

CONTACT

Julia Kelly | (401) 835-0126
jcommresearch@dancenyc.org
PRESS RELEASE

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DANCE/NYC'S JUNIOR COMMITTEE LAUNCHES DANCE WORKFORCE CENSUS

New York, NY – On May 4, 2011 the **Dance/NYC Junior Committee** launches its first field-wide research initiative: a “Dance Workforce Census: Earnings Among Individuals, Ages 21-35.”

“This study is an effort to show how dance ‘works’—demystifying the hurdles and contributions of dance workers ages 21-35,” says Lane Harwell, Director of **Dance/NYC**, who fits the demographic profile. “The Dance/NYC Junior Committee is taking an important step to increasing public awareness about our livelihoods and to guiding our policymakers and funders in strengthening the future of dance.”

“We’re acutely aware of the need for a strong and informed workforce, and of the difficulties facing this segment of the workforce,” says Junior Committee Chair Irfana Jetha. “Our hope is that this research will generate proactive dialogue among the communities and individuals that participate and that the results will serve as a tool for informed decision-making, on the part of our peers and their employers, and all advocates for dance.”

This **Dance Workforce Census** is a short, anonymous survey of workers in dance, ages 21 to 35, to aggregate data on compensation—in dollars or other benefits—for work and contributions to the dance field. The primary goal of this survey is to quantify the role this demographic plays in the New York dance economy, and the wider economy, by making transparent the wide variety of ways in which its individuals earn a living. The survey arrives in the inboxes of over 18,000 participants in the New York dance community and can be accessed at **dancenyc.org/becounted** beginning Wednesday, May 4. Responses will be accepted over the course of a 3-week campaign ending Friday, May 27.

“Our peers are hungry for this kind of research and advocacy. Traditional research methods rarely capture the realities of the financial lives of freelancers, the self-employed, or the smaller organizations,” says Julia Kelly, External Affairs Manager for the initiative.

This initiative is made possible by the volunteer efforts of the 19 members of the Dance/NYC Junior Committee, in partnership with the **Bloustein Center for Survey Research** (BCSR) at Rutgers University’s Edward J. Bloustein School of Planning and Public Policy, and under the advisement of **Dance/NYC** and **Dance/USA**. The first priority of this initiative is the safeguarding of participants’ privacy.

Leaders of New York City dance training centers, performing companies and organizations, presenters, professional associations and service organizations across the five boroughs continue to provide generous assistance in disseminating information about the census.

With limited resources and volunteer capacity, the Junior Committee has designed this research to focus intently on one demographic—the Committee’s relative peer group. Recognizing this demographic is one part of a greater whole, the Committee will work to use research findings to make a case for, and craft effective methods for, future research that may encompass the entire New York City dance workforce, and looks forward to community conversations to this end.

For more information about this initiative, please visit **dancenyc.org** and the Junior Committee’s blog at **dancenyc.org/juniorcommittee**.

(Cont’d.)

Since 2007, **Dance/NYC's Junior Committee**, formerly known as the Youth Advisory Committee, has served as Dance/NYC's liaison with the demographic of emerging professionals aged 19-30. It is presently comprised of 19 of New York City's young leaders in the dance sector, working as artists, educators and administrators. The Junior Committee aims to strengthen and unite the dance community, serve as a catalyst for innovation and invention in the work of young professionals, and re-energize this peer group in a challenging field. Applications to join are accepted annually. To learn more, visit dancenyc.org/juniorcommittee.

The **Bloustein Center for Survey Research (BCSR)** at Rutgers University's Edward J. Bloustein School of Planning and Public Policy provides high quality, non-partisan, objective research services to government, academia, the private sector, and non-profit organizations, and is providing these services pro bono to the Dance/NYC Junior Committee.

Dance/NYC is a satellite of the national arts service organization **Dance/USA**. Its mission is to sustain and advance the professional dance field in New York City—serving as the voice, guide and infrastructure architect for all local dance artists and managers. The organization achieves this mission through three core program areas: advocacy and research, audience engagement and professional development. As a convener, Dance/NYC aims to connect and educate its constituency—strengthening the collective voice for dance. Visit www.dancenyc.org to learn more about our programs.

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