

# Commercial Dance Program Review – Annual Update

Year: 2023-2024

Prepared By: Jesus Solorio

Program: Commercial Dance

## A - Program Mission

Has your program mission or primary function changed in the last year?

NO CHANGES

The Commercial Dance program equips you with the **must-have skills** to light up the stage and captivate audiences in the exciting world of commercial dance. The Commercial Dance Certificate provides foundation level courses that can be used to gain entry-level work in the fields of commercial dance' entertainment industry. Students will be able to transfer to a four-year institution or further their education if they choose. They will acquire the core skills necessary for the commercial dance industry, and they will be focused toward entering the workforce and joining the dance performing community.

## B - Program Changes

Were there any noteworthy changes to the program over the past year? (eg, new courses, degrees, certificates, articulation agreements)

No curriculum changes.

## C - 2-Year Program Map

Is your two-year program map in place and were there any challenges maintaining the planned schedule?

The commercial dance program's 2-year map is in place. However, we have not been able to maintain the planned schedule because of low enrollment. We had to offer two courses out of sequence because there were students needing to graduate in spring 2024. With that said, starting in Fall 2024, all courses should be "on schedule."

## D - Staffing Changes

Were there any staffing changes?

There were no staffing changes, however, it is clear the commercial dance program is in need of commercial dance experienced instructors; this according to student surveys and advisory committee minutes (Can be found in attachments).

## E - Program Successes

What were your program successes in your area of focus last year?

- We were able to fill our new course DANC 107 Intercollegiate Conditioning-Dance, meeting the college headcount requirement of 15 bodies.
- Our commercial dance team walked away with three regional championships, in NDA and UDA intercollegiate dance competitions: one in 2023 and two in 2024.
- The commercial dance team participated in the following community events: NAACP month, Dance Spectrum,

## F - SLOs

### H - CTE Labor Market Analysis

1. Does the program meet documented labor market demand?

As far as labor market demand is concerned, our program clearly meets those demands. Our students are not only equipped with the necessary skills and knowledge, but our commercial dance courses also include all the details the professional entertainment industry is looking for, especially in preparing our students. A great example is one of our recent graduates who was hired to play one of the most important and significant characters in Disney history. She was a part of our commercial dance program and was hired right after graduating this past Spring, 2024. **(SEE MORE INFO FROM LABOR DATA ATTACHMENT).**

2. How does the program address need that are not met by similar programs?  
We seek advice and counsel from our advisory committee, who are all dance/entertainment industry professionals.

3. Does the employment, completion, and success data of students indicate program effectiveness and vitality? Please, explain.

Because this is a fairly new program, with new courses added and removed in 2023, there is NO data recoded in SuccessNet or any program data provided by the college.

4. Has the program met the Title 5 requirements to review course prerequisites, and advisories within the prescribed cycle of every 2 year for CTE programs and every 5 years for all others?

N/A: The program courses are pretty new (2023), and so, will need to be reviewed and assessed in 2025.

5. Have the recommendations from previous report been addressed?

Yes, the needed courses have been approved and added to the certificate in 2023.

## I - Validation

Validation for Program Planning Process:

1. Who have you identified to validate your findings? (Could include Guided Pathway Success Teams, Advisory Committee Members, related faculty, industry partners or higher education partners)

Full-Time faculty and industry partners (see Advisory Committee meeting notes/agenda).

2. Are there specific recommendations regarding the core topic responses from the validation team?

N/A

## **A - Data Analysis**

What data were analyzed and what were the main conclusions?

Data sources were collected with the following objectives: 1) to explore job opportunities for our students through industry job growth data 2) to explore current employer needs, 3) to align curriculum to support opportunities to get work in the Commercial Dance field and sustain a livable wage. 4) to determine whether commercial dance program student would be graduating with a certificate of accomplishment. This will, in-turn, determine whether changes need to be made to the program's courses or SLO's.

### **Commercial Dance Job Growth and Outlook:**

Data was collected from seven labor market sources. Which all state the following: In the South-Central Coast region and Los Angeles County, the number of jobs related to commercial dance is expected to remain steady over the next five years, with no significant growth projected. However, Dancers are projected to have the most labor market demand between 2020 and 2025 in San Diego County, with 26 annual job openings. Statewide, Commercial Dance Occupations are projected to grow 6% from 2022-2032, which is faster than average.

In summary, while the job outlook varies by region, the data suggests a relatively stable job market for Commercial Dancers in California overall. This means job opportunities are available for all our dancers that graduate with a Commercial Dance certificate.

### **Commercial Dance Employer Needs:**

For California as a whole, the O\*NET database projects 5 % growth (Faster than average) for dancers between 2022-2032, with projected annual job openings due to growth and replacement needs. The following jobs are the most popular within the employer's circle:

1. Backup dancers for: music videos, tours, and award shows
2. Dancers in movies, televisions show, commercials and industrials (corporate videos)
3. Performers for: cruise ships and hotel resorts
4. Character dancers for theme parks, like Disney or Universal Studios Theme Park.

Commercial dancers are either hired through direct booking (Agent), or through open auditions. Mostly short-term contracts are announced; however, this freelance nature provides a variety in the types of projects and styles commercial dancers get to perform. The great part of this is that our courses already established, offer the necessary preparation opportunity, needed to succeed in obtaining the jobs mentioned above.

The key advantage of being a commercial dancer is the flexibility to take on diverse projects and continue growing their professional network. However, the lack of stability and need to constantly find new work can be challenging.

### **Commercial Dancer Wages:**

The annual salary for dancers in California is estimated to be around \$30,000 to \$42,000 based on the hourly wage data. For example, ZipRecruiter shows an average annual salary of \$30,012 for dancers in California.

While the wages may seem relatively low, it's important to consider the cost of living in different parts of California. Major cities like Los Angeles and San Francisco tend to have higher living costs, so the same salary may not go as far compared to more affordable areas.

For professional dancers, which likely includes many commercial dancers, the salaries can be higher. Salary.com reports an average range of \$68,397 to \$103,427 for professional dancers in Los Angeles. ZipRecruiter shows hourly wages for professional dancers ranging from \$13.94 to \$35.34 for the 25th to 75th percentile nationwide.

In summary, while dancer wages in California are not exceptionally high, they may be livable depending on factors like location, experience level, and whether the dancer is working professionally or commercially. The cost of living plays a major role in determining if the income is sufficient.

### *See Attachment – LABOR MARKET DATA CITATIONS*

#### **Curriculum Design based on Industry needs:**

##### **Commercial Dance Jobs Listings Research: Education and Skills Required**

While a degree is not strictly required, most successful commercial dancers have extensive training from:

#1 Private dance studios/academies from a young age.

#2 Performing arts high schools.

