

HEALTHY DANCER CANADA
Strategic Planning Retreat
May 6-7, 2023

HDC SWOT Analysis

May 6, 2023

Transcribed from flip charts

Strengths

- Open to learning and feedback
- Willing to be uncomfortable in order to grow and represent equitably
- Strive to be representative of the dance population
- Intentional about making membership financially accessible
- Willingness to share the wealth and resources, knowledge, skills and our spheres of influence with generosity – generous organization with each other and the broader community
- Infrastructure of resources available – website, resources, BIPOC committee, financial aid
- A kind organization – lack of ego
- Hard working, thoughtful board members
- High functioning board
- Respect of each other's time
- Successful in getting grants
- Strong human values
- The expertise, knowledge and experience
- Adaptable, resilient
- Reach across the country
- Compassionate

Weaknesses

- No operating funding – ever searching for funds
- Volunteer driven
- Lack of time that affects our efficiency (e.g. strategic, membership automation)
- Lack of diversity within leadership and membership
- Lack of knowledge of our own diversity (covert)
- Lack of visibility within Canada and abroad
- Lack of marketing knowledge and business skills
- Lack of enthusiasm of the membership
- Lack of educational resources for diverse populations
- Lack of membership perks and membership retention
- Lack of recognition of value of HDC membership – groupy
- Too much humility leading to understriving
- Dire underrepresentation of dancers/dance students
- Underrepresentation of Maritimes, territories

Opportunities

- Collaboration with organizations
- A need to connect to, connect with, and connect communities. Especially post-covid.
 - To promote awareness and education
 - To communicate clearly the outcomes of this weekend
- Opportunity to be relevant to every person we represent, especially to dancers.
- Increase buy-in with dancers, teachers, parents – how do we speak to their passion? There's something greater than health and we value that.
- Look at everything we do! How can we embed practices into existing systems instead of just making new systems? CHANGE IS GOOD!
- Embracing/learning from other dance forms, eastern practices, Indigenous knowledge – different ways of knowing.
- It's ok to blend systems.
- Wellness also includes spirituality.

Threats

- Canada's geographic vastness
- Lack of time and the pace of change.
- COVID – and potentially more unknown catastrophic events to come that could impact the organization.
- Technology – access to, use of, and rapid pace of change – so hard to plan
- Social media – access to, use of
- Limited funds: for the organization, limited grants. For the membership, the cost of living impacts their ability to join or pay for services
- Public narratives: "Dance doesn't really matter"; "Starving artist"
- Bias and misconceptions of dance and dancers from inside and outside the milieu
- Invisibility of dance in society
- Tradition and resistance to change
- Other organizations
- Young people need instant gratification and do not want to put in the time to learn dance. Patience and motivation are needed and how can they be reached to understand it
- Dance competition

Marlene Stirrett-Matson

May 8, 2023