



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](http://careertransition.org)

President's message

Spotlight On: Nina Goldman

Online resource directory

Happenings

# The new face of Career Transition For Dancers

## Where passion meets opportunity

**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](http://careertransition.org) and select **About**.