

Highlights from the extra RSCDS Board meeting on 30 January 2021

- With regret, the Board were unanimous in making the difficult decision to cancel the 2021 Summer School in St Andrews. Many factors were considered including uncertainty regarding a sufficient easing of Covid19 restrictions to allow both the resumption of dancing and international travel, despite the vaccination programme. Additionally, the availability of St Andrews University accommodation was severely limited.
- The Board approved the appointment of a 6-month Interim Marketing Director to take forward a comprehensive, and practical, marketing strategy before handing over to a more junior Marketing Officer to implement the Strategy. They will be supported by a small Advisory Panel of members, with international representation.
- The Treasurer reported on the current financial situation which has improved significantly since November due to legacy donations and a rise in investment income. The current potential deficit is around £89k.
- Ongoing discussion on Communications focussed on the audience RSCDS communicates with, both internally and externally, and the channels used. Further discussion in March will lead to a detailed action plan. This, along with the updated 2020-24 RSCDS Business Plan, will help inform the Interim Marketing Director.
- Linked to internal communications, it was agreed to schedule a standalone Board meeting annually to which the Archivist, Music Director, Schools Director and Interim Marketing Director would be invited. This will allow operational updates and two-way feedback.
- Planning for the virtual Winter Evening event on 27th February 2021, and virtual Spring Fling event on 17th April 2021 is underway.