#3 College/university dance programs.

As we can see from the above order, we see that needing a degree in the commercial dance industry is not the most important need, however, what is good about the commercial dance program is that, not only does it offer the pre-professional dance experience in commercial dance, it also come with a certificate of accomplishment, which will read well when auditioning/applying for entertainment-based jobs.

Rigorous training develops the technical skills, artistry, creativity, physical fitness, and mental toughness needed to secure commercial dance jobs. Dancers must be highly versatile and trained in multiple styles, which is what's provided in the commercial dance certificate, through DANC 102-Auditioning for Dancers, DANC 104-Dancing for the Camera, DANC 107-Intercollegiate Conditioning and more...

#### 1. – **Cruise Ships Employment:**

- Prior dance experience is a plus, but not required.
- Degree not required.
- Acting a plus.
- Singing a plus.

- Teamwork experience a plus.
2. – **Music Videos:**
    - Prior dance video experience.
    - Degree not required.
    - Newer dancers get hired most.
    - Knowledge of production filming a plus.
  3. – **Broadway/Theatre:**
    - Prior dance experience in theatre productions is a plus.
    - Degree not required but is a plus.
    - Technical training required: Ballet, Jazz and Tap
    - Singing a plus
    - Acting a plus
  4. – **Backup Dancers:**
    - Prior experience in the following dance styles is expected: hop-hop, jazz, heels and choreography.
    - Prior professional experience in dancing in music videos, dance tours, awards shows are expected.
    - Newer dancers don't get hired unless they know someone in the industry.
    - Agent representation is required.
  5. – **Television/Film:**
    - Prior television show experience in the following dance styles are expected (Styles vary).
    - No degree is expected.
    - Knowledge of production filming a plus (Commercial dance certificate students get this experience through DANC 104-Dancing for the Camera).

### **Main Conclusions**

- Course SLO's are up-to-date and align with industry needs.

Commercial dance courses articulate with university, except for DANC 109-Intercollegiate Dance Team. However, this certificate is mostly geared toward going into the industry.

### **B - Challenges**

Based on the data analysis and looking through a lens of equity, what do you perceive as *challenges* with student success or access in your area of focus?

1. We need more student involvement in the program, however, the certificate changes just came into effect in fall of 2023, so data for the commercial dance certificate is minimal.
2. Need to offer required courses consistently. This would need the support from administration in approving the classes offered in each semester. Students are asking for Hip-Hop III to be offered in the fall of 2024, however, it was offered in spring of 2024, so administration is skeptical that it will not fill.

- Coordinate with the dean to assure him that if we offer hip hop, it will make its numbers.
  - Bring up the headcount by holding dance team performances and social media postings.
3. Certificates of completion are low, but that is because the certificate has been revamped and was barely introduced in Fall of 2023. Data is very minimal. However, we do have our first two certificate completions this spring 2024, according to our student survey (**attached**).
    - Participation in Commercial Dance Team will boost completions in Spring of 2025. According to surveys taken, there are about 6 that will be completing a commercial dance certificate in Spring of 2025.
  4. Hire instructors with commercial dance entertainment experience (according to student surveys and Advisory committee (**see student survey and advisory committee notes**)).
    - Most of our instructors are not versed in commercial dance experience, which is why we need to hire new part-time faculty with this specific skillset. Our students are asking for a variety of instructors that are versed in commercial dance.
    - Or support Part-Time faculty to participate in professional development events, to help them learn the commercial dance industry and its expectations?
  5. Equipment and funding. According to students, the following is/are needed to help the commercial dance program succeed (**according to our student survey attached**).
    - Ice Machine
    - Uniforms (Costumes), for performances, warm-ups and school representation.
    - Training equipment

### **C - Innovations**

What are your plans for change or *innovation*?

*See the notes for each item above, in question #2*

### **D - Measures**

How will you *measure* the results of your plans to determine if they are successful?

- We will have a District supported part-time commercial dance coach faculty member working for student success who can coach students, implement new commercial dance styles and technique, and help develop competition and performance routines, and help organize game-day performances for our college basketball team.
- Request funding for a commercial dance team coach, who will be in charge of taking students to competitions, camps and performance trips.
- Coordinate class schedules with the Fine Arts Chair and Dean, to offer courses according to the two-year plan.
- We will have more engagement from our Industry Advisors to mentor and support these programs and students. Hire them to offer master classes, and/or auditioning opportunities for student success.

- We will be granted more opportunities to offer students a pathway to the commercial dance industry, through field trips, funded by SEAP.
- Students will spend less time at AHC earning degrees and certificates.
- We will have more students heading directly into the workforce.
- We will have more students engaged in work-based learning, offered internships, and entry-level employment in Commercial Dance jobs.

### **E - DE Course Practices**

What practices are used in your program's DE courses that support or demonstrate regular and substantive interaction?

