



Dance Evolution Studios

Strategic Plan

Jan 2026-2031

Introduction

This is the five year Strategic Plan for Dance Evolution Studios. The intent is to identify our mission, vision, values, and goals that support our values. As a premier ballet studio this plan will guide and support the decisions we make.

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About

Dance Evolution Studios (DES) has been a premier dance studio in Sonoma County for classical ballet instruction since 2005. We welcome all ages and skill levels inspiring each person to envision a future in dance. We are pleased to offer the level of ballet instruction required for students who aspire to dance professionally, while also maintaining optimal health and athleticism.

The studio is owned by a Doctor of Physical Therapy, offering unique wellness interventions and practices. The technique we teach is designed by our Artistic Advisor, Miss A, a science-based dance master. Our instructors are wellness practitioners and enthusiasts for changing the world of dance for the better by fostering wellness.

Dance Evolution Studio annually presents the holiday classic, "The Nutcracker," as well as family-friendly, abbreviated classical ballets in May of each year, comprised of our own DES student dancers.

The studio was originally founded in September 2005 by Adele Davalos Mitchell. She was inspired by the vision and talent of our previous Artistic Director Tamara Statkoun. The school was called Santa Rosa Dance Theater.

Adele's goal was to create a school where students could experience outstanding dance instruction within a warm and nurturing environment.

In 2017 Tamara retired and she forwarded her vision to Joshua Trader and his wife Marit VanderWolde Trader who then lovingly owned and guided the studio through summer of 2024.

In a desire to continue the legacy of excellent dance instruction in Sonoma County with an emphasis on progressive technique and wellness, Joshua and Marit brought on Dr. Christa Christianson as the new Owner and Artistic Director, who has since transformed the school into Dance Evolution Studio.

Mission

Use scientific practice and holistic care to help dancers prevent injuries, train smarter, and perform stronger for longer, healthier, and more fulfilling careers and experiences.

Vision

Shape dancers that use the skills learned in the studio to enrich their lives as a whole.

Values

Strength

Longevity

Family

Well-Being

Imagination

Inclusivity

Growth

Peace

Community

Goals and Objectives

Goal 1

Create Strong Dancers And Individuals

- 1.1 Teach science-based ballet technique and movement quality to all students.
- 1.2 Prepare dancers for science-based technique with age appropriate strength conditioning and testing.
- 1.3 Instill an understanding of technique, conditioning, and rehabilitation to dancers and family.

Goal 2

Encourage a Lifelong Ability to Dance

- 2.1 Reduce injury with a mix of Sugano System Ballet and Dance Evolution holistic wellness training.
- 2.2 Foster a joy and love for dance.
- 2.3 Encourage dancers of any age to join the studio.

Goal 3

Create a Family Focused Environment

- 3.1 Create family friendly performances that are enjoyable for both the dancers and the audience.
- 3.2 Adjust storylines to be easy to follow, engaging, and/or abbreviated.
- 3.3 Make the studio space a welcoming space for all kids.

Goal 4

Promote Mental, Physical, and Emotional Health

- 4.1 Teach meditation and mindfulness practices
- 4.2 Encourage access to professionals to support dancers mental and emotional needs.
- 4.3 Quickly address mental, physical, or emotional challenges.

Goal 5

Make Technique and Training Enjoyable

- 5.1 Incorporate storytelling and imagination in classes for the youngest dancers.
- 5.2 Maintain imaginative elements with rigorous technical training as dancers grow.
- 5.3 Foster an environment of joy in all classes

Goal 6

Create a Space for All Dancers Regardless of Age, Body, or Gender

- 6.1 Offer classes for all ages.
- 6.2 Offer and encourage modifications as needed.
- 6.3 Identify areas to make dance financially accessible.

Goal 7

Encourage Personal and Professional Growth

- 7.1 Support dancers who aspire to have professional careers.
- 7.2 Celebrate dancers that dance for enjoyment.
- 7.3 Encourage DES staff to pursue their interests and talents.

Goal 8

Establish an Environment of Peace

- 8.1 Establish and maintain open communication between students, instructors and parents.
- 8.2 Maintain a positive atmosphere that starts with DES staff and studio design.
- 8.3 Encourage dancers to support one another

Goal 9

Create a Community Amongst DES Dancers and Family

- 9.1 Create a community where anyone that interacts with DES feels like they belong.
- 9.2 Encourage families to engage with each other and the studio.
- 9.3 Have older students and teachers be role models for younger dancers.