



DANCE BY DESIGN ACADEMY

Transforming Technique into Artistry

Dance by Design Academy LLC

Studio Handbook

2025-2026 Dance Season

Dance by Design Academy Welcomes You!

Thank you for choosing Dance by Design Academy!

We are so excited to kick off a new dance season with all of you and cannot wait to see what our second year has in store for us! It is our hope that you will find this handbook helpful in answering any questions you may have as we dance our way through another 9 month season.

General Information

Location: 10510 Route 549, Millerton, PA 16936

Owner/Artistic Director: Alexis Johnston

Contact Information:

Email(s): info@dancebydesignacademy.com or ajohnston@dancebydesignacademy.com

Phone: 570-529-4162

About Us and Our Mission

Founded in May of 2024, by owner and artistic director Alexis Johnston, Dance by Design Academy offers exceptional dance instruction to students of all ages, abilities, and talents. Located in Millerton, PA, we offer classes in a variety of genres such as ballet, Pre-Pointe, Pointe, tap, jazz, lyrical, and modern. While our curriculum stresses the importance of strong technique, we believe in a dance curriculum that achieves more than just that of technical goals.

At Dance by Design Academy, students will be taught to appreciate dance as a true art form. Students will be encouraged to develop their own individual artistry by learning to move with purpose and intent. We believe that movement that encourages full mind-body connection will allow students to not only grow into strong dancers but also strong individuals.

We invite you to join us in support of our goal to transform technique into artistry.

Meet the Owner, Artistic Director, and Your Child's Teacher

Alexis Johnston

Alexis Johnston graduated summa cum laude from Seton Hill University with a Bachelor of Arts Degree in Dance Pedagogy and Performance with a Minor in Accounting. Alexis has also completed and passed the Dance Entry Level Teaching Assessment (DELTA) as provided by the National Dance Education Organization.

Throughout her college years, she was accepted into the Alpha Lambda Honor Society and has performed in multiple faculty and student choreographed dance concerts. As President of Seton Hill's Student Dance Organization, Alexis was responsible for building and directing the student choreographed show titled, New Works in Progress, in the spring of 2019 and even submitted some of her own work.

As a college student, she gained teaching experience by teaching summer classes at Endless Mountains Dance Center and by being a Teaching Assistant for Seton Hill University Dance Academy. After obtaining her degree, Alexis taught for 3 years at Endless Mountains Dance Center in Towanda, PA. Alexis currently lives in Millerton, PA with her husband and daughter. Over the next year, Alexis plans to launch Dance by Design Academy to fulfill her life-long dream of owning and operating her own dance studio. She is excited to start sharing her love of dance with the world and continue to professionally develop as she progresses in this new venture.



Photo by Stefan Zubal

2025-2026 Dance Season

Classes for our 2025-2026 Dance Season will begin September 15th of 2025 and will conclude in June of 2026 with an end of season recital. This performance will showcase our students and all that they've learned throughout the season.

Class Schedule

*Dance by Design Academy reserves the right to cancel or eliminate a class due to low enrollment. If a class is canceled or eliminated, all currently enrolled students will be notified by email. Please note that this schedule is subject to change at any time



**DANCE
BY DESIGN
ACADEMY**

CLASS SCHEDULE 2025-2026 SEASON

SEASON BEGINS SEPTEMBER 15TH

*SCHEDULE IS SUBJECT TO CHANGE DUE TO ENROLLMENT NEEDS

Monday	Tuesday	Wednesday	Thursday
4 Year Olds 5:00 PM - 5:45 PM	Ballet, Jazz, Lyrical Level III 5:00 PM - 6:30 PM	Ballet, Jazz, Tap Level I 5:15 PM - 6:30 PM	3 Year Olds 5:00 PM - 5:30 PM
Ballet, Jazz, Lyrical Level II 6:00 PM - 7:30 PM	Performance Group Invite Only 6:30 PM - 7:30 PM	Ballet Level IV 6:45 PM - 7:45 PM	Pointe Level III & IV 5:45 PM - 6:30 PM
Tap Level II 7:30 PM - 8:00 PM		Tap Level III & IV 7:45 PM - 8:15 PM	Jazz Level IV 6:30 PM - 7:30 PM
MONTHLY TUITION <hr/> 3 Year Olds - \$40 a month 4 Year Olds - \$45 a month 1 class per week - \$60 a month 2 classes per week - \$75 a month 3 classes per week - \$95 a month 4 or more classes per week - \$115 a month *A \$25 registration fee per student will apply and is due 10 days from the date of registration (this fee is waived for returning students)		Leaps & Turns Level III & IV 8:15 PM - 8:45 PM	Lyrical Level IV 7:30 PM - 8:00 PM
		NO CLASS DATES Thanksgiving Break: Nov. 26th - Dec. 2nd Holiday Break: Dec. 22nd-Jan. 1st Spring Break: April 2nd-5th Memorial Day: May 25th	ANNUAL RECITAL *Dates are tentative - times TBD Dress Rehearsal: Sunday, May 31st Recital: Sunday, June 7th

No Class Dates:

Dance by Design Academy will be closed on the following dates. No classes will be in session on these dates:

Thanksgiving Break: November 26th-December 2nd

Holiday Break: December 22nd-January 1st

Spring Break: April 2nd-5th

Memorial Day: May 25th

Private Lessons:

Private lessons are available upon request and are scheduled around the 2025-2026 Dance Season class schedule. Please contact us directly about pricing and how to schedule a private lesson.

