

2016 Playbook

5 Units Strong

Buckeye Bop Club

Introduction by Steve Powell

2016 Playbook Approved by the Board on January 28, 2016

Our 2015 emphasis was to focus on doing all we could to improve the Tuesday night dance. Notable was the 5th Tuesday party featuring Oldies & Hors d'oeuvres and the introduction of the Food Committee.

My various jobs include: moderating board meetings, photography, video, desktop website, mobile website, board website, newsletter and other emails, Facebook, articles, rack card, scheduling instructors, and anything else not assigned to others. I do each of these to the best of my ability. I work on club business almost every day and don't feel I can take on more unless changes are made.

For 2016 I propose we have more delegation, clarity of purpose, principles, clear unit objectives, and some light reporting to allow the club to move forward.

We are a non-profit and not a sports team; we are not competing against anyone. What does success mean in this context? It means...

Clarity of Purpose + Principles + Unit Objectives = 5 Units Strong

Units

Marketing/Communications
Instructor
DJ
Food
Dance Angels

Our 2016 Playbook is based on material and ideas in these two books. Don Caudy and Rhonda Tyree have also read both books and assisted by reviewing and making suggestions on the 2016 Playbook.

Above the Line by Urban Meyer

The Advantage by Patrick Lencioni

Clarity of Purpose

None of the following 6 points can be addressed in isolation; they must be considered together.

Why do we exist? (must be idealistic)

To provide our members a consistently great experience by performing with excellence in all units.

How do we behave?

We offer a safe and comfortable place to dance for all levels of ability and you don't need a partner. We have no cliques.

What do we do?

We hold a weekly lesson & dance plus special events throughout the year.

How will we succeed?

Clarity of Purpose + Principles + Unit Objectives = 5 Units Strong

What is most important right now?

Playbook approved by board
Unit leaders approve unit objectives
Unit leaders roll out the playbook to the unit members

Who must do what?

President and Board- Decision makers, approve the 2016 Playbook, and review reports.

Unit Leaders- Execution. Approve and consistently apply objectives. Report select objectives results.

Principles

From Urban Meyer

Above the Line

Winning behavior is intentional, on purpose, and skillful. It is “above the line”. It is easier to be impulsive, on autopilot, and resistant- below the line. Staying above the line is the foundation for success in anything one does.

Intentional, on Purpose, Skillful

Above the Line

Below the Line

Impulsive, on Autopilot, Resistant

BCD

It is easy to spot blow the line behavior because their first reaction is “**BCD**”

Blame others

Complain about circumstances

Defend themselves

BCD has never solved a problem, achieved a goal, or improved a situation.

Event + **R**esponse = **O**utcome

Success is not determined by the situations you experience (events), but by how you manage the “**R**”. Important **R** factor disciplines: press Pause; Get your mind right; step up; adjust and adapt; make a difference; build skill. It is important to pause, even if for a fraction of a second to think about how to react.

10 - 80 - 10

Every group has three groups:

The top 10 percent- disciplined, driven, self-motivated, want to be great, and work relentlessly.

The 80 percent- the majority- those who do a good job and are relatively reliable.

The bottom 10 percent- disinterested and defiant.

The key to success is moving as many of the 80 percent to the top 10 percent as you can. Don't waste valuable time on the bottom 10 percent.

From Steve Powell

Risk of Standing Still

Doing nothing is a higher risk than doing something even if it doesn't work. - Steve Powell

You are either growing or dying. - Don Caudy

Risk and opportunity go hand in hand. - Tom Sosnoff

In every area of life there is an expectation of risk and real risk. The expectation is always overestimated due to fear. - Tom Sosnoff

Accountability

Actions that get recorded improve. Actions that get recorded and reported improve even more.

Qualify Talent

Talent without good behavior in character and reliability doesn't cut it.

Objectives

Our objectives are to be looked at in context. We are not a single-dance club, a social dance weekend, or a ballroom. We are the Buckeye Bop Club with our own unique needs and context.

In the objectives we are trying to answer two questions: what is best for the club and what is best for our dancers?

The Objectives are a combination of these items:

- What we already do well.

- What we would like to do better

- What we think represents best practices within our context.

Who gets what objectives?

- Unit Leaders get complete 2016 Playbook with objectives for all units.

- Unit Members get the 2016 Playbook with the objectives for their unit.

Marketing/Communications Unit

Revised 3/10/1026

Unit- Steve Powell

Desktop website, mobile website, board website, newsletter and other emails, Facebook, photography, video, rack cards, articles and anything else.