N/A

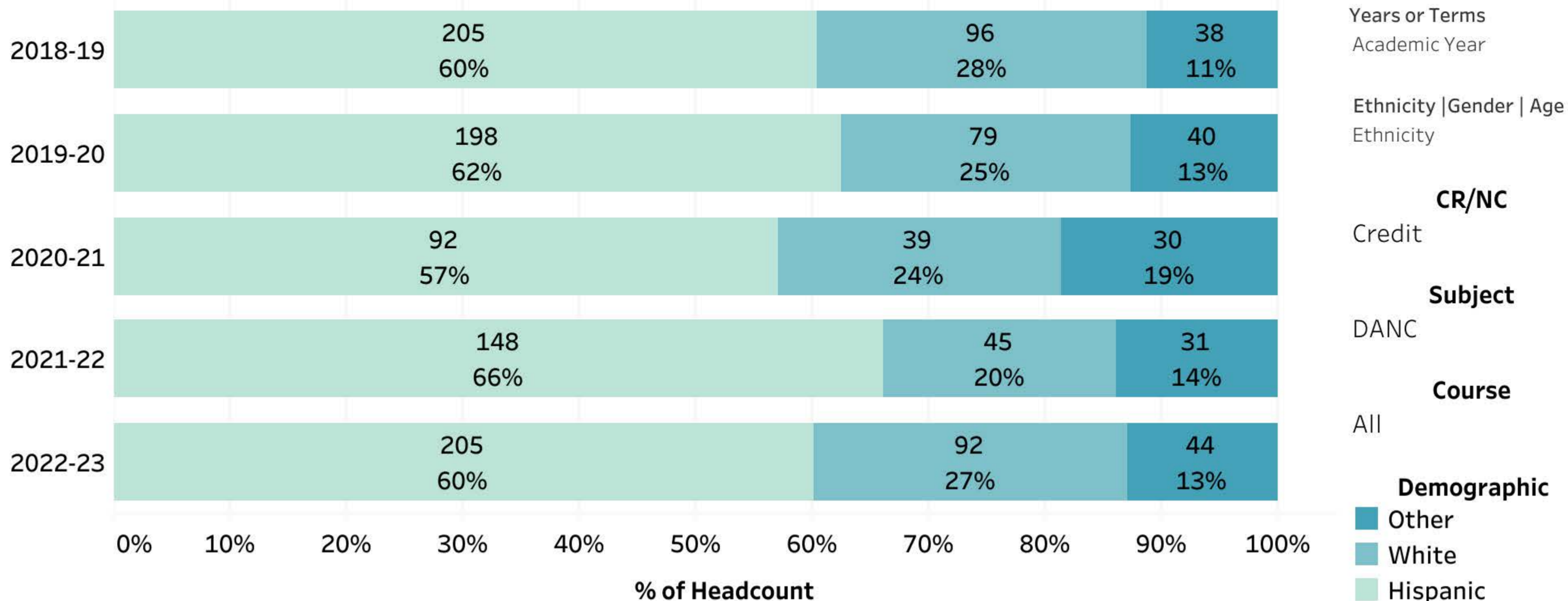
### **F - Resources**

What resources are needed for your program this year? E.g. Facilities, Equipment, Staffing, Technology, other?

- Support from the District to hire a part-time commercial dance coach for the Commercial Dance program.
- Support from the District for purchasing training equipment for the Instructional use in our commercial dance courses, especially DANC 107-Intercollegiate Conditioning.
- Support existing part-time dance staff in learning the how to teach commercial dance industry styles.
- Support from Advisory Committee members to inform the program on new technology, styles, techniques necessary for the student's success in the program and industry.
- Continued financial support for new and replacement technology/equipment that is current with dance training practices in the industry.
- Communication and support from administration regarding purchasing, updating, and hiring, as well as updating and installing software that is requested by program faculty and used in industry so that students learn on equipment that is current with industry best practices.



# Headcount Demographics



- Years or Terms
- Academic Year
- Ethnicity | Gender | Age
- Ethnicity
- CR/NC**
- Credit
- Subject**
- DANC
- Course**
- All
- Demographic**
- Other
- White
- Hispanic

	2018-19		2019-20		2020-21		2021-22		2022-23	
	Headcount	% Total	Headcount	% Total	Headcount	% Total	Headcount	% Total	Headcount	% Total
<b>Asian</b>	7.0	2%	6.0	2%	4.0	2%	2.0	1%	11.0	3%
<b>Black</b>	4.0	1%	7.0	2%	4.0	2%	7.0	3%	8.0	2%
<b>Filipino</b>	6.0	2%	8.0	3%	5.0	3%	7.0	3%	8.0	2%
<b>Hispanic</b>	205.0	60%	198.0	62%	92.0	57%	148.0	66%	205.0	60%
<b>Native Am</b>	2.0	1%	1.0	0%	2.0	1%	1.0	0%	1.0	0%
<b>Pac Isl</b>			1.0	0%			1.0	0%	2.0	1%
<b>Two or More</b>	18.0	5%	16.0	5%	13.0	8%	8.0	4%	9.0	3%
<b>Unknown</b>	1.0	0%	1.0	0%	2.0	1%	5.0	2%	5.0	1%
<b>White</b>	96.0	28%	79.0	25%	39.0	24%	45.0	20%	92.0	27%
<b>Grand Total</b>	<b>339.0</b>	<b>100%</b>	<b>317.0</b>	<b>100%</b>	<b>161.0</b>	<b>100%</b>	<b>224.0</b>	<b>100%</b>	<b>341.0</b>	<b>100%</b>

[Enrollment & HC By Program](#)

[Enrollment & HC By Course](#)

[Fill Rate & Efficiency](#)

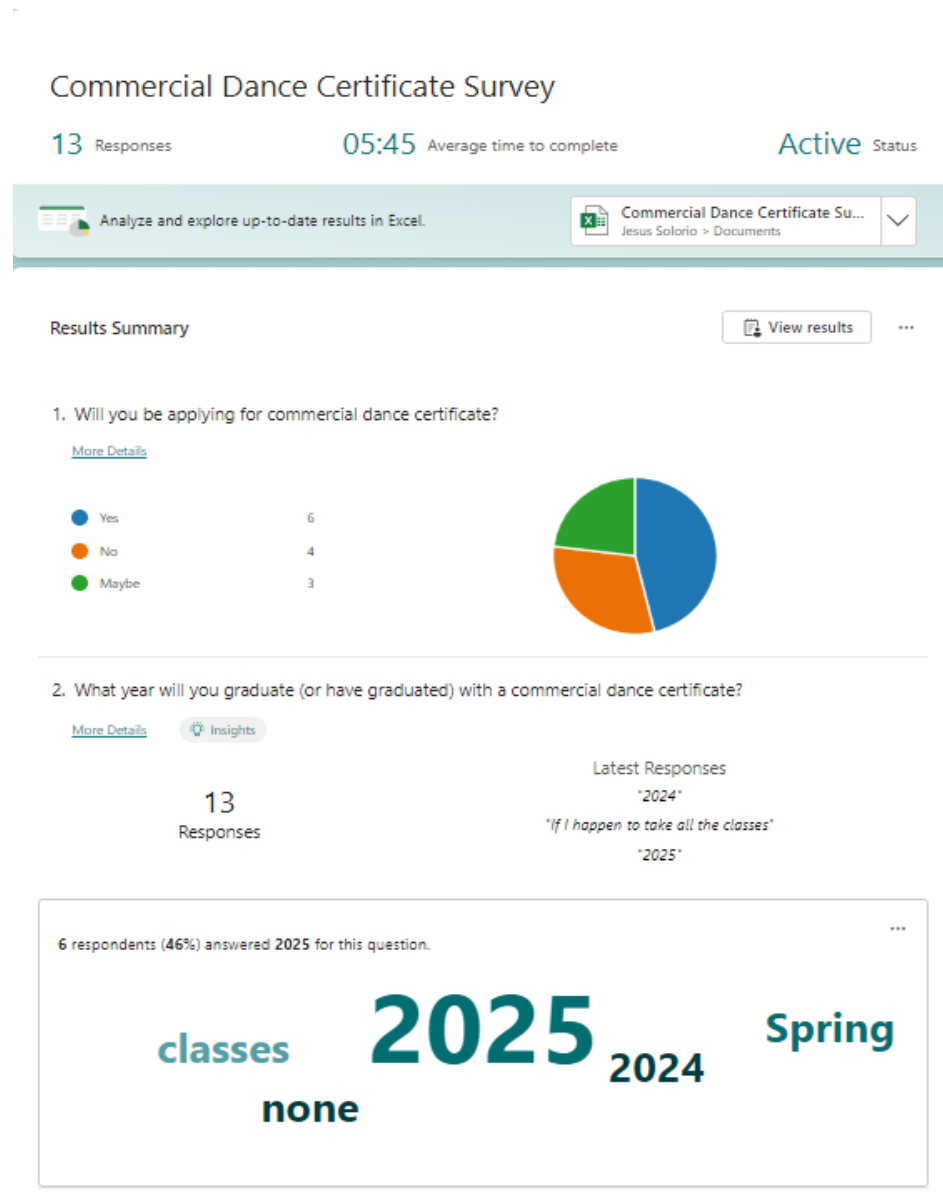
[RETURN HOME](#)



