



Tennessee Association of Dance:

A Market Research Study

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The Business and Economic Research Center (BERC), in collaboration with the Tennessee Association of Dance (TAD), has conducted this market research survey to gain market insights from the dance professionals in Tennessee. The primary objective of this analysis is to support TAD to make data-driven decisions and manage organizational risks with greater accuracy. These survey findings will help TAD to enhance its services, improve its outreach, and ensure that it effectively meets the needs of its members and the broader dance community. Some of the key findings of the market research survey are:

- **Awareness and Engagement with TAD**
 - Nearly 75 percent of the survey participants are aware of TAD, revealing a strong market presence for TAD. However, there is potential for future market growth among the other 25 percent.
 - TAD has a strong membership connection; 42 percent of participants are connected with TAD through membership, and nearly 25 percent have attended summit events.
 - Current TAD website usage is modest, with 37 percent. TAD's website should include content related to employment, dance education, advocacy, and business resources to improve its market outreach and services.
- **Employment and Business Information Needs**
 - Over 81 percent of survey participants feel the need for a job board on the TAD website, while 72 percent look for Online networking opportunities.
 - Over 88 percent of respondents also need business information on dance organizations; Over 67 percent have also expressed the need for listings of medical clinics, physicians, and therapists who work with dancers.
- **Dance Education, Promotion and Advocacy**
 - Nearly 98 percent of respondents looked for information related to public dance events on the TAD website, while 46.5 percent showed interest in dance advocacy.
 - Over 86 percent of participants want TAD to be vital in promoting and advocating all dance forms.
 - Providing connections to resources for dance educators (77 percent) and networking opportunities (77 percent) is critical.
- **Demographic Data and Other Information**
 - Most respondents (92 percent) have been involved with dance for 15-20 years.
 - Nearly 61 percent of the TAD survey participants are from the Middle Tennessee region.

The market research findings indicate that TAD is familiar among the dance community in the region. TAD has greater scope to promote inclusivity, public engagement, professional development, and advocacy within the dance community.

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I. Introduction

1.1 Purpose of the Study

The Business and Economic Research Center (BERC) at Middle Tennessee State University, in collaboration with the Tennessee Association of Dance (TAD), has conducted this research to gain market insights from the dance professionals in Tennessee. The information will serve as a valuable resource for the Tennessee Association of Dance to enhance its services, improve its outreach, and ensure that it effectively meets the needs of its members and the broader dance community. The survey results will also provide a foundation for TAD to make data-driven decisions and manage organizational risks with greater accuracy.

1.2 Description of Procedures

The market research survey involves three significant research tasks- i. Designing the survey instrument; ii. Conducting the research survey of dance professionals and organizations following the market research survey best practices; and iii. Analyzing the TAD market survey data.

BERC used the Qualtrics survey designing tool for the TAD market survey to fit the research objectives best and ensure the study participants' ease of access. Following the research best practices, BERC obtained IRB approval from the Office of Research and Sponsored Program (ORSP) at Middle Tennessee State University (MTSU). BERC was initially provided with a contact list of 566 potential participants identified as dance professionals in Tennessee. The initial contact list was reviewed by the BERC research team and cleaned out following the study criteria, such as residency in Tennessee, participant age of 18 years or above, or operating or owning an open dance studio, etc. The cleaning process resulted in a focused pool of 289 eligible contacts as the representative of the TAD survey target group.

The survey was then sent out to the target group of 289 participants, followed by multiple email reminders within the 8-week survey period. BERC used a 5-digit unique survey code specific to each participant to maintain the confidentiality of the participants as well as data accuracy. Once the survey ended, the data were compiled, cleaned, and analyzed to develop market insights.

1.3 Methods

The TAD market research survey is designed to gain market insights into its services, outreach, and the interests and needs of the dance community. The survey questionnaire included various questions to gather information on the dance professionals' demographic and professional background, market feedback on TAD services, events, client satisfaction, needs, etc. Using the Qualtrics survey platform, BERC sent the survey invite to 289 prospective participants. The survey period was eight weeks. Once the data collection was completed, data cleaning was done, removing any identifying information. The findings are presented in this report using simple statistical graphs and tables to help TAD gather actionable market insights. This report is divided as follows: the introductory chapter discusses the purpose and general procedure of the study. Chapter II presents the findings on awareness and engagement with TAD. Chapter III discusses the employment and business resources needs of the survey participants relevant to TAD. Chapter IV discusses the findings on dance education, promotion, and advocacy, followed by demographic details and additional information shared by the respondents in Chapter V. The report ends with concluding remarks and recommendations based on the survey findings.