Objectives-

Maintain a high standard including timeliness on the above items.

Add Hustle video for website. (report to board)

Achieve and maintain a minimum of 80% of members on Name That Face. (report to board)

Update rack cards. (report report to board)

Mobile App for iOS and Andriod. (report to board)

Present Analytics:

Desktop	64%
Smartphone	24%
Tablet	12%

Put together pictures to be played on Emerald TV during our dance. (report to board)

Instructor Unit
revised 12/17/2016

Unit Leader- Steve Powell

Unit- Kristie Waltz, Michael Thompson, Ryan Dobbins, Stevie Bliss

Objectives-

Break down routine for month into smaller chunks.

During the evening about 3 patterns and 20 reps.

On second and subsequent weeks repeat patterns and add.

We would like to standardize rotation during the lesson. Rotate partners with women rotating line of dance every 2 to 3 repetitions.

Keep comments not specific to the dance to a minimum.

End lesson at 7:55 to allow members to video what was taught.

For West Coast and Hustle discuss the direction of slot the first and third week.

For the traveling dances: 2 Step, Foxtrot and Waltz discuss fast and slow lanes and operating from a box step in the middle the first and third week. Discuss the width of the slot and floorcraft.

DJ Unit

Approved by the Board January 28, 2016
5th Unit revision April 12, 2016

These objectives are meant to provide the best experience for our dancers.

As stated earlier, the objectives are a combination of what we already do well, what we would like to do better, and what we think represents best practices within the context of our club.

The club is fortunate to have a team of DeeJays who are long-time members of the club and who individually have many years of experience playing for BBC dancers as well as other dance clubs and dance venues. We would like to preserve and maintain this commitment and level of expertise as it contributes significantly to the success of the Buckeye Bop Club.

Leader- Donna Conley

Unit- Donna Conley, Jonathan Harada, Jim Stewart, and Clark Hausler (backup)

Objectives-

Goal: Maintain consistent dancer satisfaction by providing a weekly dance experience that includes:

1. A mix of music that reflects the dance styles regularly taught at the Club and meets the club standards stated below:

- 2 each of the Minor Dances (Hustle, Cha Cha, Night Club 2 Step, Foxtrot, Waltz and 2 Step)
- an equal number of the Major Dances (East Coast Swing and West Coast Swing)
- The first song after the lesson is to be the same as the lesson plus at least one other during the evening
- Other than after the lesson, the same dance should not be played twice in a row

2. Music selections that are of appropriate length

3. Music selections that correspond to the skill level of the dancers, e.g., songs have a clear beat and rhythm that dancers can identify as west coast swing, east coast swing, cha cha, etc.

4. Songs that have been adequately edited or cued to remove long intros and outros when appropriate

5. A weekly playlist that includes an appropriate balance of selections that are familiar to the dancers as well as new music

9:00 Special

Starting in April, the Renegade mixer will be added to the 9:00 Special rotation. It will be taught the week before.

- Week 1 Renegade Mixer
- Week 2 Waltz Mixer
- Week 3 Cowboy Cha Cha
- Week 4 Foxtrot Mixer

Guidance for Tempo Ranges desired for the BBC (beats per minute)

- West Coast 90-120 by Donna Conley
- East Coast 115-150 by Donna Conley
- Hustle 98-105 by Donna Conley
- Night Club 2 Step 58-75 by Donna Conley
- Cha Cha 116-124 by Donna Conley
- 2 Step 174-188 by Tom Parks
- Foxtrot 112-120 by Donna Conley
- Waltz 87-108 by Michael Thompson

REPORTING

The ultimate tool for measuring the success of the objectives is dancer feedback. With input from the DJ team, the board will develop a brief satisfaction survey to be distributed to dancers on a periodic but regular basis. The results will be compiled and shared with all DeeJays and others as the Board determines.

Additionally, in the event a board member receives a complaint from a dancer, the board member will suggest that the dancer accompany the board member to immediately discuss the concern with the DJ. If the dancer does not wish to speak to the DJ, the board member shall convey the concern to the DJ that same night.

Food Unit
revised 3/10/2016

Leader- Tammy Caudy

Unit- Tammy Caudy, Fran James, Sheree Green

5th Tuesday Party (Oldies & Hors d'oeuvres)

Objectives-

Select food within Tammy's food categories.

Recruit people to bring specific items for each category within a budget.

Meet and review how the most recent one went in terms of quality, quantity and budget, and start planning the next 5th Tuesday.

Rotate coordinators

Use table for planning and reporting to board.

