

West End Academy of Dance



Parent/Student Handbook

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1/ Introduction

It's our absolute pleasure to warmly welcome you into our family at West End Academy of Dance. Our team is thrilled to see many familiar faces return to the studio and excited to see some new faces join our community. We have created this one-stop handbook to hopefully shed some light on how things will run throughout the year as well as answer a lot of questions you may have before the year begins. While we would love you to take the time to read this information carefully and keep your handbook in a safe place to refer to as you need, don't forget that our friendly office staff are always here to help and will happily answer any questions you may have. Nothing is too big or too small, we promise! ☺

QUICK REFERENCE STUDIO INFORMATION

Address: 10620-C Patterson Ave.

Henrico, VA. 23238

Phone Number: (804)740-0842

Email: info@westendacademy.com

Website: www.westendacademy.com

Hank Bamberger, Artistic Director/Owner

Julia Mitchell, School Director

Babette Merrill, Studio Manager

Lily Mochary, Office Administrator

2 /Mission

“Where there is a desire to dance, there is an opportunity to learn.”

To start us off, it's important to us at West End Academy of Dance that all members of our team share our vision, our purpose and the philosophy that encompasses everything we do both in and outside of our classes. This is a vision that is shared and demonstrated by the directors, teachers and staff members at our studio and it is the driving force behind every interaction with our students and their families.

WEADance is a place where all kids learn to dance and perform. This is a studio where creativity, individuality and self-expression is encouraged and has a community of teachers, students, and families who are passionate about performing arts. Our goal is to create a positive and happy experience for all of our students. We strive to nurture and develop talent and inspire a love and appreciation of all styles of dance and the arts. We are committed to providing a safe and positive environment in which all students can feel comfortable and free to express themselves.

3/ Registration

Before lacing up those jazz shoes, it's important that all students and/or parents – whether returning or new - complete their registration on Dance Studio Pro, so we can ensure we have the most up-to-date contact details for you. This information includes your registration form, media release form (so we can show off photos and videos of our amazing dancers in and around the studios), and your medical form.

You may register online (www.westendacademy.com) or in person.

Our annual registration fee is \$35 per family. At least a monthly tuition payment must be paid in full by September 12, 2016. Make sure you get your payment in via Credit Card, Cash or Check (made payable to WEAD) as failure to do so may result in losing your place in the class.

We encourage all of our students and families to try a variety of dance styles and we are more than happy to accommodate trial classes for students who are wanting to try something a bit different. Please contact the office if you would like to try a new class and we will fit you in for a trial (provided the class has not reached capacity).

4/ Communication

Office Hours:

Monday - Thursday: 3:30 pm - 8:00 pm

Friday: 3:30 pm - 7:00 pm

Saturday: 9:30 am - 2:00 pm

For convenience, our primary means of communication is via email. You will receive important information via email, so please ensure you have provided the studio with an up-to-date email address that is regularly checked.

Communication is a priority of ours and we promise that no call or email will go unanswered. To keep communication clear and open, please ensure you check and answer your emails, messages and phone calls from us.

Inclement Weather/ School Closings Policy

We do **not** follow Henrico County holiday and weather closings. In the case of inclement weather, please check our website, Facebook or call the studio. Please see our annual calendar at www.westendacademy.com for scheduled holidays and WEADance closings.

We always display important information, dates and studio details on the TV monitor in the lobby area so please check the newsfeed when dropping off and picking up in case there is anything you may have missed. We are always happy to chat in more detail about communications you may receive from the studio, so if you need any clarification please don't hesitate to call us at 804-740-0842.

5/ Important Dates

Below we have listed some of our most important “Save the Dates” with more information to be communicated as we get closer to the events. If you know ahead of time that your family will be unable to attend these events due to planned holidays or existing commitments, please let reception know at your earliest convenience.

Date	Event	Description
9/12	Classes Begin	First day of classes!!
10/23	Kennedy Center	Our very own, Rachel Seeholzer will be performing with the Suzanne Farrell Ballet in D.C. We will have a bus to go see her. Everyone is welcome! More details to come.
10/24 - 10/29	Dress Up Week	Faculty, Staff, and students wear their favorite costume to class.
11/21	Recital Auditions	Details and times TBA
11/21 - 11/26	Thanksgiving Break	No Classes. Gobble Gobble.
12/10	ADD/DROP Classes	Last day to add/drop or change students schedule.
12/19 - 1/1/2017	Winter Break	Closed for 2 weeks. Tis the season.
1/2/2017	Classes Resume	Second Semester begins. Hooray!
1/9 - 1/14	Parent Visitation	Come see what your dancer has been learning! Chairs will be set up for parents and family members to watch class.
3/6 - 3/11	Spring Break 1	Closed (Private School Spring Break) Go have some fun in the sun!
3/25	VDF	Virginia Dance Festival Ensemble performs @2:00pm. James River HS
4/3 - 4/8	Spirit Week	Each day will have themes for our annual spirit week. More details TBA
4/10 - 4/15	Spring Break 2	Closed (Henrico County Spring Break) Go have some fun in the sun!