**COMMERCIAL DANCE**  
**CERTIFICATE OF ACHIEVEMENT**

**2024**

# 2024 SURVEY RESULTS



### 3. Gender?

[More Details](#)

[Insights](#)

Woman	10
Man	2
Other	1
Prefer not to say	0

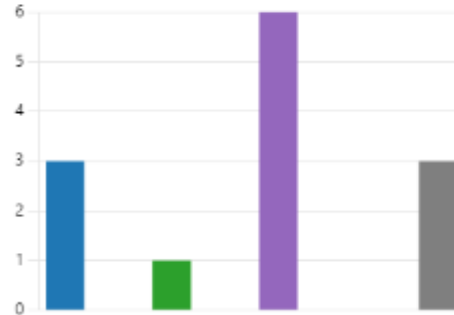


### 4. Ethnicity?

[More Details](#)

[Insights](#)

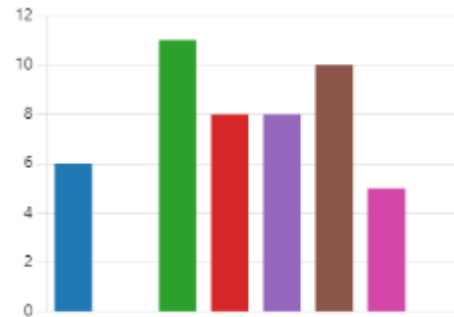
White	3
African American	0
Latino	1
Asian	0
Hispanic	6
Native Hawaiian	0
American Indian	0
Other	3



### 5. Which Classes from the commercial dance certificate have you completed?

[More Details](#)

DANC 102 Auditioning for Danc...	6
DANC 104 Dancing for the Cam...	0
DANC 107 Intercollegiate Condi...	11
DANC 109 Intercollegiate Dance...	8
DANC 121 Ballet Dance II	8
DANC 131 Jazz Dance II	10
DANC 139 Hip Hop III	5
Just started	0





6. If there is a class not currently being offered that you would like to see added in the fall schedule in order for you to fulfill your graduation requirements, which class would it be?

[More Details](#)

[Insights](#)

13  
Responses

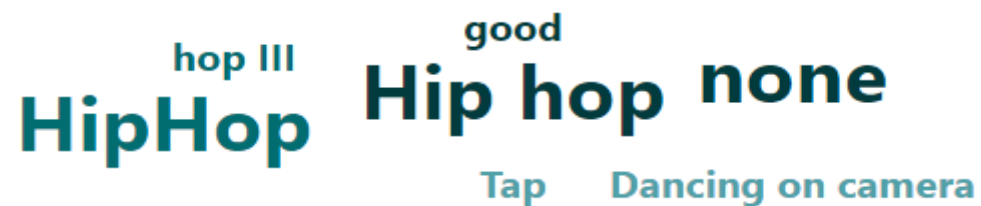
Latest Responses

"Dancing on camera "

"I'm good"

"HipHop 3"

2 respondents (15%) answered **Hip hop** for this question.



7. Was DANC 102-Auditioning for Dancers beneficial in preparing you for your career or Transfer?

[More Details](#)

[Insights](#)

Yes	8
No	0
I haven't taken it yet.	5
Other	0



8. Was DANC 104-Dancing for the Camera beneficial in preparing you for your career or Transfer?

[More Details](#)

[Insights](#)

Yes	0
No	0
I haven't taken it yet.	13
Other	0



9. Was DANC 107-Intercollegiate Conditioning-Dance beneficial in preparing you for your career or Transfer?

[More Details](#)

[Insights](#)

Yes	11
No	0
I haven't taken it yet.	2
Other	0



10. Was DANC 109-Intercollegiate Dance Team beneficial in preparing you for your career or Transfer?

[More Details](#)

[Insights](#)

Yes	9
No	0
I haven't taken it yet.	4
Other	0



11. Was DANC 121-Ballet II beneficial in preparing you for your career or Transfer?

[More Details](#)

[Insights](#)

Yes	9
No	0
I haven't taken it yet.	4
Other	0



12. Was DANC 131-Jazz II beneficial in preparing you for your career or Transfer?

[More Details](#)

[Insights](#)

Yes	10
No	0
I haven't taken it yet.	3
Other	0



13. Do you think the Commercial Dance certificate, in general is a viable option for preparing students who choose to pursue the dance workforce right out of college?

[More Details](#)

Yes	13
No	0
Don't know yet, will begin my jo...	0
Other	0



14. Did you find the program's commercial dance field trips beneficial, and did they help you prepare for your future career in the dance industry?

[More Details](#)

[Insights](#)

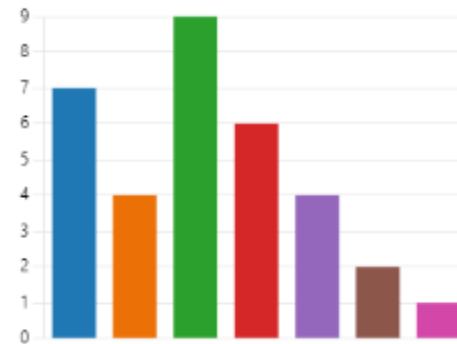
Yes	12
No	0
N/A	1
Other	0



15. What could we add to the commercial dance program to make it better?

[More Details](#)

Equipment	7
More/New Instructors	4
Funding	9
Classes	6
Uniforms	4
Costumes	2
Other	1



16. If you chose any answers from the above question, please specify your reasoning for your selection(s).

[More Details](#)

[Insights](#)

13  
Responses

Latest Responses

"For camps the team needs warm up gear, and there should be an ice machi...

"Funding for the dance department is always low but any more funding any...

