

## **Moving & Grooving - A Dance Program for Teachers and Community Leaders**

Report for BCS&RDF Board of Directors' Meeting April, 2018

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With the support and encouragement of some members of the BCS&RDF, we continue to make Moving and Grooving available and to handle its distribution. We are also managing the Moving and Grooving website located at <http://movingandgrooving.squaredance.bc.ca> and we encourage you to link your websites to the Moving and Grooving site, if appropriate.

As time and technology change, we have been looking into alternate ways to distribute the Moving and Grooving Program to customers. Postage has greatly increased and some people no longer have the ability to play CDs.

Originally we had hoped to come up with a system for customers to be able to download the program from the internet after they had purchased it. Unfortunately, having to download 147 tracks would make the purchasing experience rather unpleasant and difficult for some. Even using zip files would present a problem for people who don't know what to do with them. Also, we have a certain number of copies licensed and would have to come up with a secure system for keeping track of how many downloads had occurred so as not to exceed our limit. I expect it can be done but at this time we just don't want to go down that road.

So we are trying out 2 alternatives. First we received an order for 1 copy of M&G from a customer in England. When we looked into the cost, the postage of a binder and 8 CDs was outrageous and very few customers, if any, would be willing to pay that much. Also, the delivery time was very slow. Who wants to wait 2 months for a parcel?

So we revised and updated the manual and created it as a PDF file. Then, for this customer in England, we sent the manual by email to him as a PDF. We then mailed the 8 CDs in a small envelope which resulted in a much reduced postage cost and a faster delivery time. The customer was willing to accept this format and was very pleased with the result.

For those who can no longer play CDs on their computers, we are going to try loading the program and mailing it to the customer on a Flash Drive. We are looking into the costs and quality of Flash Drives so that we can try this system out with the next customer who is willing to accept that format.

Of course the original hard copy and CDs will still be available to customers who wish it.

Prices will be adjusted a bit for the 2 alternate methods. We continue to ask for a price that is equal to the cost of producing and licensing the program. If we no longer have to purchase binders and to photocopy the manual, the price will be a bit less.

We have not updated the website to show the alternate ordering systems yet because we have more research to do with regard to quality control. When square dancing season comes to an end, and barring forest fires or other natural disasters, we should be able to do more work on it.

As usual, we encourage all dancers and leaders to become familiar with the Moving and Grooving Program and to speak to your local schools and community groups about it. Refer them to the Moving and Grooving website for more information and to hear sound clips. Help us to involve children and others in a positive dance experience.