclusive and engaging environment.

#### 1.1. Professional Committees

To achieve this goal, we will continue to offer and expand the following committees over the upcoming years:

- Financial Committee: The purpose of this committee is to check the treasurer's accounting at least twice a year, which is also referred to as the cash check. This committee is composed of three members responsible for financial oversight and budget planning.
- Public Relations (PR) Committee: The purpose of this committee is to promote activities, design flyers and posters, and update the website and social media. This committee consists of four to six members, including a Chair, Secretary, Treasurer, and External Affairs Functionary.
  - Depending on future needs, a separate Magazine Committee may be established with a similar structure.
- Activities (AC) Committee: The purpose of this committee is to support the AC-functionary in their duties, which means they are primarily concerned with devising and organizing activities for the association such as workshops, drinks and outings. This committee will consist of five to eight members with roles including a Chair, Secretary, Treasurer and External Affairs Functionary.
- Showcase Committee: The purpose of this committee is to actively work on the final dance show of DanceNation. Possible tasks could be to search for a photographer and a location, and they will also be a point of contact for the dancers in the run-up to and during the final show. Similar in structure to the AC committee, it will also include five to eight members fulfilling the same roles.
  - Depending on future needs, a separate Open Stage Committee may be established with a similar structure consisting of four to six members.
- Class Captain Committee: The purpose of this committee is to be the link between the dancers and the board. Members of this committee are the point of contact for dancers in these lessons and link any complaints or comments regarding the lessons back to the board. This committee will include one Chair and one Class Captain from each of our dance classes to ensure representation and coordination between the board and all dance classes.
- Demo Team Committee: The purpose of this committee is to have someone who manages the social media for the team and a member who arranges the registrations for the competitions and is the point of contact for the board regarding performances and other assignments. This will have a Chair and two representatives from each Demo Team, including one team captain and one PR Functionary.
- Lustrum Committee: The purpose of this committee is to organize the lustrum. The main tasks will include thinking of activities, and organizing a festive event on the birthday of DanceNation. Formed once every five years, this committee will consist of five to eight members, including a Chair, Secretary, Treasurer and External Affairs Functionary.
- National Student Dance Weekend (NSDW) Committee: The purpose of this committee is to organize a dance competition for all student dance associations in the Netherlands. Established when needed, this committee will be larger, with 10 to 14 members, to manage the broader range of tasks and responsibilities.

To professionalize our committees, we aim to have an official application process at the beginning of each year. Potential committee members will send their CV and a motivation letter, and participate in a brief interview with the Chair of the committee. This process aims to select dedicated members who are motivated to contribute to the association.

### *1.2. Active Members Participation*



Committee members will be actively encouraged to be active members, and if necessary it can be checked through the sign up forms of the activities. Being an active member implies that they participate in at least five activities per year. These activities also include workshops and open stage/showcase. This expectation will be clearly communicated from the start by the Chair of the committee so that all members understand their role. The only exception in this case is the Financial Committee, since the members of this committee are not directly needed at any activities.

### *1.3. Annual Activities*

As the association, we plan to organize a minimum of 20 activities annually, aiming for at least 60% of regular members to participate in at least three activities each year. In addition to the large events held every few weeks, we will have more casual activities, such as drinks or being the starters group at the silent disco at STUDIO, and group outings organized through the chitchat group. This aims to strengthen the social network of our association and create lasting bonds between members.

### *1.4. Buddy System*

To further enhance member involvement, we introduced a buddy system. The buddy system matches a new DanceNation member with someone who has been a member for a longer time (a buddy). Every member who has been a member for a longer time can become a buddy. To help the buddy system run smoothly, the Secretary will be responsible for the buddy system, promoting it at the beginning of each semester and while welcoming new members into the association. The welcoming message for new members includes an explanation and a sign-up link for the buddy system. When a new member signs up for the buddy system they will get matched with someone who has similar interests or takes similar dance classes. We give the new member and the buddy each other's phone number, so the new member can ask questions and can go to activities with their buddy. This way experienced members support newcomers, ensuring a smooth integration process. We aim to have 50% of the new members request a buddy and 30% of the normal members become buddies for new members. The Secretary will then match new members with experienced members within two weeks of joining. Old board members will be encouraged to participate as buddies.