1.4 Response Rate and Data Collection

The survey was distributed to a total of 289 prospective participants identified. Of these, 43 individuals responded, with a response rate of 14.87%. While the response rate may appear modest, the feedback received is valuable, offering critical insights into the perceptions and needs of dance professionals from Tennessee. The findings presented in this report provide a foundation for understanding the present state of the dance industry in Tennessee and identifying areas where TAD can focus its efforts to provide more effective support and advocacy for its members.

II. Awareness and Engagement with TAD

2.1 Awareness of TAD

At the beginning of the survey, the participants were asked if they had heard of TAD to measure the level of awareness regarding the Tennessee Association of Dance among the respondents. This inquiry is essential for assessing the effectiveness of the organization's past promotional and outreach efforts and to develop prospective outreach campaigns. This helps TAD better understand its current market position and identify opportunities for future engagement. As indicated in the table below, most survey respondents, i.e., **74.4** percent, are aware of the Tennessee Association of Dance. Conversely, **25.6** percent of respondents reported not hearing of the Tennessee Association of Dance. This segment represents a potential growth area for the organization. Strategic initiatives to increase awareness among this group should include enhanced marketing campaigns, community engagement activities, and partnerships with other cultural organizations. By addressing this gap, TAD can further strengthen its market presence and expand its influence within the community.

Table 1

Have you heard of TAD? (Yes/ no)

Awareness of TAD	Response
Yes	74.40%
No	25.60%

2.2 Connection with TAD

To assess the various levels of engagement and involvement with TAD, the survey participants were asked how they were connected to TAD. By understanding how people connect with TAD, whether through Membership, participation in events, or other forms of involvement, TAD's current outreach and impact can be determined. Identifying the strengths in existing engagement strategies and highlighting areas where TAD can foster deeper connections and enhance participation is important. The responses were as follows:

As shown in the table below, a substantial portion of respondents (42 percent) have been directly involved with TAD. Leveraging current or past members and those familiar with TAD through festivals or summits (24.6 percent and 23.2 percent, respectively) effectively through communication and engagement can help TAD build stronger community ties, enrich relationships, and support organizational growth. The 18.6 percent of respondents who are aware of TAD but not involved, along

with the 16.3 percent who have heard of TAD and would like to get involved, represent a group with the potential for increased engagement.

Table 2

*How do you describe your connection with the Tennessee Association of Dance (TAD)?
(Select all that applies)*

TAD Connection	Response
A current or past member	42%
Attended Festivals	24.60%
Attended Summits	23.25%
Member of the Board of Directors	14.00%
Heard of TAD but have not participated in any event	18.60%
Heard of TAD and would like to get involved	16.30%

2.3 Usage of TAD Website

The survey also assessed respondents' usage of the Tennessee Association of Dance (TAD) website. Understanding how and why individuals engage with the website is essential for evaluating its effectiveness as a tool for communication, membership engagement, and service provision. The survey results indicate that 37.2 percent have used the TAD website, while a more significant proportion, 62.8 percent, have yet to access it. This suggests that while the website serves a role for a segment of the community, there is considerable potential to increase its usage for the broader community.

Table 3

Have you ever used the TAD website? (Yes/No)

Usage of TAD Website	Responses
Yes	37.20%
No	62.80%

Among those who have utilized the website, the most common reasons cited were membership sign-up (56.25 percent) and registering for TAD festivals or summits (50 percent). These findings underscore the website's importance as a membership and event management portal. Additionally, advocacy resources (50 percent) were also a key reason for visiting the site, highlighting its role as a resource for information and support within the dance community.

Table 4*What are your reasons for using the TAD website? (Select all that applies)*

Reasons for Using the Website	Responses
To register for the TAD Festival or Summits	50%
Membership sign-up	56.25%
To learn about the College Programs	18.75%
To learn about employment opportunities	6.25%
To learn about Summer Internships	12.50%
To find Advocacy Resources	50%
To donate to TAD	18.75%

The data suggests that while the TAD website is valued for specific functions, there is considerable opportunity to enhance its overall engagement. Targeted efforts to increase awareness on areas related to employment, internship, educational programs, and events on the website would improve the visibility among the visitors. Further, it could revamp the user experience, lead to higher usage rates, and better serve the needs of the TAD community.

2.4 Desired Website Information

To better understand the dance professionals' and community's needs and preferences, the survey asked respondents what information and resources they would like to see available on the Tennessee Association of Dance (TAD) website. The insights gathered from this question are essential for guiding future content development and enhancing the website's relevance and usefulness to its users.

