

## Winning Ways to Treat New Dancers

By

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The American Callers' Association in its attempt to be of service to all callers, dancers, and associations provided current, timely, and effective information on new dancer

Recruitment from 2000 – 2018. The American Callers Association appreciates the positive comments, encouragement to continue, and contributions from callers all over the country and from abroad to continue these initiatives. American Callers Association will continue to provide information that will help the square dance community recruit, retain and retrieve square dancers as well as encourage the dancers to speak out on the cumbersome dance programs.

We are now in the fall season with many square dance clubs involved in square dance lessons for new dancers. Let's turn our thoughts to supporting and encouraging the new dancers. It is critical that we should be thinking about different ways to encourage them to stay in square dance lessons, graduate and join the club as active square dancers.

**SAD REALITIES:** Here are some sad realities that square dance clubs face. Recruiting is down from the high point days in the 1970s and early 1980s. If a square dance club recruits two squares up to twenty new dancers. During the lessons approximately 40% of the new dancers drop out of square dance lessons leaving 14 new dancers. After graduation another 40% drop out of square dancing leaving 8 new dancers. The square dance life cycle of a new dancer is three years including square dance lessons.