



UNITED SQUARE DANCERS OF AMERICA

SQUARE DANCE – AMERICAN FOLK DANCE



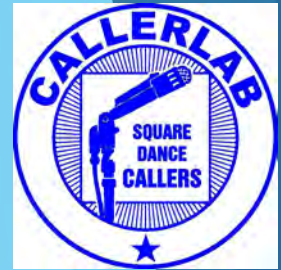
Finding New Callers: **Recruiting, Support,** **Mentoring, and More**

**How can we work together to develop
& support new talent for our clubs?**





Today's Faculty



Daryl Clendenin - Longtime CALLERLAB
Member & Accredited Caller Coach

Betsy Gotta - Accredited Caller Coach & Chair
of CALLERLAB Caller Training Committee

Dana Schirmer – Former Executive Director of
CALLERLAB & current Assistant Executive
Director of CALLERLAB



Why recruit new callers?

Where do we recruit new callers?

What do we look for?

How do we recruit new callers?

How can we convince someone to try?

How can we as dancers, club leaders and our callers support new callers?





WHY RECRUIT NEW CALLERS?

We need them

Beyond calling the dances, they are the teachers

The Pandemic is just “Salt in the wound.”

We need to do more than just replace the callers we lose.

It takes years to become a caller/teacher





Where do we
recruit new callers?

FROM

THE DANCERS





Recruiting New Callers

▶ Marketing Ideas

- ▶ Encourage Callers' Associations to promote caller training
- ▶ Contact dancers through the Square Dance publications\
USDA magazine article/ Article for CALLERLAB's newsletter - Direction
- ▶ Flyers - Can be distributed at conventions, festivals, and regular dances
- ▶ Announcement through the ARTS Dance e-mail tree - contact Jerry Reed - ARTS Dance Executive director - directorarts@aol.com
- ▶ Postings on Callers' groups on Facebook and other social media





What do we look for?

Facebook survey

- ▶ Singers - those who love to sing
- ▶ Entertainers - get a thrill from the applause
- ▶ The “Techie” They enjoy puzzle aspect of choreography
- ▶ Answer to a need - club caller retired, moved, etc. - Club needed help
- ▶ Teachers - find it exciting to see the looks of accomplishment
- ▶ Some were raised in Square Dancing and transitioned from dancer to caller

LOOK FOR ME!





HOW TO CONVINCe THEM TO TRY YEP! THAT'S GOING TO BE THE HARD PART

“ I'd like to, but I can't sing.”

“I'm too old to start.”

“My memory isn't good enough.”

“My partner won't let me because she wouldn't have a partner for dancing.”

“No, I couldn't do that. You need a computer for a brain.”

“I enjoy dancing too much.”





How can we as dancers, club leaders and our callers, support new callers?

PATIENCE

ENCOURAGEMENT

CALLERS CALL

FINANCIAL AID FOR CONTINUING EDUCATION - LICENSE FEES

APPLAUSE AND PATS ON THE BACK

MORE INFORMATION ON THIS SUBJECT LATER





What resources and support from CALLERLAB?



- ▶ The following slides will list the individual resources which are available through CALLERLAB
- ▶ Website www.callerlab.org
- ▶ Office Phone 785-783-3665



CALLERLAB Information



- ▶ **List of caller schools:**
<https://knowledge.callerlab.org/2015-caller-schools/>
- ▶ **Contact Information for CALLERLAB Accredited Caller Coaches:**
- ▶ <https://www.callerlab.org/download/callerlab-accredited-caller-coach-list-09-25-2020/>



Starter Kit for Newer Callers



- ▶ A three ring notebook with information every caller should know. Includes:
 - ▶ Formation charts
 - ▶ Arrangement charts
 - ▶ Timing charts
 - ▶ Definitions
 - ▶ Teaching checklist
 - ▶ Analyzing a call worksheet
 - ▶ and much more
- ▶ Youth can receive the Starter Kit free if under the age of 21.
- ▶ For 21 years or older cost is \$25 through the Home Office. Contact - 785-783-3665



Knowledgebase website Educational materials



This repository collects information useful to Modern Western Square Dance leaders and callers. It can be searched by subject.

<https://www.callerlab.org/knowledge-database/>

CALLERLAB has numerous educational documents covering various topics. These handouts are available on our website: www.callerlab.org or you can contact the Home Office to request. 785-783-3665

Since 1984, CALLERLAB has recorded interest sessions presented at our conventions. These recorded sessions are now posted to the CALLERLAB Youtube account. These have many interesting hours of listening.



CALLERLAB Mentoring Guidelines



- ▶ CALLERLAB Mentoring Guidelines booklet provides information for an experienced caller to mentor a new caller. This document is available through the Home Office.
- ▶ If a new caller has someone to assist as a mentor, we suggest the mentor request this booklet.



CALLERLAB's Annual Convention

Every year CALLERLAB presents an annual convention for callers and dance leaders to attend. There are always various educational interest sessions presented. This is a great convention and provides plenty of ideas for callers as well as dance leaders.





CALLERLAB Foundation Support



Scholarship Funds – to help with the costs of attending callers' schools

<http://www.callerlabfoundation.com/wp-content/uploads/2019/09/Scholarship-Grant-information-and-application-2019-09-01.pdf>

Equipment Grants

<http://www.callerlabfoundation.com/wp-content/uploads/2019/07/Youth-and-Newer-Caller-Equipment-Grant-Application.pdf>



Full time Home Office Staff to assist.



- ▶ CALLERLAB Home Office is available to assist with any questions a new caller may have regarding becoming a caller.
- ▶ They can also assist in helping to find a mentor. Call 785-783-3665 or email callerlab@aol.com. Teresa Berger is the Executive Director.



How Clubs and Dancers Can Help

Possible Ideas



- ▶ Club leaders need to understand that calling is more complex than it seems, and tell that fact to dancers in their clubs!
- ▶ Sponsor an “Amateur Caller Night” and encourage participation.
- ▶ If there is no local Callers Association, when clubs hire an out of town caller, they can have them present an “Introduction to Calling” workshop in addition to a dance.



How Clubs and Dancers Can Help

Possible Ideas



- Club(s) can help sponsor the cost of an “Introduction to Calling” workshop at a state convention or regional festival.
- ▶ Sponsor an “Upcoming Callers” dance with 2-4 callers on the program.
- ▶ If class dancers are struggling, a new caller can, with an experienced caller’s guidance, present an extra workshop at someone’s home.



How Clubs and Dancers Can Help

Understand that calling is more complex than it seems



- ▶ A club can provide a grant to help with start-up costs. These include equipment, music, licensing fees.
- ▶ Clubs can find time for a new caller to call a patter or singing call between tips or prior to the dance (depending on whether there are rounds scheduled). Callers need to call to live dancers.
- ▶ Dance leaders can provide feedback privately to the mentor of a new caller to help them develop their skills.



Keeping Existing Callers

► Communicate

- Help the caller to do their best job for you by telling them of a change in program or format in advance, not on dance night.
- Show appreciation - Applause is welcome.
- Let a caller know what the club budget is, so they can set a proper fee.
- Invite a caller as your guest to a club social event - even if someone else is scheduled to call or there is no dancing.
- Ask to help with carrying equipment - Set up a table.
- Make sure someone is there early so the caller can set up without feeling rushed.





Questions



Future Webinar Topics

- ▶ Oct. 9 USDA Insurance Program
- ▶ Additional dates and topics to be announced!



Thank You!