Table 5

*What information and resources would you like to see on the TAD website?
(Select all that applies)*

Desired Website Information	Responses
Employment	69.77%
Resources and Business Information	83.72%
Dance Education, Promotion, and Advocacy	90.70%
TAD (Membership Information, Registration, Events, Etc.)	72.10%
Other	9.30%

The survey results reveal that the most desired content on the TAD website pertains to dance education, promotion, and advocacy, with 90.7 percent of respondents expressing interest in this information. This indicates a strong demand for resources supporting the dance community's

educational and advocacy efforts, highlighting the need for the TAD website to be a central hub for such information.

The second most requested content area was resources and business information, selected by 83.72 percent of respondents. This suggests that users seek practical, business-related resources to assist them in their professional development and operational needs within the dance industry.

Additionally, a significant portion of respondents, 72.10 percent, indicated a desire for more information related to TAD membership, registration, and events. This emphasizes the importance of having easily accessible and comprehensive details about the association's offerings, ensuring that current and prospective members can fully engage with TAD's activities.

Finally, 69.77% of respondents expressed interest in employment opportunities relevant to dance. This highlights a substantial need for job-related information within the dance community, indicating that the TAD website could serve as a valuable resource for connecting individuals with employment opportunities.

The findings suggest that the TAD website could significantly benefit from expanding its content to include a broader range of educational, business, and employment resources. By aligning the website's offerings with the expressed needs of its users, TAD can enhance its value proposition and better serve the dance community in Tennessee.

III. Employment and Business Information Needs

3.1 Employment Information Needs

Understanding the employment challenges the dance professionals face, the survey participants were asked to identify the specific types of employment-related information and resources they would like to see on the Tennessee Association of Dance (TAD) website. Understanding these preferences is vital for enhancing the website's functionality as a career development tool for the dance community.

Table 6

What employment-related information and resources would you like to see on the TAD website? (Select all that applies)

Employment Information Needs	Responses
Job Board	81.40%
Summer Internship	58.13%
Online Networking	72.10%
Other	4.65%

The survey results indicate a strong demand for a job board, with 81.4 percent of respondents expressing their need for such a feature. TAD's website could play a significant role in connecting individuals within the dance community to job opportunities, making it a valuable resource for career advancement.

Information on online networking opportunities was also highly requested, with 72.10 percent of respondents expressing a desire for this feature. This indicates a need for platforms facilitating professional connections and collaborations within the dance community. Additionally, 58.13 percent of respondents expressed interest in summer internship opportunities. This reflects a desire for opportunities that provide practical experience and help emerging professionals gain experience in the dance industry. The TAD website could serve as a critical resource for students and early-career professionals seeking to build their resumes and gain valuable experience by including a section dedicated to internships.

The findings suggest that the TAD website could greatly benefit from including employment-related resources such as a job board, online networking opportunities, and information on summer internships. By addressing these needs, TAD can enhance its support for the professional development of its community and solidify its role as a central resource for career advancement in the dance field.

3.2 Business Information Needs

The survey explored the types of business-related information and resources that respondents would like to see on the Tennessee Association of Dance (TAD) website. Survey respondents identified the following types of business information and resources they would like to see on the TAD website:

Table 7

*What business information and resources would you like to see on the TAD website?
(Select all that applies)*

Business Information Needs	Responses
Dance Studios and Resources	81.40%
Medical Clinics, Physicians, And Therapists	67.44%
Performance Venues	79.06%
Dance Organizations and Companies	88.42%
Marketplace	53.50%

The most requested business-related resource was a listing of dance organizations and companies in the state, with 88.4 percent of respondents expressing interest. This suggests that the dance community sees value in having a centralized directory of organizations, which could facilitate networking, collaboration, and professional opportunities within the industry. Most of the respondents (81.4 percent) also indicated a desire for a listing of dance studios and resources in the state. Such a directory could be vital for dancers, educators, and professionals seeking studio space or other dance-related services.

A listing of performance venues in the state was also highly requested, with 79 percent of respondents interested in this information. This resource could help performers and event organizers identify suitable venues for their activities, thus enhancing the visibility and accessibility of dance performances across Tennessee. Additionally, 67.44 percent of respondents expressed a need for listings of medical clinics, physicians, and therapists who work with dancers. This reflects a concern for health and wellness within the dance community, emphasizing the importance of providing access to specialized medical resources that cater to the unique needs of the dance community.

Finally, 53.5 percent of respondents showed interest in a marketplace for dance merchandise and used dance costumes. This feature could offer a platform for buying and selling dance-related items, supporting cost-saving efforts, and recycling valuable resources within the community.