### *1.5. Demo Team Activity*

It is also important to increase the involvement of the Demo Teams in activities. They should hold the same status as an active member, which requires them to join at least five activities per year. To achieve this, we will hold an annual meeting at the beginning of the academic year with the Demo Team Committee to clearly outline expectations and encourage active participation.

## **2. Professionalization**

AS TSDV DanceNation continues to grow, it is crucial to align our annual showcase and overall association image with a professional standard.

### *2.1. Elevating Showcase*

We are committed to elevating our showcase by increasing the number of showcase performances from two to three, thereby attracting a larger and more diverse audience. By doing a third show more profit would flow in the association and thus becoming less reliant on the ArtFact subsidy for the showcase.

To ensure that every interested dancer has the opportunity to perform we will be setting a limit on the number of dances each participant can join. This will allow us to include more dancers in the showcase with the same amount of dance classes. To get three shows sold out, it is not only important to have more dancers participate in the showcase but also to broaden our target audience beyond friends and family, where we want to achieve a target audience growth of 20%. This 20% will be reached partly by the growth of members which also gives a large audience and partly by advertising the showcase at schools in Tilburg. It is important to advertise the showcase at schools so that when these students graduate and start at Fontys or Tilburg University, they already know of the existence of DanceNation.

## *2.2. Online Presence*

A strong online presence is also essential to professionalize our association. We will increase our activities on LinkedIn, using it not only for self-promotion but also to connect with potential collaborators, sponsors, teachers and dancers. The aim is to have 200 connections, to achieve this. Our LinkedIn strategy will include; regular updates on the monthly workshops, promotion of the Open Stage, Showcase, and Demo Team activities, and we will make connections with dancers and teachers creating further opportunities for collaborations and bookings. By maintaining an active LinkedIn profile we position TSDV DanceNation as a valued association, allowing external parties to book our Demo Teams or teachers through this platform.

Additionally, we will undertake a comprehensive upgrade of our website to create an informative platform that accurately represents our association. The updated website will feature; detailed information about our teachers and Demo Teams to facilitate external bookings, the sports schedule of all dance classes, a calendar of activities beyond the regular dance classes, and a functional and professional web shop for merchandise.

## *2.3. Transfer Documents Committees*

To ensure a seamless transition of knowledge, standardized transfer documents will be created not only for the board but also for all the existing the committees. The Chair of the committee will be in charge of updating the transfer documents throughout the year. This initiative not only enhances our professional image but also ensures that no critical information is lost over time.

# **3. Brand awareness**

To establish TSDV DanceNation as the student dance association in Tilburg we aim to increase our visibility. Our objective is not only to sustain but also to improve our presence both online and physical.

## *3.1. Improve Online Visibility*

We aim to improve our online presence across multiple digital platforms, including an upgraded website, LinkedIn, and Instagram. This effort will position us as an attractive association for potential members and sponsors.

As mentioned before, we will upgrade our website to serve as a comprehensive source of information. The website will contain detailed information about our teachers, Demo Teams, dance classes, and activities. On LinkedIn, we will focus on building a professional network, sharing updates about our activities, and promoting our workshops and performances. This platform will also be used to connect with potential collaborators and sponsors.

### *3.2. Improve Physical Presence*

Not only is it important to increase the online visibility, also physical presence is important to establish DanceNation as the student dance association in Tilburg. At the beginning of each semester the board will introduce themselves and the association at each dance class. This way new dancers get familiar with the association and the board. The board will also talk about the association at performances of the Demo Teams to increase brand awareness.

### *3.3. Brand Booklet*

To give TSDV DanceNation a cohesive and professional appearance a brand booklet will be created, which will be used for Instagram, the website, LinkedIn, and all official documents. Each Demo Team will also have its own brand booklet. This will be used mostly for their Instagram. We plan to improve the informative content on their Instagram page by introducing the individual members of the teams at the beginning of each academic year and giving regular updates on auditions, rehearsals, and performances. These initiatives aim to engage our audience and offer valuable insights into our Demo Teams.

