The new face of Career Transition For Dancers

Where passion meets opportunity

We asked over 2,000 dancer-clients, patrons, and members of the dance community how we could better serve dancers. We listened, and responded with a refined mission, updated logo and voice, and resource-driven web site.

The new careertransition.org
President’s message
Spotlight On: Nina Goldman
Online resource directory
Happenings
We surveyed over 2,000 dancer-clients, patrons, and members of the dance community to find out how we were perceived and how we could better serve dancers.

What we learned
And what we’re doing

An impressive 92% of surveyed dancers felt we were a key component in their transition. They viewed us as supportive, resourceful and perceptive of their needs.

Donors viewed us as reliable, equipped to provide personalized services, and committed to helping dancers across the country.

At Career Transition For Dancers we celebrate the achievements of dancers. Over the past 23 years, our active dancer-clientele has grown from 300 to 4,000, not including the thousands of other dancers we have helped across the nation. As more dancers look to Career Transition For Dancers to help navigate their life's career moves, it's increasingly important that we continue to provide the proper insight and resources they need to define their career possibilities.

Our new logo
And refreshed messaging

To better demonstrate our belief in the potential of dancers, and to visualize their passion for discovery, innovation and expression, we updated our logo. Backing up our new logo is a tremendous optimism for the future—and that comes through in how we communicate in the messages we send out to dancers and the community. We’re better positioned than ever to empower dancers to continue to affect our world in positive ways, both on and off the stage.

Expanded mission
And new tagline

In 2005 we expanded our mission to help dancers in all stages of their career, including students and pre-professionals. As many of you know, our services can be directly applied to the real-world issues that dancers face. They’re designed to help dancers find their individual paths on their journey to realize their unique potential. Now, to better communicate our mission and the spirit of our organization and service offerings, we’ve introduced the descriptive tagline that appears everywhere our logo does, The connection to your future.

Throughout this strategic project we engaged individuals who believe in our mission, many of whom gave us their insight and valuable time. And we sought out and received candid feedback from the dancers we serve. We are grateful to everyone who helped us accomplish our strategic goals to date.

We invite you to read more from our new messaging platform on page 7 under the title About, or log onto careertransition.org and select About.
Visit the new careertransition.org

Reaching dancers nationwide and 24/7

Knowing the hectic lifestyles of dancers and the fact that our dancer-clients hail from 47 states across the nation, we reconstructed our website to make our services more accessible.

Our enhanced career resources include a resource directory connecting dancers with over 120 useful resource websites, and a search engine to help dancers find information that is pertinent to their career growth.

Read our new mission In the About section

The launch of our new website is only the beginning of a long-term initiative to provide more resources online. Other features that are coming soon include streaming videos of over 100 Career Conversation seminars that cover topics such as how to go back to school or how to start your own business, where dancers will be able to subscribe to videos through iTunes and view them on their personal computers or iPods. We will also have an online version of our very popular National Networking Directory that connects dancers with individuals who can provide career and educational information.

Share your feedback In the Contact Us section

To everyone in our extended family, our current and future accomplishments would not have been possible without your support. Thank you for being our connection to the future.

Donate online at careertransition.org

Keeping pace with giving trends

With the launch of our new website, and its state of the art security measures, Career Transition For Dancers can now receive donations online.

As more individuals are turning to the web to execute everyday tasks, so are donors to support their favorite charities. According to research from Harvard University’s Initiative on Social Enterprise, by 2010, one-third of all donated funds will be given online. This is very encouraging to non-profits who are always looking for ways to streamline their fundraising efforts in order to dedicate more resources towards the needs of their constituency.

If you would like to learn more about the organization’s online giving capabilities or about the 128-bit encryption technology that keeps our donor’s information secure, please visit the Donate Now section of our website. On every page of the site, look for the shortcut to Donate Now at the top right of your screen. Donors wishing to mail or fax their contribution can still fill out the information online and select proceed by mail or fax to create a printer-friendly form.
President’s Message
Reaching out

By Cynthia Fischer

We are proud of how we continue to find new ways to reach and engage our dancer-clients and supporters. As you will read elsewhere in this newsletter, we have just launched our new, improved website.

Many new features will help our supporters and donors reach us and share in the activities and accomplishments of our dancer-clients and of the organization. For our supporters, for the first time, donations can be made securely, online. The expanded Gala section keeps us constantly updated and allows tickets to be purchased online as well. In addition to our Gala Gallery of wonderful photos, we have a new feature which allows you to Tell a friend about the Gala by simply entering an email address. We will send a personal message to them about the Gala. A great way to spread the word!

Most important, our new site allows us to reach out more effectively to our dancer-clients, providing more services and easy access. Dancer-clients who reside outside of New York, LA and our new office in Chicago can plug right in. Our site offers busy and often touring dancers easy access to services and information. They will be able to access scholarship applications, contact other clients who have volunteered to share their experiences through the National Networking Directory and follow one of the 120 links to other organizations, services and informative websites.