"Bigger variety of classes"

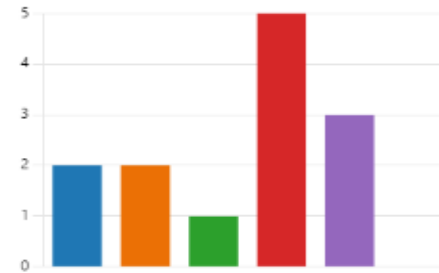
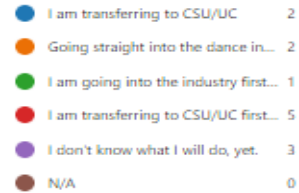
5 respondents (38%) answered **funding** for this question.



17. Are you transferring or heading straight into the workforce (Commercial Dance industry?)

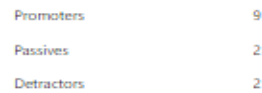
[More Details](#)

[Insights](#)



18. How likely are you to recommend the commercial dance certificate to a friend or colleague?

[More Details](#)



19. Additional Comments?

[More Details](#)

[Insights](#)

13

Responses

Latest Responses

"I would have liked to learn more tricks, and more challenging choreography ..."

"None"

..

3 respondents (23%) answered **none** for this question.



20. Did the commercial dance program offer enough real-world/hands-on experience to prepare you for the dance industry?

[More Details](#)

[Insights](#)

Yes	11
No	0
N/A	2
Other	0





## COMMERCIAL DANCE

### Labor Data Information:

The job outlook for commercial dancers is very competitive, especially in the area of Los Angeles but promising for our students that are dedicated to their craft and are able to build strong relationships within the industry. Below are some key points about the job outlook:

- Los Angeles is the largest commercial dance community in the entertainment industry, including movies, TV shows, commercials, and concert tours. (1) This is great news for dancers because it provides various potential job opportunities for our students.

- However, the entertainment industry is a very relationship-driven industry that tends to benefit dancers with existing connections to choreographers and agents[1], so if our dancers do not travel to L.A. and experience hands-on dance classes from working professionals, it is most likely that they will have a harder time securing a dance job. Building such relationships through consistent dance class attendance and showcases is crucial for our commercial dance program.

- Signing with a reputable dance agency like Bloc, Clear Talent, MSA, or Go2Talent is generally needed to access higher-profile commercial dance jobs in LA. (1); luckily, one of our advisory members is the owner of Go2Talent, which has represented a couple of our students in the past (before the commercial dance certificate program).

- Overall employment of dancers and choreographers in the U.S. is projected to grow 5% from 2021 to 2031, about as fast as the average for all occupations.[4] This is great to hear because competition will remain strong for jobs in the commercial dance industry for our dancers.

- The pandemic severely impacted the dance industry in 2020, with an unemployment rate of nearly 55% for dancers/choreographers from July-September compared to 8.5% for all U.S. workers [2], which has a lot to do with why our program saw a huge plummet in enrollment. Luckily, by creating the commercial dance industry, we have seen enrollment increase, not only in commercial dance classes, but in the overall dance program. As the industry recovers, LA's thriving commercial scene should provide opportunities for our creative dancers.[2]

So while very competitive, LA offers promising career prospects for our commercial dancers willing to persistently train, network, market themselves, and potentially relocate to follow job opportunities and dreams.[1][2]

Citations:

[1] <https://www.backstage.com/magazine/article/start-dance-career-los-angeles-137/>

[2] <https://www.zippia.com/dancer-jobs/trends/>

[3] <https://www.bls.gov/oes/current/oes272031.htm>

[4] <https://www.bls.gov/ooh/entertainment-and-sports/dancers-and-choreographers.htm>

[5]

[https://learn.org/articles/Professional\\_Dancer\\_Career\\_Profile\\_Occupational\\_Outlook\\_and\\_Education\\_Prerequisites.html](https://learn.org/articles/Professional_Dancer_Career_Profile_Occupational_Outlook_and_Education_Prerequisites.html)

The job outlook for Commercial Dancers in California is relatively stable, with some variation between regions:

- In the South Central Coast region and Los Angeles County, the number of jobs related to commercial dance is expected to remain steady over the next five years, with no significant growth projected[1].

- Between 2020 and 2025, Commercial Dance Occupations in San Diego County are projected to increase by 9 net jobs or 4%. Employers in San Diego County will need to hire 34 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement[2].

- Dancers are projected to have the most labor market demand between 2020 and 2025 in San Diego County, with 26 annual job openings[2].

- Statewide, Commercial Dance Occupations are projected to grow 6% from 2022-2032, which is faster than average[4].

In summary, while the job outlook varies by region, the data suggests a relatively stable job market for Commercial Dancers in California overall, with some growth projected in certain areas like San Diego County. The need to backfill positions due to turnover and retirement will also create job openings[1][2].

Citations:

[1] [https://regionalcte.org/storage/lmi/350--Commerical%20Dance%20Certification\\_Moorpark\\_Mar181.pdf](https://regionalcte.org/storage/lmi/350--Commerical%20Dance%20Certification_Moorpark_Mar181.pdf)

[2] [https://regionalcte.org/storage/lmi/881--Commercial-Dance-Occupations\\_2021-04-28.pdf](https://regionalcte.org/storage/lmi/881--Commercial-Dance-Occupations_2021-04-28.pdf)

[3] <https://labormarketinfo.edd.ca.gov/data/occupations-data.html>

[4] <https://www.onetonline.org/link/localtrends/49-9092.00?st=CA>

[5] <https://labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSDetails.asp?geogArea=0601000000&menuchoice=localAreaPro&soccode=272031++++>

According to the labor market analysis for San Diego County [1], there is a projected demand of 34 annual job openings for Commercial Dance Occupations (Dancers and Choreographers) between 2020-2025. Specifically, Dancers are projected to have 26 annual job openings, while Choreographers are projected to have 8 annual job openings during this period [1].

For California as a whole, the O\*NET database projects 5% growth (faster than average) for Dancers between 2022-2032, with projected annual job openings due to growth and replacement needs [4]. However, no specific numbers are provided for the projected job openings.

The Bureau of Labor Statistics' Occupational Employment and Wage Estimates for May 2023 in California do not provide employment projections or job openings data for Dancers [5].

While limited statewide data is available, the analysis for San Diego County suggests there are job opportunities, particularly for Dancers, in this region of California [1]. However, the entry-level hourly earnings for these occupations are below the living wage for a single adult in San Diego County [1].