### *3.4. Merchandise*

Besides digital brand awareness, clothing serves as a tangible representation of our association and is a powerful tool for brand promotion. We plan to expand our existing collection, which will include; dance-specific merchandise, and accessories. By dance-specific merchandise we mean T-shirts, crew necks, hoodies, wide-leg pants, sweatpants, and tight shorts. As accessories, we will sell bottles, tote bags, and duffle bags. By offering a diverse range of apparel, we not only give our members a chance to proudly represent TSDV DanceNation but also create moving advertisements that contribute to increased brand visibility in and around Tilburg. Our goal is to make at least €200 profit on items from our expanded clothing line.

## **4. Increasing budget**

Recognizing the evolving needs of our growing association, increasing our budget is a key focus for the next five years. Building on past efforts, we aim to diversify our revenue streams and secure a more strong financial foundation for TSDV DanceNation.

### *4.1. Sponsorships*

While we appreciate the support of our current sponsor, STUDIO, we acknowledge the need to expand our sponsorship base to meet the demands of our expanding association. Over the next five years, we will actively seek new, long-term sponsors, including clothing stores, general sportswear retailers, and dance apparel companies. Our goal is to secure two sponsors, collectively contributing an additional €700 annually. This budget will be used to become even less reliant on the subsidies we still receive now. The treasurer will be in charge of finding new sponsors.

To improve the process of attracting new sponsors, we will optimize our website to include clear information and easy-to-follow steps for potential sponsors. This online improvement not only strengthens our professional image but also makes it easier for companies and individuals to express interest in supporting TSDV DanceNation.

### *4.2. Demo Teams*

Our Demo Teams represent a valuable opportunity for revenue generation. To benefit from this, we will establish clearer agreements with STUDIO regarding go-go dancing opportunities. Divini-T will discuss these opportunities at the beginning of each academic year to set expectations and secure commitments. Besides this, we have to actively seek out performance possibilities and collaboration opportunities. This includes promoting their availability on our website and making it easy for external parties to book performances. Once multiple performances are secured, we will list price ranges for different types of events on our website. Our goal is to increase demo teams' performances and aim for a minimum annual revenue for DancaNation of €150 from these activities. By maximizing the revenue potential of our demo teams, we contribute to the overall financial health of the association.

#### *4.3. Fundraising Campaigns*

In addition, every board will keep participating in the Grote Clubactie and Rabobank Clubsupport. These fundraising campaigns have proven to be valuable in gathering community support and additional funds. To improve the income of this even more, the aim is to better promote both fundraising campaigns. To also give members an incentive to join the Grote Clubactie, a small price is given out to the member who sold most lottery tickets.

### **5. Increasing diversity**

Diversity is important at TSDV DanceNation, and we are committed to creating a more inclusive and representative environment within our association. Through target initiatives, we aim to build a dance community that celebrates individuals from all backgrounds and identities.

#### *5.1. Dance Genres*

To achieve this in our association, we will introduce fixed partnering dance classes into the sports schedule. Also, the workshop offerings will be expanded to create a diverse selection that appeals to a broad audience. This includes diversifying the genres of dance covered, including more male orientated dance styles and ensuring workshops are led by instructors of different genders. We will hold at least one workshop per semester that specifically promotes gender inclusivity in dance. We will aim to achieve a gender balance of 40% male and 60% female participants in our partnering dance classes. To enrich our association with a variety of cultural perspectives, we are committed to increasing cultural diversity as well through our program. This involves organising workshops that highlight dance styles from different cultures, providing members with a more inclusive and well-rounded dance experience. We will aim to host at least two cultural dance workshops per year. By bringing a range of dance styles and perspectives, we aim to create a more inclusive and well-rounded dance experience for all members.

#### *5.2. Social Media Presence*

Recognizing the role of social media in shaping perceptions, we will actively promote gender and cultural diversity across our platforms. We will intentionally showcase the diversity within our association by highlighting members from different backgrounds and identities in our social media posts. By intentionally showing the diversity within our association, we contribute to creating a more inclusive and welcoming community.