5/1 - 5/6	Bring a Friend to Class Week	Students may bring a friend to class for free! This is a fun week for all.
5/15 - 5/20	Picture Week	Strike a pose! Classes will have a scheduled photo shoot for class and single pictures. Schedule TBA
5/22 - 5/27	Last Week of Classes	Last week of regularly scheduled classes.
5/30 - 6/2	Put-Together Rehearsals	Rehearsals will be held at the studio to put the show in order. Times and Dates TBA
June 5, 6, 7	Dress Rehearsals	"Through the Looking Glass" Dress Rehearsals @ Deep Run HS 4pm - 9:00pm
June 8	Rest Day	Day to Rest, studio Closed
June 9, 10, 11	Performance	It's showtime! "Through the Looking Glass" @ Deep Run HS

6/ Code of Conduct

To ensure the smooth, safe running of WEAD and an enjoyable experience by all, below you will find our code of conduct. As always we are open to feedback, so if any of the requirements outlined below are unclear or concerning, please give us a call to discuss further. Following a formal meeting, we do reserve the right to dismiss or take disciplinary action on any students or parents who breach our studio's code of conduct.

Families who do not comply with their fee or costume payment obligations may be charged a late fee, and/or excluded from performances. Costume expenses are the responsibility of the parent, and costumes will not be issued to students with unpaid class fees.

No classes or teachers are to be disturbed unless it is an emergency. Parents are not to approach teachers or students during class and if messages or food/drink/medication needs to be passed on to a student, it must be done through a WEAD staff member. All parents must wait in the waiting areas or outside of the studios until classes have been dismissed. Parents are welcome to leave the studio and return for pickup at the end of class time.

We are unable to take responsibility for our students before or after their scheduled classes and it is the responsibility of the parent to ensure their child is picked up and dropped off on time. Early arrivers to class are encouraged to wait quietly for class to begin. Teachers will provide pre-class instructions. **No outdoor playtime is allowed in the studios EVER!** In the case of an emergency or unavoidable delay, please contact the studio immediately to inform us of the situation so we can keep your child calm and safe until they can be picked up.

All dance students are encouraged to arrive 15 minutes early before class. Dance students are allowed to wait unattended in the lobby before classes begin. *All other children (i.e. siblings, friends, and family) must be accompanied by an adult/parent at all times.*

Kindly give the studio a call if your child will be late to class or their ride will be late to pick up. No student is permitted to wait outside for their ride.

Carpool lane rules: No parking at any time. Drive safely and slowly. Please use this effective and efficient procedure when picking up your child. Children are not allowed to run across the parking lot when getting picked up. Either park and come in to pick up your child or use our carpool lane for pickup.

Any questions or complaints must go through reception – parents and students are not permitted to contact WEAD teachers via personal phone, in person, or via email / social networking with studio issues unless it has been broached with the Directors first. Personal meetings with the studio directors can happily be arranged via reception. You may direct an email to any faculty or staff member through our office email: info@westendacadmy.com

In the rare case of a parent or student showing disrespect or defamation to any parent, staff member or student, a meeting will be called immediately and dismissal may be considered at the discretion of the directors. Physical, mental, emotional or cyber bullying by parents, staff or students will not be tolerated and may result in dismissal from the studio.

WEAD takes no responsibility for any stolen or misplaced property on the studio premises and we encourage our families to avoid bringing valuable items into the studio when possible.

WEAD management reserves the right to change teachers or scheduling when necessary at any time throughout the year.

Choreography, costuming and studio policies remain the intellectual property of WEAD and may not be reproduced or sold by any students, parents or staff without permission of the owners.

7/ Safety

With the safety of our families a number one priority, WEAD is very serious about upholding Child Protection laws and policies within the studio as well as at public performances and in the online arena (website and social media).

As part of your registration, you will have read and signed a media waiver allowing us to proudly use images and video footage of your student for advertising and promotional purposes. Should you have any concerns whatsoever with signing this declaration, please see our reception staff who will happily assist you.

The directors and staff at WEAD are educated in the negative impact of inappropriate music and costume selection when it comes to performing dance routines and are wholeheartedly committed to ensuring children in all of our dance routines are not subjected to any inappropriate songs or costuming. We recognize that songs with sexist, explicit, violent, racist, homophobic or criminal content may influence our dancers and/or audience and will strive to avoid using such music. We are committed to restricting costumes that project sexuality, contain explicit graphic or textual content. All costumes and music will be approved by the directors.

Please inform the studio of any allergies or medical issues that need special attention.

There is a section on Dance Studio Pro that allows you to describe any medical information we need to know about your child. We also encourage you to personally let your teachers know of any medical issues that may interrupt class time.