Citations:

[1] [https://regionalcte.org/storage/lmi/881--Commercial-Dance-Occupations\\_2021-04-28.pdf](https://regionalcte.org/storage/lmi/881--Commercial-Dance-Occupations_2021-04-28.pdf)

[2] <https://www.zippia.com/dancer-jobs/trends/>

[3]

<https://labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSDetails.asp?geogArea=0601000000&menuchoice=localAreaPro&socode=272031++++>

[4] <https://www.onetonline.org/link/localtrends/27-2031.00?st=CA>

[5] [https://www.bls.gov/oes/current/oes\\_ca.htm](https://www.bls.gov/oes/current/oes_ca.htm)

The majority of commercial dance jobs that employers hire for are freelance or project-based roles. Commercial dancers typically work as independent contractors on a project-by-project basis, rather than being hired as full-time employees.[1][2]

Some of the main types of commercial dance jobs include:

- Backup dancer for music artists on tours, music videos, award shows etc.
- Dancer in movies, TV shows, commercials, industrials (corporate videos)
- Performer on cruise ships and at resorts/hotels
- Dancer in musical theater productions
- Character dancer at theme parks like Disney

Commercial dancers audition or are directly booked for short-term contracts for specific projects. Once a project ends, they move on to the next gig.[1] This freelance nature provides variety in the types of projects and styles they get to perform, but also means inconsistent income during periods between jobs.[1][2]

The key advantage of being a commercial dancer is the flexibility to take on diverse projects and continue growing their professional network.[1] However, the lack of stability and need to constantly find new work can be challenging.[1][2]

Citations:

[1] <https://shatehayes.com/blog/fourdancecareers>

[2] <https://www.dancedispatches.com/dance-jobs-and-careers-for-dancers/>

[3] <https://shatehayes.com/blog/2016/5/20/10-non-performance-related-dance-jobs>

[4]

[https://learn.org/articles/Professional\\_Dancer\\_Career\\_Profile\\_Occupational\\_Outlook\\_and\\_Education\\_Prerequisites.html](https://learn.org/articles/Professional_Dancer_Career_Profile_Occupational_Outlook_and_Education_Prerequisites.html)

[5] <https://www.bls.gov/ooh/entertainment-and-sports/dancers-and-choreographers.htm>

### Livable Wages:

Based on the search results, the wages for a commercial dancer in California can be considered livable, but may be on the lower end depending on the specific location and cost of living. Here are the key points:

The average hourly wage for a dancer in California ranges from around \$14 to \$27 per hour according to different sources.[1][4][5] ZipRecruiter reports an average of \$14.43 per hour[1], while Indeed states an average of \$27.65 per hour for dancers in California.[5]

The annual salary for dancers in California is estimated to be around \$30,000 to \$42,000 based on the hourly wage data.[1][2] For example, ZipRecruiter shows an average annual salary of \$30,012 for dancers in California.[1]

While the wages may seem relatively low, it's important to consider the cost of living in different parts of California. Major cities like Los Angeles and San Francisco tend to have higher living costs, so the same salary may not go as far compared to more affordable areas.

For professional dancers, which likely includes many commercial dancers, the salaries can be higher. Salary.com reports an average range of \$68,397 to \$103,427 for professional dancers in Los Angeles.[3] ZipRecruiter shows hourly wages for professional dancers ranging from \$13.94 to \$35.34 for the 25th to 75th percentile nationwide.[4]

In summary, while dancer wages in California are not exceptionally high, they may be livable depending on factors like location, experience level, and whether the dancer is working professionally or commercially. The cost of living plays a major role in determining if the income is sufficient.[1][2][3][4][5]

Citations:

[1] <https://www.ziprecruiter.com/Salaries/Dancer-Salary--in-California>

[2] <https://www.salary.com/research/salary/recruiting/dancer-salary/ca>

[3] <https://www.salary.com/research/salary/hiring/professional-dancer-salary/los-angeles-ca>

[4] <https://www.ziprecruiter.com/Salaries/Professional-Dancer-Salary>

[5] <https://www.indeed.com/career/dancer/salaries/CA>

Labor Data Citations:

**Commercial Dance Job Growth and Outlook:**

[<https://www.backstage.com/magazine/article/start-dance-career-los-angeles-137/>

<https://www.zippia.com/dancer-jobs/trends/>

<https://www.bls.gov/oes/current/oes272031.htm>

<https://www.bls.gov/ooh/entertainment-and-sports/dancers-and-choreographers.htm>

[https://learn.org/articles/Professional\\_Dancer\\_Career\\_Profile\\_Occupational\\_Outlook\\_and\\_Education\\_Prerequisites.html](https://learn.org/articles/Professional_Dancer_Career_Profile_Occupational_Outlook_and_Education_Prerequisites.html)

[https://regionalcte.org/storage/lmi/350--Commerical%20Dance%20Certification\\_Moorpark\\_Mar181.pdf](https://regionalcte.org/storage/lmi/350--Commerical%20Dance%20Certification_Moorpark_Mar181.pdf)

[https://regionalcte.org/storage/lmi/881--Commercial-Dance-Occupations\\_2021-04-28.pdf](https://regionalcte.org/storage/lmi/881--Commercial-Dance-Occupations_2021-04-28.pdf)

<https://labormarketinfo.edd.ca.gov/data/occupations-data.html>

<https://www.onetonline.org/link/localtrends/49-9092.00?st=CA>

<https://labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSDetails.asp?geogArea=0601000000&menuchoice=localAreaPro&socode=272031++++>

<https://www.onetonline.org/link/localtrends/27-2031.00?st=CA>

### **Commercial Dance Employer Needs:**

<https://shatehayes.com/blog/fourdancecareers>

<https://www.dancedispatches.com/dance-jobs-and-careers-for-dancers/>

<https://shatehayes.com/blog/2016/5/20/10-non-performance-related-dance-jobs>

[https://learn.org/articles/Professional\\_Dancer\\_Career\\_Profile\\_Occupational\\_Outlook\\_and\\_Education\\_Prerequisites.html](https://learn.org/articles/Professional_Dancer_Career_Profile_Occupational_Outlook_and_Education_Prerequisites.html)

<https://www.bls.gov/ooh/entertainment-and-sports/dancers-and-choreographers.htm>

### **Commercial Dancer Wages:**

<https://www.ziprecruiter.com/Salaries/Dancer-Salary--in-California>

<https://www.salary.com/research/salary/recruiting/dancer-salary/ca>

<https://www.salary.com/research/salary/hiring/professional-dancer-salary/los-angeles-ca>

<https://www.ziprecruiter.com/Salaries/Professional-Dancer-Salary>

<https://www.indeed.com/career/dancer/salaries/CA>

## **Curriculum Design:**

Commercial dancers typically work on a freelance, project-by-project basis for various gigs like backup dancing for artists, movies, industrials, cruise ships, musicals, commercials, and more.[3] There is no strict experience threshold, but some common commercial dance jobs and typical experience levels include:

**Backup Dancer for Artists:** This often requires strong technical skills in styles like hip-hop, jazz, heels choreography etc. Prior professional experience dancing in music videos, tours, or award shows is usually expected.