The results indicate that the TAD website could significantly enhance its value by incorporating comprehensive directories of dance-related businesses, organizations, and resources. Additionally, a marketplace feature could further support the community's needs by facilitating the exchange of dance merchandise. TAD can better serve its members' professional and business needs by addressing these preferences.

IV. Dance Education, Promotion and Advocacy

4.1 Education and Promotional Resources

The Tennessee Association of Dance (TAD) survey sought to identify the types of dance education, promotion, and advocacy content their patrons and participants would like to see featured on the Tennessee Association of Dance (TAD) website. The survey respondents provided the following preferences for dance education, promotion, and advocacy content on the TAD website:

Table 8

What type of dance education, promotion, and advocacy would you like to see on the TAD website? (Select all that applies)

Education and Promotional Resources	Responses
Public Dance Events	97.74%
Dance Events for Professional and Young Dancers	83.72%
Southern Dance Heritage and Preservation	35.42%
Dance Advocacy	46.51%
Best Practices in Dance Education	74.42%
Other	9.30%

The overwhelming majority of respondents, 97.74 percent, wanted to promote dance events open to the public. This suggests a strong interest in increasing the visibility of public dance events and making them accessible to a broader audience. The TAD website could be crucial in publicizing these events and supporting the community's growth and appreciation of dance.

A significant number of respondents, i.e., 83.72 percent, also indicated an interest in dance event information for professional and young dancers. This highlights the need for targeted event promotion that caters to seasoned professionals and emerging talent. Detailed information about such events could foster professional development and engagement within the dance community. Information about the best practices in dance education was also highly wished, with 74.42 percent of respondents expressing interest. This indicates a demand for educational resources that can enhance the quality of dance instruction and learning. By featuring content on best practices, the TAD website can serve as a valuable resource for educators and students.

Regarding advocacy, 46.51 percent of respondents expressed a desire for a place to learn about dance advocacy, suggesting a moderate interest in understanding and engaging with advocacy efforts

that support the community. Providing resources and information on advocacy could empower individuals and organizations to take an active role in promoting the importance of dance in society. Finally, 35.42 percent of respondents expressed an interest in promoting Southern dance heritage and preservation. While this represents a smaller segment of the community, it highlights an important cultural aspect. By promoting Southern dance heritage, TAD can help preserve and celebrate the region's unique contributions to the art form.

The results indicate that the TAD website could greatly benefit from enhanced promotion of dance events, particularly those open to the public and relevant to professionals and young dancers. Additionally, there is an apparent demand for educational resources, advocacy information, and content focused on preserving Southern dance heritage. By addressing these areas, TAD can further solidify its role as a key resource for dance education, promotion, and advocacy in Tennessee.

4.2 Role of TAD

The survey also aimed to gather opinions on what TAD, as a dance organization, should prioritize as its role. By understanding these preferences, TAD can align its strategic goals and initiatives to better serve the needs and expectations of the dance community in Tennessee. As shown in the table below (Table 8), the survey results highlight several key roles that respondents believe TAD should prioritize.

Promoting and advocating for all dance forms was identified as the most crucial role, with 86.04 percent of respondents supporting this initiative. This emphasizes the community's desire for TAD to be an inclusive organization promoting diverse dance styles. Promoting dance events for the public was also a high priority, with 81.43 percent of respondents indicating that TAD should focus on making dance more accessible and visible to the broader public. This aligns with the community's interest in expanding the reach and impact of dance across the state. Providing connections to resources for dance educators (76.74 percent) and networking opportunities (76.74 percent) were similarly emphasized, indicating a strong need for TAD to facilitate professional development and collaboration within the dance community. These roles suggest that TAD should be a central hub for resources, networking, and professional growth.

Table 9

What role should TAD play as an organization? (Select all that apply)

Role of TAD	Responses
Promote and advocate all dance forms	86.04%
Promote dance events for the public in the state	81.43%
Provide networking opportunities	76.74%
Provide connections to resources for dance educators	76.74%
Organize annual dance summit for dance teachers	70.44%
Promote dance advocacy	67.44%
Promote collaboration among dance groups	67.44%
Provide information and resources for professional dancers	62.67%
Provide information and resources for young dancers	58.14%
Expand Membership to all forms of dance	55.81%
Provide connections to medical professionals who work with dancers	55.81%
Organize dance festivals for young dancers	51.23%
Help preserve Southern dance forms	30.23%
Sell dance-related merchandise	18.60%

The survey results highlight several key roles that respondents believe TAD should prioritize. Promoting and advocating for all dance forms was identified as the most crucial role, with 86.04 percent of respondents supporting this initiative. This emphasizes the community's desire for TAD to be an inclusive organization promoting diverse dance styles. Promoting dance events for the public was also a high priority, with 81.43 percent of respondents indicating that TAD should focus on making dance more accessible and visible to the broader public. This aligns with the community's interest in expanding the reach and impact of dance across the state. Providing connections to resources for dance educators (76.74 percent) and networking opportunities (76.74 percent) were also emphasized, indicating a strong need for TAD to facilitate professional development and collaboration within the dance community. These roles suggest that TAD should be a central hub for resources, networking, and professional growth.