WEAD takes no responsibility for any stolen or misplaced property on the studio premises and we encourage our families to avoid bringing valuable items into the studio where possible.

8/ Privacy

When you purchase or hire a product or service with WEAD, the information we may collect from you includes your name, address, telephone numbers, email addresses and medical information. It may also include details of the products and services we provide to you as well as the status of your enrollment. We only collect information directly from our students or their

parent/guardians primarily for the purpose of providing services and products to you and to administer and manage invoicing and debt collection.

We will never sell or pass on any of your information to third parties unless required by government authorities or in the event of debt recovery. Any information passed on will be done so with appropriate privacy and confidentiality protection.

Information is stored securely in paper or electronic form and is accessible only by authorized personnel.

If you would like to know what information we hold about you or wish to update the information, or if you wish to be removed from all further direct marketing communications, please contact our office on telephone 804-740-0842

9/ Fee Structure

Please see below the WEAD Tuition and payment breakdown for the 2016-2017 school year.

Total Hours	Year	Half Year	Quarterly*	Monthly*
45 min	550	275	137.50	68.75
1 Hr	650	325	243.75	81.25
1 hr 15 min	700	350	156.25	87.50
1.5 Hours	750	375	187.50	93.75
2+ Hours	1200	600	300	150
3+ Hours	1800	900	450	225
4+ Hours, Unlimited	2500	1250	625	312.50

*Monthly and Quarterly Payments will include a \$5 per month administrative fee beginning 10/1/16 (these fees will not exceed \$40 for the school year.)

Add/ Drop Class Policy

** Friday, December 9, 2016 is the last day to add, drop, or change your class schedule.

We will assume you wish to continue for the second semester unless you tell us in writing. Any changes you wish to make for second semester must be submitted in writing no later than December 9, 2016.

Drop notices can be emailed to info@westendacademy.com or a letter sent to our physical address:

West End Academy of Dance

10620-C Patterson Ave.

Richmond, VA 23238

WEADance cannot accept voicemail drops.

Without written notification you will be responsible for second semester tuition charges as well as costume balances for any classes that are dropped.

10/ Attendance

Your child's attendance in class is very important to their peers and our teaching staff. As a member of the team, it is a commitment for you to ensure your child attends their classes on time each week and attends all lessons planned for them. Not only do absences impact the final performance, it also impacts the social and confidence-building principals we work hard to foster in each age group.

If you know ahead of time that your child will be absent due to holidays/vacations, commitments or school trips, please let us know ahead of time. If your child is too sick to attend class, we ask that you inform our admin team as soon as you can so they can let the teachers know. If your child is not well and not contagious (i.e. allergies, dental work, or aches and pains) then we ask that they come to their scheduled classes to watch and learn.

It is up to the student/parent to make up their missed classes. We give you the entire school year to make up any missed classes. Please ask your instructor for guidance in scheduling make up classes.

More than 2 (un-notified) consecutive absences or inconsistent absences will result in an email and a phone call home. We reserve the right to fill your student's spot in the class with the next student on our waitlist.

11/ Social Media

WEADance will not allow photographing or recording of any class without the permission of the directors (Hank & Julia). Our faculty and staff will also follow these protocols. We appreciate any feedback or suggestions to our office administration.

Cell phones are not permitted in the dance studios. Please remember to silence your phones while you are in class. If you need to reach your student by phone, please call the studio and one of our office admins will retrieve your child or relay a message.

Any comments or posts perceived to be obscene, defamatory, threatening, harassing, discriminatory or hateful towards WEAD staff, students or families may subject the owner to disciplinary or legal action.

Any content revealing or referring to sensitive studio information is not allowed to be shared online.

While affiliated with our studio, (for example, images of your child in WEAD uniform) we will not tolerate any posts that are racially, sexually, physically or religiously offensive.

All matters pertaining directly to the studio - whether it be fees, scheduling, placements or performance opportunities - may not be communicated via Social Media. We have an open door policy and encourage all communication, complaints and feedback to be communicated to the directors directly.

We discourage parents / students and teachers from becoming 'friends' or 'followers' on Social Media, unless there is an existing relationship. We consider all studio members to be family and as such feel the obligation to respect and monitor personal boundaries.

Photos or Videos taken from performances or rehearsals may NOT be posted online. You may not post photographs / videos that feature WEAD dancers other than your own online without the proven consent of their parent/guardian.

Information of any featured minors - including names, ages or location - must be removed when posting on Social Media. We will never "tag," or reveal any child's name on Social Media, unless consent is given by the parents.

We are thrilled to be a part of your family's dance journey this year. We are truly looking forward to growing together to mould this generation of skilled, confident, genuine and unique performers. Follow us on Facebook, Instagram and Vimeo!

Thank you for taking the time to review our handbook.

West End Academy of Dance, 2016/2017
(804)740-0842

info@westendacademy.com

www.westendacademy.com

Recital Year "Through the Looking Glass"