**Cruise Ship Dancer:** These contracts can be great for dancers just starting their professional careers. Some cruise lines may hire dancers straight out of dance programs or conventions.

**Industrial Dance Jobs:** Corporate gigs, trade shows, and other industrial dance jobs tend to have lower experience requirements compared to major tours or award shows. Strong technical skills are still needed.

**Music Videos:** Experienced commercial dancers are typically hired, but sometimes newer dancers can get hired for smaller roles or as background dancers.

**Broadway/Theater:** Dancers need very strong technical training in styles like ballet, jazz, tap and prior professional experience to be hired in musical theater productions on Broadway or national tours.[1]

So in summary, while cruise ships and industrial gigs may hire less experienced commercial dancers, major tours, awards shows, Broadway, and music videos typically require prior professional experience and advanced technical skills across multiple dance styles.[1][3]

Citations:

[1] [https://www.dancemagazine.com/your\\_career\\_membership\\_has\\_its\\_privileges/](https://www.dancemagazine.com/your_career_membership_has_its_privileges/)

[2] <https://www.nyfa.edu/student-resources/dance-professions-and-hobbies/>



[3] <https://shatehayes.com/blog/fourdancecareers>

[4] <https://www.iddancecomp.com/rules>

[5] <https://www.balletcoforum.com/topic/23064-careers-in-dance-are-they-worth-it/>

Yes, formal education is generally required to become a professional dancer in the commercial dance industry. Here are the key points:

Postsecondary dance training is essential for most professional dancers. Many attend college dance programs to receive comprehensive training in various dance styles like ballet, jazz, modern, tap, and choreography.[1][4] Bachelor's and master's degrees in dance, choreography, dance science, or dance performance are available.[1]

While a degree is not strictly required, most successful commercial dancers have extensive training from:

- Private dance studios/academies from a young age[2]
- Performing arts high schools[2]
- College/university dance programs[1][2][4]

This rigorous training develops the technical skills, artistry, creativity, physical fitness, and mental toughness needed to secure commercial dance jobs.[2] Dancers must be highly versatile and trained in multiple styles.[3]

Commercial opportunities like music videos, tours, cruise ships, TV, and film typically require an impressive resume showcasing years of elite dance training and performance experience.[2][3] Making industry connections through college programs and internships is also valuable.[4]

While rare exceptions exist, most professional dancers undergo intensive training over many years, often culminating in a college dance degree, before being hired for commercial dance work.[1][3][4] Formal education provides the comprehensive skills and connections to break into this extremely competitive field.

Citations:

[1]

[https://learn.org/articles/What\\_Are\\_the\\_Educational\\_Requirements\\_for\\_Professional\\_Dancers.html](https://learn.org/articles/What_Are_the_Educational_Requirements_for_Professional_Dancers.html)

[2] <https://www.performingdancearts.ca/what-you-need-to-know-to-become-professional-dancer/>

[3] <https://www.careervillage.org/questions/824925/how-does-one-start-to-go-into-the-dance-industry>

[4] <https://franciscogelladance.com/preprofessional-dancers-job-or-college/>

[5] <https://www.bls.gov/ooh/entertainment-and-sports/dancers-and-choreographers.htm>

## Commercial Dance Advisory Meeting Notes

Date: April 19, 2024

Meeting Place: Fine Arts

**Called to order:** 1:30-2:30 p.m. **Chair(s):** Jesus Solorio

**Note Taker:** Jesus Solorio

**Members Present:** Johnna Clark, Suzy Miller (Zoom) & Dorian Sanchez (Zoom)

**Members Absent:** Rick Rantz, June Greenawalt, Lisa Lindholm, Jocelyn Willis

### Agenda No. 1

**Discussion:** Motion was requested by Jesus Solorio, to approve minutes from 2023 meeting;

Minutes approved.

**Action:** NONE  
None

**Deadline:** NONE

**Responsibility:**

### Agenda No. 2

**Discussion:**

- Everyone as a Collective: It is great to hear that you hold two regional championships for spring 2024. This will be great for the program.
- Johnna Clark: Now that you have “winning” under your belt, the word is going to spread and you will start to see an increase in enrollment. Once that happens, you will need to hire a coach that specializes in such dance styles for the UDA competition circuit; you got the commercial industry down, now it’s about taking that next step and introducing your students to a new up-and-coming genre, which is Spirit dance team competition. Having a coach versed in this field will only help propel your students to greatness.
- Johnna Clark: When it comes to the enrollment issue between DANC 102 and DANC 109, you had to do what you had to do, so those students could finish in time, stay on track and prepare them for the reel world.
- Suzy Miller: If I may. I would suggest changing DANC 102 to becoming a part of the regular semester, rather than summer?

- Jesus Solorio: The dean recently suggested we make DANC 102 a regular semester class, so I will take that into consideration, and see if I can't make it a part of the spring semester, since that is when students are exiting.
- Johnna Clark: Jesus, I deal a lot with competitions, and I can tell you that you will need new uniforms every year, and for almost every performance you do. Make sure you have a "look" that accurately represents your team and the college; especially if you will be performing for basketball games and other sports venues.
- Jesus Solorio: Thanks for that suggestion, Johnna, I will have to consult with the head of the CTE program. Hopefully they can accommodate such an expense. Meanwhile, I will see if I can't include it into our equipment prioritization list, along with a coach.
- Doriana Sanchez: Jesus, may I suggest you reach out to Lisa Lindholm, to see what has changed and what is needed from dancers now-a-days because I know what I need from the dancers that I hire, but there are also other choreographers and directors and share their need with agents. This would be helpful for your program and the success of your students. If I see dancers come from your commercial dance program, I will definitely move them up the line and give them a chance to audition, ESPECIALLY if I get a call from you, or you highly recommend them.
- Everyone as a Collective: It is clear that your outreach in the community is expansive. Performing for everything described in the agenda.
- Suzy Miller: Keep up with outreach and you can't go wrong. Also, I will send you an email, with something along the "outreach" line. Expect that later tonight.
- Suzy: I encourage you (Jesus) to make the appearances personally.
- Suzy: "MORE SOCIAL MEDIA PRESENCE" good metric to use to track influence
- Suzy: Internships?
- Email from Suzy Miller: The website looks wonderful. I know I've said this all, but I want to reiterate; in my humble opinion, the biggest thing you can do to promote the program is have a dedicated social media presence. TikTok and Instagram are

where the demographic you want to attract, do everything; its where they get their news, their trends, their gossip, their ideas, their opinions, their goals, their fashion, their hair and makeup, their entertainment, their research, their information. It's scary, but it's reality. I see it all the time, with my 24-year-old ex-dancer daughter, with all the high school kids, with competition and studio dancers.... it is the fastest way to reach the most people with the least amount of resources. It does take time and effort, but it also targets your market and automatically spreads from there, as once you're in and really active. The algorithm multiply your presence like a contagious disease!

recommend you browse dance related posters and see what kind of content generates the most likes. It sounds so trite, but it's not. I recommend following Lindsley Allen on Instagram; she is one of the best consistent dance related posters I know. Hollywood Connection is also good but take the time to go down the rabbit hole and see what else you find. Hashtag dance, hashtag dance major, hashtag commercial dance, etc.!