5th Tuesday BBC Party Plans

Date:

Event coordinator—

Number in attendance _____

Menu Item	Person Responsible	Suggested Cost Allowance	Actual cost	Notes to help w/ planning	Notes After Event
Fruit Tray Standard Item					
Fresh Veggie w/dip Standard Item				People don't seem to like broccoli	
Cheese Tray w/crackers				Precut cheese easier to serve than cheese balls. Keep crackers in separate container	
Costco Cake and/or Dessert items					

Disposable items: Forks, toothpicks, plates, small and larger, napkins—Supplied by Tammy Caudy for each event.

Dance Angels Unit

Approved by Board January 28, 2016
1st Revision April 4, 2016

Unit Leader- Brian Wagener

Unit-

Week 1 & 3

Don Caudy	Tammy Caudy
Mike Dugger	Candice Fisher
Brian Smith	Fran James
Brian Wagener	Diane Millikan

Week 2 & 4

Brad Bradford	Jana Bradford
Joel Hatch	Lisa Gishner
Gary Parlette	Elizabeth Tuttle

The Need-

We have a large number of new members and get as many as 16 visitors in an evening. While we have a number of dancers who already do good job of dancing with a number of partners during the evening, we believe we need to be more intentional to cover the need.

Objectives-

We would like half of the male and female dance angles in action every Tuesday.

Brian will work up a schedule by quarter.

Dance cards will have two categories:

Category 1: Visitors and other people you don't recognize

Category 2: People who are sitting and not dancing much

Angels will write the first name of the people they dance with on their dance card.

Goal for each angel-

Category 1: 4 people

Category 2: 3 people

We shoot for 30 to 40 songs per evening so 7 is a low percentage. You can always do more if you want.

Lady angels can keep their dance card on their table if they lack a pocket.

Angels are to stick their dance card in a container designed by Brian before leaving.

Brian will put together the report for the board.

Dance Card, First Names

Angel _____

Visitor & Don't Know

1 _____

2 _____

3 _____

4 _____

Sitting

1 _____

2 _____

3 _____

Dance Card, First Names

Angel _____

Visitor & Don't Know

1 _____

2 _____

3 _____

4 _____

Sitting

1 _____

2 _____

3 _____

Dance Card, First Names

Angel _____

Visitor & Don't Know

1 _____

2 _____

3 _____

4 _____

Sitting

1 _____

2 _____

3 _____

Dance Card, First Names

Angel _____

Visitor & Don't Know

1 _____

2 _____

3 _____

4 _____

Sitting

1 _____

2 _____

3 _____

Dance Card, First Names

Angel _____

Visitor & Don't Know

1 _____

2 _____

3 _____

4 _____

Sitting

1 _____

2 _____

3 _____

Dance Card, First Names

Angel _____

Visitor & Don't Know

1 _____

2 _____

3 _____

4 _____

Sitting

1 _____

2 _____

3 _____

Dance Angels Unit
Monthly Report
revised 4/12/2016

Month _____

Date	# of Angels	Category 1 New & Don't Know	Category 2 Sitting

Goals-

Week 1 & 3

8 Dance Angels
32 Total Category 1
24 Total Category 2

Week 2 & 4

6 Dance Angels
24 Total Category 1
18 Total Category 2

Change Log

Marketing/Communications Unit

3/10/16

Emerald has a wall mounted TV and Jeff is willing to have us have a folder of pictures from the club that could be played during our dance. The board likes the idea. Need more pictures first.

Instructor Unit

2/17/16

Kristie suggested the followers rotate line of dance instead of the leaders. This is because leaders often use their surroundings to get their bearings and rotating changes those bearings.

DJ Unit

2/7/16 Revision 1

Added reading the floor

Replace Music Library with Playlist

2/10 Revision 2

Deleted Reading Floor

Deleted Playlist

Revised Number of Dances

2/17/16 Revision 3

Revised Number of Dances

Revised Mix of Dances

3/18 Revision 4

Deleted Number of Dances

Deleted Songs with Multiple Dances

Added Balance of Familiar and New

Added Fortunate paragraph

Replaced reporting to board on Number of Songs and Dance Mix with Dancer verbal feedback and a formal survey

Added Complaints to DJs

Changed 2 songs after the lesson to 1

4/12 Revision 5

Added Jim Stewart

Food Unit

3/10/16

Tammy suggested using a table to report rather than minutes like we have used in the past. She put together a table that can be used for both planning and reporting.

Dance Angel Unit

4/4/16

Divided Angels into week 1&3 and week 2&4

4/12/16

Added goals to the report