Organizing annual dance summits for dance teachers (70.44 percent) and promoting dance advocacy (67.44 percent) were also important roles. These findings suggest that respondents value TAD's role in education and advocacy, recognizing the importance of continuous learning and the need to support dance-related causes. Promoting collaboration among dance groups (67.44 percent) and providing information and resources for professional dancers (62.67 percent) were also vital, highlighting

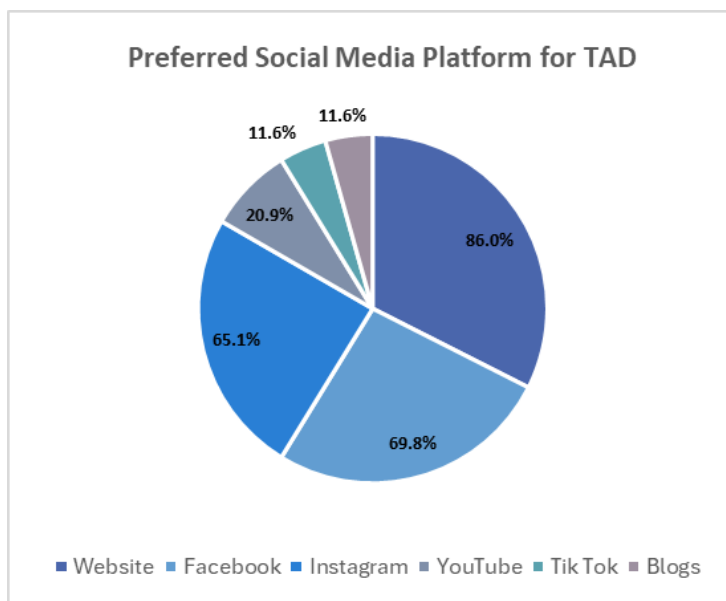
the community's desire for greater unity and support across various dance organizations and professional sectors. Additional roles such as providing information and resources for young dancers (58.14 percent), expanding Membership to all forms of dance (55.81 percent), and providing connections to medical professionals who work with dancers (55.81 percent) reflect the community's interest in TAD supporting the holistic development of dancers, from youth to professionals, and addressing health and wellness needs.

The survey results indicate that the Tennessee Association of Dance should prioritize roles that promote inclusivity, public engagement, professional development, and advocacy within the dance community. By focusing on these areas, TAD can strengthen its impact and continue to support the diverse needs of dancers, educators, and dance organizations across Tennessee.

4.3 Social Media Preferences

The survey included a question aimed at identifying the most effective social media platforms for the Tennessee Association of Dance (TAD) to utilize. Understanding which platforms the community prefers will help TAD enhance its digital presence and engage more effectively with its audience. Respondents indicated their preferences for social media platforms that would be most beneficial for TAD:

Which social media is best for TAD?



The survey results reveal that the most preferred platform for TAD is its website, with 86 percent of respondents highlighting its importance. This indicates that TAD’s website is seen as the central portal for information, resources, and engagement. Facebook is the second most favored platform, with 69.76 percent, followed by Instagram (65 percent). 21.3 percent of respondents selected YouTube, indicating some scope to share dance videos, performances, or other promotional material. The data suggests that the Tennessee Association of Dance should focus on its website, Facebook, and Instagram as primary social media platforms. While YouTube, TikTok, and blogs are less favored, they may still offer supplementary opportunities for content distribution and audience engagement. These channels are viewed as the most effective for reaching and engaging with the dance community.

4.4 Desired Social Media Content

Survey respondents have provided valuable insights into their preferences for content on TAD's social media channels. There is an intense desire (30.23 percent) for event promotion and information about upcoming activities within the state. Additionally, there is a notable demand (11.63 percent) for content focused on dance education and advocacy, followed by the promotion of dancers, dance studios (9.3 percent), and dance classes (9.3 percent) in the state. These insights highlight the importance of diverse content strategies catering to informational needs and community engagement, thereby maximizing TAD's social media impact within the dance community of Tennessee.

