Online resources
Tools that connect, empower and inspire

Introducing Video Career Conversations and an enhanced National Career Network

On our website in the last year, more than: 39,000 visitors read previous issues of MovingOn, 21,000 used the directory of transition links, and 31,000 viewed the schedule of events.

In response to the substantial use of resources on our site, we’ve launched a new section to bring more services to dancers nationwide and 24/7.

Since the launch of our new website last year, we’ve been looking at visitor traffic on our site for the purpose of better understanding the needs of our dancer-clients. It’s not surprising that dancers are spending considerable amounts of time using the core resources on the site, those sections that provide rich content such as comprehensive articles, essays, links to guides that are external to our site, and schedules of events that bring people together for meaningful exchanges. Our analysis of visitor traffic revealed that dancers are looking to those areas of the site that provide for more than basic information.

We believe that dancers are looking for content-rich tools that connect, empower, and inspire—tools that can help them navigate their life-long career moves. And that’s exactly what we’ve developed and are now delivering.

Our new Online Resources section contains tools to help dancers begin the career transition process free of the limitations imposed by work schedules and location. They facilitate the exchange of knowledge and experience between dancers and professional mentors, experts from a variety of fields, career counselors, and our staff.

New Online Resources at careertransition.org

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Video Career Conversations
Streaming seminars and group discussions

In these thought-provoking seminars, dancers can learn from the experience of experts in a variety of disciplines, including former dancer-clients who have already transitioned.

Video Career Conversations explore topics such as how to start your own business, what you need to know before returning to school, and how to balance your personal life and work schedule. Videos are available for viewing directly from our site. You can also subscribe to our video podcast with iTunes, download files to your computer for viewing offline at a later time, and share links to videos with friends.

Career Conversations seminars, the live recording sessions, are held on a regular basis in New York City and Los Angeles, and are open to all dancers. If you are interested in attending a seminar in person, feel free to visit the Schedule of events section of our website. If you can’t attend, just wait until the seminar is available online to view at your convenience. Video Career Conversations are made possible by Rolex Watch USA.

National Career Network
Connect with professionals

The National Career Network connects dancers with professionals that have excelled in fields beyond performance. The hundreds of professionals in our Network, many of them former dancers, volunteer their knowledge and experience to help dancers navigate their career moves.

We’ve put our complete networking database online to help dancers in all stages of their careers exchange information with experienced professionals. This is the first of several web-based initiatives designed to connect dancers with the knowledge and resources they need to succeed.

There are over 500 professionals in our Network. These volunteers have gone into diverse fields from choreography to marketing and law. We take great care to screen professionals before adding them to the Network to ensure that dancers nationwide receive outstanding peer support and professional development guidance.

Using the Network is easy. Dancers select a career path or a geographic region to see a list of professionals. They review the results of their search and filter the list by criteria such as alma mater. The last step is to make contact with a professional through our site. To help simplify introductions, we have included a pre-written letter that can be personalized and an area to submit initial questions and voice concerns.

Professionals can join the Network on our site. It only takes a few minutes to sign-up, and an additional few minutes each time the professional is contacted to participate in this unique online program. As always, we are concerned about privacy. To that end, we’ve taken steps to ensure that the information submitted on our site remains confidential. We have security practices in place that ensure the Network is safe and secure for both dancers and the professionals that generously volunteer their time, insight and experience.
President’s Message
Get connected at careertransition.org
By Cynthia Fischer

As you know, our new website was launched in May 2008, and continues to improve and increase the range of available services and information.

Our website is a thing of wonder to me, as one of the technically challenged generation! However, even I find it extremely user-friendly and I am able to navigate it with ease. This was one of our goals and it just keeps getting better.

We were astounded to learn at the last board meeting that traffic to careertransition.org has more than doubled, from an average 33,000 monthly requests for content to 67,000; with over 39,000 dancers reading previous issues of MovingOn online, and over 21,000 using the transition links directory.

Recently we put other popular services online such as a video directory of previous Career Conversations seminars and an online version of our National Career Network.

Each of the Video Career Conversations highlights a panel of experts in a specific field. They cover a wide range of topics such as starting a business or job search strategies. These are and will continue to be attended by interested dancer-clients, but now they are available at any time for dancers.

The National Career Network provides indispensable mentoring opportunities with professionals who work in over 50 fields, many of whom are successfully transitioned dancers. They provide support and information for dancers who are contemplating a career move or interested in attending a particular school or university. When using the Network, a dancer can simply search for someone by occupation, by the geographic region in which they went to school, or by the school or institution that they attended. Searching is done via simple menus, without any typing, to make exploring the Network easy. Once the dancer has found a professional who can provide them with the information they are looking for, the Network will connect the two individuals by email or by phone.

Our Annual Gala has gone online as well. Clients, supporters and anyone interested can access information about the gala, see great photos from last year and order tickets online. It is also possible to make donations online, a critical service. As you can imagine, dancers are coming to us in record numbers seeking scholarships and counseling. Unemployment has hit this sector particularly hard, so we need all the help we can get.