Again, it does absolutely take time and effort, but it seems right up your alley; as you go about your days, video quick clips of everything and post/play. If you yourself don't have the time it truly takes to establish and maintain a hearty, active presence, perhaps you could hire or trade classes for a social media manager... I'm sure most of the students "get it" and know how to do it. Or perhaps an internship with a marketing or business major?

The second suggestion I have (reiterating) is YOU. I know it's exhausting meeting, greeting, appearing, selling, engaging, etc., especially as a very busy young Dad - but you are a star Jesus, your looks, your talent, your humor, your experience, your warmth.... even though it's the social media era, in my opinion nothing sells like personal interaction. I would recommend setting up meet and greets at studios, high school dance and cheer and drama departments, community theaters.... with the studios, perhaps offer a free master class with a meet and greet afterwards?

Also, attending shows as a "Scout" can be a great way to spread the word. It gives instant credibility, as everybody wants to be "discovered".... so you are immediately in a position of power and respect. A little bit of personal attention from a Scout can make a young performer's dreams seem attainable, and they would associate that feeling with YOU. Studio shows, HS theater productions, great hunting grounds. Even if you don't recruit, you are spreading the word in a powerful way. Let me know how you'd like me to contextualize your visit to

Righetti for Mama Mia; would you like to speak to them quickly afterwards? Or meet with the director of the department beforehand? Or just spread the word that you're there.... ?

Also perhaps finding a way to reach the parents of dancers; every parent cringes with fear when their child wants to skip college and go off to try to get into show biz; what a wonderful middle ground/transition step this offers.

You have spent the past few years creating and producing and shaping this amazing program; of course, you'll always be tweaking and updating it because it's a fluid industry and an ever-changing world. But it is in great shape, up and running. Now you need to find time and space to brand and promote your beautiful creation. Perhaps looking into a marketing class, or finding a marketing consultant?

Which is my final point - you can't do it all yourself. Keep asking for help and favors and try to find mentors/inspirations/examples wherever you can. Time to brand, baby, brand!

I know even thinking about all this can be overwhelming and exhausting, but you are Jesus Solorio, you can do whatever you set your mind to.

- Everyone as a Collective: The SLO's look appropriate and include everything that is needed for the success of your students. They also include what the industry is looking for.
- Doriana Sanchez: Although everything looks great, my fear is for DANC 104 – Dancing for the Camera. You need to make sure that the instructor teaching the course is well versed in the entertainment industry, or else this will not work. I come from a background of working with film and television, and if these kids don't know the fundamental language (terminology) of camera angles, sets and crew, they will not have a chance in the real world of dance.
- Jesus Solorio: Thanks for that, Doriana. However, we have to work with what we have. We must abide by seniority rules, and at the moment, we need to utilize the faculty available in the dance program, even if they lack commercial dance industry experience.
- Doriana Sanchez: Well, I think that the schools needs to provide an avenue to educate the staff you have,so they can align with what the industry is requiring.
- Jesus Solorio: I can definitely look into that.
- Johnna Clark: I agree with Doriana. If you do not have commercial industry-qualified instructors, your students will have a harder time succeeding in the entertainment industry. The courses you have as part of the degree are great and

needed, but if the program doesn't have the backing of a staff that is qualified, I don't think it will be successful, unless YOU teach all the classes.

- Jesus Solorio: I appreciate those comments. I will see what I can do as far as PD hours for our faculty, to educate them on real-world dance entertainment needs.
- Jesus Solorio: Moving onto "Future Goals."
- Johnna Clark: Your goals are great, but I think the focus now needs to be "how do you get your students educated by instructors that know the industry in-and-out. How can you provide your students with the essential information needed to succeed.
- Jesus Solorio: We can bring in industry professionals.
- Doriana Sanchez: You can do that, and I can come in and teach, however, that will not be enough. You need someone with them every week...like some of the studios I work with and work for. They are constantly providing this for their students. How is it so different at the college level?
- Jesus Solorio: We just don't have the funding, and it already takes a lot of hoops jumping to get what we need. I will try and scout out different avenues, to secure more funding for such ventures.
- Doriana Sanchez: It would be beneficial if funding could be acquired, for sure.
- Suzy Miller: Don't forget about the "branding" aspect of your program, it's very important. Hopefully, we have something on our next meeting.
- Jesus Solorio: Alright, well that concludes our meeting. If you have anything else, feel free to email me any information or ideas. Thanks for all you do for our program.

### **Other Notes:**

#### **Performance Opportunity/Recruiting-**

**RODEO:** May 30-June 2, 2024 – Reach out to Johnna Clark.

**RECRUITING:** Send Suzy an email about contact in Pioneer Valley and Santa Maria High.

**ALTRUSA:** Johnna will send a link for information

**DANCE FOR VICTORY:** AUGUST 29?

**NEXT MEETING:** September 6, in the FINE ARTS COMPLEX

Program Review Signature Page:

  
Jesus S. Merino (Sep 12, 2024 15:13 PDT)

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Program Review Lead

Sep 12, 2024

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Date



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Program Dean

Sep 12, 2024

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Date



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Vice President, Academic Affairs

Sep 13, 2024

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Date

















# F23-S25 COMMERCIAL DANCE Curriculum Design \_9.12.24

Final Audit Report

2024-09-13


Created:	2024-09-12
By:	Maryfrances Marecic (mmarecic@hancockcollege.edu)
Status:	Signed
Transaction ID:	CBJCHBCAABAAoFRdLjFNNFx8sYmRjbhcgrmvYDHx1_8U

## "F23-S25 COMMERCIAL DANCE Curriculum Design \_9.12.24" History

-  Document created by Maryfrances Marecic (mmarecic@hancockcollege.edu)  
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-  Document emailed to [jesus.solorio1@hancockcollege.edu](mailto:jesus.solorio1@hancockcollege.edu) for signature  
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2024-09-12 - 10:22:24 PM GMT- IP address: 104.47.55.126
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-  Email viewed by Robert Curry ([rcurry@hancockcollege.edu](mailto:rcurry@hancockcollege.edu))  
2024-09-12 - 10:47:32 PM GMT- IP address: 104.47.70.126

 Document e-signed by Robert Curry (rcurry@hancockcollege.edu)

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