Table 10

What would you like to see in TAD Social Media posts?

Desired Social Media Content	Responses
Event Promotion	50.00%
Dance Classes, Dancers, Studio Information	32.14%
Dance Education, Advocacy	17.86%
Professional Opportunities	14.29%
Interactive and Fun Posts	10.71%
Networking Information	10.71%

V. Demographic Information and Additional Feedback

5.1 Demographic Information

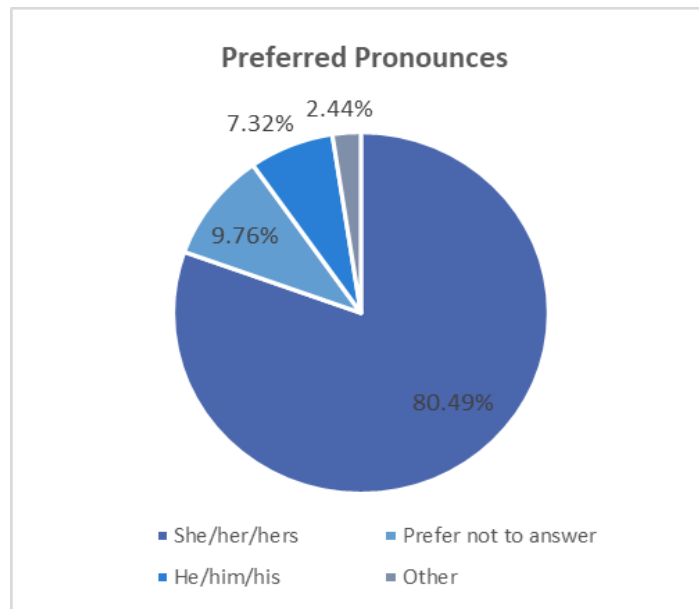
As the data indicates, almost 70 percent of the TAD survey participants are from Middle Tennessee, with 26.83 percent from East Tennessee and 12 percent from the West Tennessee region.

Table 11

What part of Tennessee do you belong to?

Belongs to East/Middle/West Tennessee	Responses
Middle Tennessee	60.98%
East Tennessee	26.83%
West Tennessee	12.20%

Most respondents (80.49 percent) prefer the pronouns She/her/hers, followed by a smaller group (9.76 percent) who choose not to answer. A few respondents (7.32 percent) preferred he/his/his, and one respondent (2.44 percent) specified another preference. This distribution indicates a predominantly female-identified group.



The survey data also indicates that most respondents (92.3 percent) have been dancing for 15-20 years, while 5.1 percent are within 0-5 years of experience. This indicates a high level of expertise and commitment. More than half of the respondents (54.2 percent) have performed as professional dancers for 15-20 years, which signals substantial professional experience.

Most respondents (81 percent) have attended dance events for 15-20 years. This consistent involvement in the dance community suggests that these individuals are likely well-informed about industry trends and developments. A significant portion of the respondents (69.2 percent) have been involved in dance education for 15-20 years. Most respondents (73.7 percent) have served the dance industry for 15-20 years. An overwhelming majority of respondents (76.2 percent) have been involved with dance organizations for 15-20 years. Most respondents (62.5 percent) have been TAD members for 0-5 years, indicating a relatively recent engagement with the organization. Most respondents (75 percent) have also served TAD in some capacity for 0-5 years.

Table 12

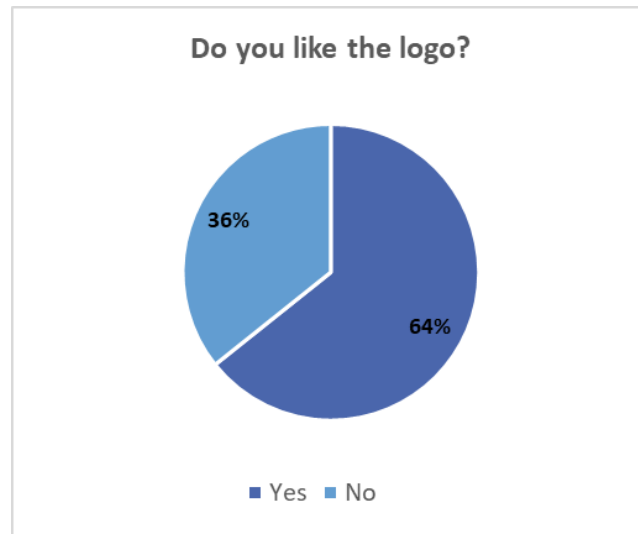
Demographic Details	0-5 yrs.	5-10 yrs..	10-15 yrs.	15-20 yrs.
Dancing for Years	5%	-	2.5%	92%
Performing as a Professional Dancer	25%	12.5%	8.3%	54%
Attending Dance Events	9.5%	2.4%	7.1%	81%
Involved In Dance Education	10%	5%	15%	70%
Serving the Dance Industry	5.3%	10.5%	10.5%	73.7%
Involved with Dance Organizations	9.5%	2.3%	12%	76.2%
Been a TAD Member	62.5%	25%	4.2%	28.3%
Served TAD in some capacity	75%	25%	-	-