We are also very proud to announce that we are reaching out to more dancers in the Chicago area and greater Midwest from our new Chicago office. Hubbard Street Dance Center has graciously provided space and we thank them for their support! We urge members of the vibrant Chicago dance scene and our dancer-clients passing through, to visit, sample our services and resources and sign up for one-on-one counseling.

Read more elsewhere in this newsletter about our website and our Chicago office and know that we will continue to seek more and better ways to reach out to you, our dancer-clients, supporters and public.
Making our new website
The connection to your future

By Suzie Jary, LCSW, CP, PAT

Our new website, careertransition.org, has an online resource directory that provides valuable tools for exploring the career development process.

At the same time, the Internet and all its resources can be overwhelming and intimidating. So, keep it simple and try the following strategy to allow yourself to warm up to the process of exploration and information gathering.

1. **Explore options** Gather information

   1. **Read** lets dancers learn about career paths from online resources, books, trade journals, magazines and occupational guides.

   2. **Talk** is having conversations or informational interviews with people in occupations or working in fields with which you have a fascination.

   3. **Do** can be accomplished by job shadowing, volunteering, apprenticing or participating in an internship; allowing you to move from confusion to clarity.

2. **Moving forward** With a Career Counselor

   Focus and Goal Setting, Pro-Active Job Search and Career Management are the subsequent stages in the Career Development process. This can be aided by one of our career counselors who will act as a resource, sounding board and thought stimulator to help navigate these stages as well.

3. **If you’re confused** You need more information

   Exploration and self-assessment can pave the way for the later stages in your career development. So, connect with one of the organization’s counselors or view our online resources page to aid your development process. Start the journey to your future now.

**Happenings**
Across the country

**Career Conversations** In New York City

- **Nov 17** The ABCs of financial planning
- **Dec 8** Holiday networking event
- **Jan 21** Going back to school for your graduate degree
- **Jan 26** How to survive and thrive in healing, wellness & fitness careers
- **Feb 23** The art of blogging
- **Mar 23** Creating and navigating website design
- **May 4** The business of being a freelance dancer / choreographer

**Career Conversations** In Los Angeles

- **Oct 15** Lifeline careers
- **Dec 16** Holiday networking event
- **Jan 22** Creative re-invention: Craft a more meaningful career & life
- **Feb 17** The art and skill of finding money for your project
- **Mar 3** PR & marketing in the 21st century: Websites, blogs, and more

Keep up to date and RSVP for our many seminars and events by visiting the Schedule of Events page at careertransition.org.
Spotlight On: Nina Goldman
How a Broadway dancer remains a step ahead of the transition curve

By Nina Goldman

This summer I am graduating from Empire State College. I began my academic journey in 2000 while I was performing on Broadway in Contact. Seeking a higher education was facilitated and encouraged by Career Transition For Dancers so I feel it is important to thank you for your support, financially and emotionally, that started me on this path.

Presently, I am on tour in Australia with Matthew Bourne’s Edward Scissorhands and will miss my graduation ceremony. Not being able to experience this marker in my life almost made me turn down the tour. I did not want to miss a ceremony and ritual that celebrated and validated my academic achievements. My dance career was, once again, keeping me from experiencing an important event; one of the many I have missed over the years due to nightly performances or out of town touring. With the guidance of wonderful teachers at Empire, however, I realized that I could find a sense of closure with my undergraduate studies in more personal ways, beginning with writing this letter.

One of the biggest obstacles I faced when deciding to return to school was myself. I procrastinated going back to school because it felt as though I was giving up on my career. By focusing in another direction I was, somehow, not committing fully to my dancing. While it has taken me twice as long to complete my degree, I have managed to perform in first rate productions.

School did not take me away from my dance career but supported my work as an artist; it helped me find a stronger voice. School encouraged critical thinking and helped me to develop a point of view that enhanced my dancing. I have juggled a performing career that took me all over the world while researching, writing papers, and discussing material with my teachers on the phone.

I first learned about Empire at an organizational seminar, and I have become a better performer because of school which is something I stress when speaking with other dancers.

Career Transition For Dancers is an invaluable institution. I look forward to continuing my journey with you as I get closer to the next chapter in my life. Once again, thank you for your support.

New office in Chicago
Blown over with support from the Windy City

Career Transition For Dancers is proud to announce the opening of a new Midwest career counseling office in Chicago.

With space generously provided by Hubbard Street Dance Center, the office will provide services to 12 states—from Ohio to Iowa—with individual career counseling. For more information on the services provided by the Chicago office, please contact us at info@careertransition.org or contact our Chicago career counselor directly at info-chicago@careertransition.org or 312 666 0234.

Meeting of the International Transition Organizations
Addressing the needs of dancers around the world

Members from the International Organization of the Transition of Professional Dancers (IOTPD), representing transition centers in the United States, United Kingdom, Canada, The Netherlands, France, Switzerland, South Korea and Australia, met at its annual conference in Paris on June 19th & 20th. The agenda consisted of collective goals, an activity plan, and a strategic plan. The next meeting will take place in London on June 4th & 5th, 2009.

