

Great Start, Right Direction, More to Do!

A CDSS Year-End Review and 2020 Preview

Well folks, the first year of our 5-year strategic plan is coming to a close, and what an incredible year it has been! We hired four new people, and now have permanent **off-site employees** in NC, TN, and CT. We continued growing our **resources for organizers** and hosted four web chats, expanded the crowd-sourced materials in our online organizer portal, and provided labor and sponsorship to **Shared Weight** as they upgraded their home for grassroots listservs. We launched the **CDSS Commons**, our new interactive online platform that houses the Member Directory, Affiliate Directory, Camp Registrations, and the CDSS Store. And we focused on our **Affiliate Groups**. We reached out to update their contact info for the directory, initiated quarterly informative e-blasts, and launched our Annual Affiliate Survey. The extensive 2019 survey directly informed our plans for 2020, and provided the baseline from which we will measure future growth and support for this important value network.

CDSS staff, board, and community members formed task groups to spearhead our **Strategic Focus Areas**. The **Archives Task Group** became better acquainted with our collection and established relations with the University of New Hampshire Archive employees with whom work will continue in 2020. A new **Camps Task Group** came together, revamped the 2019 camper evaluations to collect more data, and began the work of articulating mission and vision statements for each of our CDSS camp sessions. The **Marketing Task Group** coordinated summer marketing as we hired a new Marketing Manager, and recruited photographers and graphic designers from within our fold to be part of our ongoing work.



👉 So, what's coming next? In 2020, you'll see CDSS:

- **Expanding organizer resources**, including Web Chats with new topics and new guest speakers from across the continent, new sections and materials in the online Organizers' Portal, and a collaboration with Shared Weight.
- **Improving the Affiliate Group partnership structure** to allow for synchronized affiliation and insurance renewals. (That just made some Affiliates very happy!)
- **Piloting collaborative dance organizer forum models** at non-CDSS dance weekends, based on the successful Inland Northwest Forum in October of 2019.
- **Reenergizing CDSS camp programs**, including a dynamic and user-friendly camps webpage, a fresh mission for CDSS camp programs, newly articulated visions for each week, six week-long intensive training courses, and opportunities for elementary and secondary teachers to receive continuing education credits.
- **Launching the Educators Task Group**, focusing effort on the people who teach children in formal education settings, learning about approaches to incorporate traditional material into classrooms, and helping CDSS establish partnerships with other organizations that support educators. We have a lot to offer, and even more to learn! If you know an educator with experience in incorporating traditional dance, music, and song into their teaching, please pass along their name or encourage them to contact katy@cdss.org.

As we close out another year of dance, music, and song, I invite you to become more involved in the CDSS mission. Tell the callers, organizers, musicians, song leaders, and sound technicians in your lives that you appreciate them. Let the people with whom you dance and sing know how much they mean to you. And send in a year-end contribution to CDSS, to help transform the world one dance, one tune, and one song at a time!

—Katy German, CDSS Executive Director