5.2 Interest in Serving on the TAD Board

While a smaller portion of respondents (28.6 percent) expressed interest in serving on the Tennessee Association of Dance (TAD) Board of Directors, the majority (71.4 percent) did not.

5.3 Feedback on TAD Branding

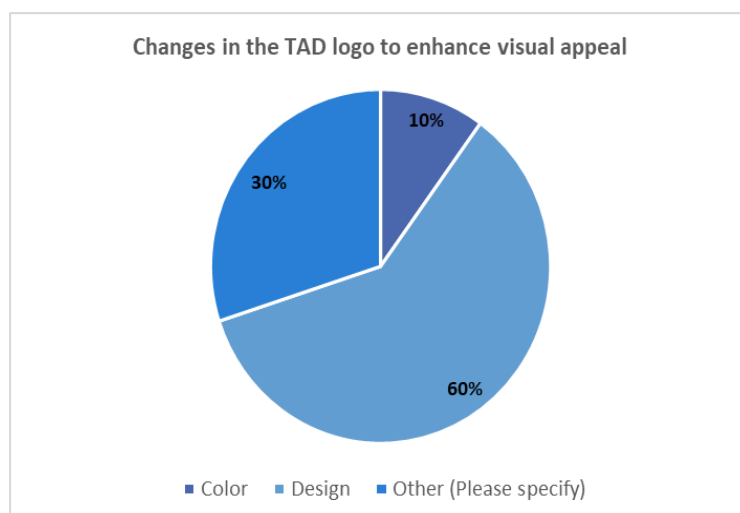
The results indicate a mixed perception of the current TAD logo among respondents. The majority (64.3 percent) of respondents found the logo visually appealing and representative of all dance forms.



Survey participants were also asked what changes they would make to the TAD logo to enhance its visual appeal. Participants provided specific suggestions for changes in the logo.

- **The logo is appealing but needs to represent all dance styles:** Respondents noted that the logo is appealing but does not represent hip-hop, West African, or other dance styles. It needs to be more inclusive of different dance forms.
- **Lack of energy and color:** Survey responses also point out that the logo needs to be redesigned to bring vitality and color.

Most suggestions focused on design changes, indicating room for improvement in the logo's design elements. Specific feedback included the need for a broader representation of different dance styles and a more colorful, energized appearance.



5.4 Additional Comments

The TAD survey data shows that most survey respondents (42 percent) are current or past members, while 25.6 percent have participated in the festival for Young Dancers, and 23.25 percent have participated in summits for dance teachers. Leadership involvement is noted by 14% having served on the Board of Directors. Additionally, 18.6 percent have heard of TAD but have yet to participate, and 16.3 percent want to get involved. This indicates strong engagement and awareness, with opportunities for TAD to increase active participation through targeted outreach.

Table 13

How do you describe your connection with the Tennessee Association of Dance (TAD)?

Connection with TAD	Responses
A current or past Member	41.86%
Attended the Festival for Young Dancers	25.58%
Attended Dance Summits	23.26%
Heard of TAD but haven't participated in any event	18.60%
Heard of TAD and would like to get involved	16.28%
A member of the Board of Directors	13.95%

The survey findings indicate that the respondents value TAD to play a multifunctional role within the dance community of Tennessee. Organizing public dance events (81.4 percent) is seen as crucial in promoting cultural engagement and accessibility to dance across the state. Similarly, the participants strongly endorsed (70 percent) organizing annual dance summits for teachers, emphasizing the importance placed on professional development within the dance education sector. Additionally, the high support for promoting and advocating all dance forms (86 percent) reflects a strong community desire for inclusivity and recognition of diverse dance styles. Networking opportunities (76.7 percent) and resources for both young dancers (58 percent) and professional dancers (62 percent) are also priorities, indicating a broad mandate for TAD to provide educational and career pathways across different age groups and skill levels.