MovingOn is now online
Let your friends know about this new resource

To make our semiannual newsletter more accessible, the organization now has an online library containing previous issues of MovingOn. You can now view the entire newsletter or just browse our library for specific articles. Also feel free to download issues in PDF format or email them to your friends. Just type MovingOn into our search engine at careertransition.org to find it.

Dancers on the Move bulletin goes digital
Let your friends know

To keep dancers better informed of upcoming events, our semiannual bulletin Dancers on the Move has now evolved into a bi-weekly email newsletter. To receive up to the minute information on Career Conversation seminars, support and focus groups, scholarships and grants or other useful resources, email us with your name and address at dancersonthemove@careertransition.org.
Fundraising partnerships
Performers helping performers

In 2008, two organizations pledged to support our programs and services by donating a portion of their ticket sales. Cedar Lake Contemporary Ballet has pledged to donate a portion of each ticket sold during their 2008/09 season to help their fellow dancers. Givenik.com, which provides discount tickets to Broadway shows, has pledged to donate 5% of online tickets sales for patrons choosing Career Transition For Dancers as their beneficiary. If you happen to purchase tickets through these two organizations, please tell them that you also support Career Transition For Dancers.

About
Career Transition For Dancers

We believe in the potential of dancers. We are committed to providing the experience, insight, and resources dancers need to define their career possibilities and develop rewarding post-performance careers.

Dancers possess unique skills and unrivaled dedication. Their passion for discovery, innovation and expression is an exceptional strength. In everything we do, we celebrate dancers’ unique potential and empower them to continue to affect our world in positive ways, both on and off the stage.

Career Counseling Vital dialog

Providing career counseling is at the heart of our mission. We help dancers with the process of self-evaluation, guide their discovery of practical options, and motivate them to achieve their long-term goals. Created to provide dancers with an open-ended dialogue, career counseling helps define dancers’ interests and skills. We provide individual and group counseling that introduces dancers to useful skills and topics. We also have local and national outreach projects to engage dancers outside of our local offices. In 2007 we provided over 3,685 hours of counseling to dancers across the country.

Scholarships and Grants Financial Assistance

Career Transition For Dancers is the only organization in the nation that provides financial assistance specifically to help dancers’ careers. The various programs within The Caroline H. Newhouse Scholarship Fund and The Sono Osato Scholarship Program for Graduate Studies provide assistance for dancers who are looking to earn undergraduate or graduate degrees, vocational certification, or the acquisition of new skills. The organization also provides seed money for entrepreneurial dancers to found new businesses, encouraging the community’s vitality. In 2007 we awarded over $317,000 in scholarships and grants.

Resources Beyond counseling and scholarships

As Sir Francis Bacon said, “Knowledge is Power.” He couldn’t be more right in this day and age. Information is the key to the success of individuals striving to realize their life’s goals. Just as dancers depend on their knowledge of technique to develop their talent as artists, they also need the right information to help navigate their life-long career moves. We provide resource centers in our New York City and Los Angeles offices, equipped with a computer lab and a library stocked with career development literature, university guides and other relevant materials. We also have a comprehensive website that provides a wide range of career resources.

Donate now Send in your reply envelope

In addition to the organization’s 4,000 active clients, we have empowered thousands of dancers in 47 states to reach their potential. Every contribution towards our mission makes a difference. $5, $10, or $50 may not seem like a lot to an individual, but combined with the over 1,900 donors who are committed to our programs, it provides almost 70% of our annual budget of $1.3 million. Donations can also be made on our secure website at careertransition.org.

Our mission Your future

Career Transition For Dancers is a not-for-profit organization that enables dancers to define their career possibilities and develop the skills necessary to excel in a variety of disciplines.

Our commitment Your potential

We are supportive, perceptive and resourceful. As dancers continue to develop their strengths, many of them look to us to help cultivate their unique abilities as they begin the process of defining viable career possibilities. At Career Transition For Dancers, dancers’ needs always come first. Our insightful career counselors focus on and address each dancer’s individual needs. We do this because we believe that strong relationships are built on understanding, which is why our programs are designed to provide long-term support when dancers need us most.

With offices in New York City, Los Angeles, Chicago and a mobile National Outreach Project, we have provided over 41,000 hours of individual and group career counseling, with a dollar value of over $4 million, and awarded over $2.8 million in educational and entrepreneurial support. Outside of the organization’s 4,000 active clients, we have helped thousands of dancers in 47 states take their first steps in discovering rewarding second careers.
Career Transition For Dancers

The Caroline & Theodore Newhouse Center for Dancers

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Professional Services

Career Counseling is supported in part by the New York Community Trust.

Career Transition For Dancers admits eligible current, former, and future professional dancers of any race, color, sexual orientation, national and ethnic origin to all the rights, privileges, programs and activities generally accorded or made available to its clients. Career Transition For Dancers does not discriminate on the basis of race, color, sexual orientation, age, national and ethnic origin in administration of its policies, scholarship awards and other organizational programs.

Newsletter credits

William J. Dale
Director of Development

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