Table 14*What role should TAD play as an organization?*

TAD's Role as a Dance Organization	Responses
Promote and Advocate all Dance forms	86.05%
Promote Dance Events in the State	81.40%
Provide Networking Opportunities	76.74%
Provide Connections to Resources for Dance Educators	76.74%
Organize Annual Dance Summit for Dance Teachers	69.77%
Promote Dance Advocacy	67.44%
Promote Collaboration among Dance Groups	67.44%
Provide Information and Resources for Professional Dancers	62.79%
Provide Information and Resources for Young Dancers	58.14%
Expand Membership to all forms of Dance	55.81%
Provide Connections to Medical Professionals	55.81%
Organize Dance Festivals for Young Dancers	51.16%
Help Preserve Southern Dance Forms	30.23%
Sell Dance Merchandise	18.60%
Other	6.98%

An open-ended question was asked to gain insights into how the survey participants would assess the value of TAD. The findings highlight two primary factors that would enhance TAD's value within the dance community of Tennessee. Support for dance educators emerges as a significant priority, with 31 percent of respondents expressing a strong desire. It is followed by networking and community-building activities, as 25 percent of respondents emphasized the importance of TAD as fostering connections and collaboration among dancers and dance educators. Furthermore, survey participants value TAD for supporting young dancers, providing resources for dance education (12.5 percent), and providing workshops and dance classes (12.5 percent).

These findings suggest that while broad community engagement is essential, targeted support for professional development and career advancement among educators and young dancers is crucial for TAD's overall impact within Tennessee's dance community.

Table 15

What Makes TAD Valuable	Responses
Support for Dance Educators	31.25%
Networking and Community	25.00%
Resources for Dance Education	12.50%
Support for Young Dancers	12.50%
Workshops and Classes	12.50%
Dance Program for Professional Dancers	12.50%
Festival and Summits	6.25%
Embracing Different Dance Forms	6.25%
Support for Graduates	3.13%
Sponsors	3.13%
Summer Programs	3.13%
Reasonable fees	3.13%

TAD survey findings also indicate several critical challenges in accessing essential dance-related resources within Tennessee. 27.59 percent of respondents indicated that finding employment opportunities and professional support is the most significant challenge for dance professionals in Tennessee. This indicates a clear need for TAD to facilitate career pathways, networking, and ongoing support mechanisms for dancers. Additionally, concerns around the availability of qualified dance educators (27.59 percent) and access to college and university dance programs (20.69 percent) highlight gaps in educational resources within the state. Addressing these challenges could significantly enhance TAD's role in bridging resource gaps and supporting the growth and sustainability of Tennessee's dance community.

Table 16

Scare Resources for Dance Community in Tennessee	Responses
Employment and Professional Support	27.59%
Dance Educators	27.59%
Dance Studios	20.69%
Networking	20.69%
College and University Dance Programs	20.69%
Funding, Sponsors, and Scholarships	13.79%
Dance Events	10.34%
Dance Floors	6.90%
Non-Professional Classes	6.90%
Customers	3.45%
Professional Learning Opportunities	3.45%

VI. Conclusion

This report presents the findings of the Tennessee Association of Dance (TAD) market research survey and its role within the Tennessee dance community. The study aims to develop market insights for the Tennessee Association of Dance (TAD). The market research survey instrument was specifically designed to gather detailed information from the dance community in Tennessee. The survey findings were analyzed and presented in detail in Chapter II – Awareness and Engagement with TAD; Chapter III- Employment and Business Resources; Chapter IV, Dance Education and Promotion and Advocacy. The demographic information and additional information are also presented in Chapter V.

The results indicate a strong awareness of TAD among respondents, with **74.4 percent familiar with the organization**. However, there remains an opportunity for growth, particularly the 25.6 percent who are not yet aware of TAD. The data suggests that enhancing marketing efforts and increasing community engagement could significantly expand TAD's reach.

Respondents expressed a clear demand for employment resources, with **81 percent indicating a desire for a job board** and **72 percent seeking online networking opportunities**. There is also a notable demand for educational content, with **74 percent of respondents interested in dance education**, promotion, and advocacy information (46 percent) on the TAD website. Furthermore, the community shows a strong preference for the promotion of public dance events and resources for both professional and aspiring young dancers.

The demographic data highlights that most respondents have extensive experience in the dance industry. However, many have been involved with TAD for a shorter duration, indicating recent organizational engagement.

Overall, the survey results underscore TAD's vital role in promoting inclusivity, public engagement, professional development, and advocacy within the dance community. By addressing these areas, TAD can continue to support the diverse needs of dancers, educators, and organizations across Tennessee, ensuring its role as a central resource in the dance community.