Class Placement:

For our 2025-2026 Dance Season, class placement will be determined primarily by age and/or experience. A student may only be placed in a class that is outside of their age group if the instructor feels that it would be most beneficial for the student's experience and progression. While parents may request that their child be placed in a class outside of their child's age group, it is ultimately the decision of the instructor if that request can be accommodated. Please note, it is Dance by Design Academy's priority to ensure that each student is successful and genuinely enjoys their dance experience.

Registration Fee:

Upon registering for our 2025-2026 Dance Season, a one time \$25 registration fee per student will apply to cover all administrative tasks related to registration and the start of the new season. This fee will also hold your child's spot in the class and is nonrefundable. For families registering more than 2 students, the total amount of registration fees will not exceed \$50. Registration fees are due 10 days from the date of registration. Registration fees can be paid by credit card through the online portal or can be paid in person by credit card, cash, or check. Please make all checks payable to Dance by Design Academy LLC. ****Please Note: The registration fee is waived for all returning students.**

Monthly Tuition:

With the exception of our 3 & 4 Year Olds classes, our tuition rates are determined by the number of classes taken by a student each week. Please note, tuition rates are calculated and charged per individual student. For families with multiple students enrolled, a multiple student discount is available. Please contact us directly for more details on the multiple student discount.

2025-2026 Dance Season Tuition Rates are as follows:

MONTHLY TUITION	
3 Year Olds -	\$40 a month
4 Year Olds -	\$45 a month
1 class per week -	\$60 a month
2 classes per week -	\$75 a month
3 classes per week -	\$95 a month
4 or more classes per week -	\$115 a month
*A \$25 registration fee per student will apply and is due 10 days from the date of registration (this fee is waived for returning students)	

Tuition Payment Terms:

Tuition will be posted by the 1st of every month and due by the 16th of each month OR by the next scheduled class day for your child. If your tuition payment is not received within 7 days after the 16th, a \$10 tuition late fee will apply. Payments are accepted online through the parent portal or in person by credit card, cash or check. Please make all checks payable to Dance by Design Academy LLC

Please note that all tuition payments are non refundable and non transferable. Refunds will not be given for any missed classes. If a student misses a class, and they would like to make up that class, it is the parent's/student's responsibility to speak with the instructor to determine how that class can be made up. If the studio needs to cancel a class due to unforeseen circumstances such as weather or instructor illness, a make-up class will be offered or scheduled.

Other Season Fees:

Dancewear and Costumes: Parents are responsible for purchasing any dance wear that their child may need to adhere to the studio's dress code. Parents are also responsible for purchasing their child's costume for the end of season recital. In November, a \$10 costume deposit per costume will be charged. All costumes must be paid for in full before a child can take their costume home.

Recital Fee: In May, a \$25 recital fee per student will be charged to cover all administrative tasks related to the end of season recital.

Recital

It is assumed that all students registered for our 2025-2026 Dance Season will be participating in the end of season recital in June of 2026. This recital will showcase our students and all that they've learned throughout the dance season. If for some reason your child cannot participate in the recital, please notify us immediately. Beginning in January, students will start to learn recital choreography. While good attendance is encouraged all season long, from January to June, it is especially imperative that your child maintain near to perfect attendance to ensure that they perform their best come recital time.

Important Mandatory Recital Dates (these dates are tentative and are subject to change):

Dress Rehearsal: Tentative date is **Sunday, May 31st** (location and exact time TBD)

Recital: Tentative date is **Sunday, June 7th** (location and exact time TBD)

Studio Dress Code:

Students are expected to follow a dress code for class that is specific to their age group and style of dance that they are enrolled in. The dress code is as follows:

3 & 4 Year Olds:

Students must be dressed in dance attire with hair pulled back and away from the face (bun is preferred). Students should not wear tank tops or baggy t-shirts over their leotards. Socks are not permitted.

Girls: Students should wear a leotard with tights (any color) and pink ballet shoes (leather or canvas shoes are acceptable).

Boys: Students should wear fitted dance pants or shorts, a solid color t-shirt, and white or black ballet shoes (leather or canvas shoes are acceptable).

Level I:

Students must be dressed in dance attire with hair pulled back and away from the face (bun is preferred). Students should not wear tank tops or baggy t-shirts over their leotards. Socks are not permitted.

Ballet: Hair must be in a bun. Girls should wear a leotard with tights (any color), pink canvas ballet shoes, and a ballet skirt (optional). Boys should wear fitted dance pants or shorts, a solid color t-shirt, and white or black canvas ballet shoes.

Jazz: Girls should wear a leotard with tights (any color), black jazz shoes, and a ballet skirt or fitted shorts/leggings/pants (optional). Boys should wear fitted dance pants or shorts, a solid color t-shirt, and black jazz shoes.

Tap: Girls should wear a leotard with tights (any color), black tap shoes, and a ballet skirt or fitted shorts/leggings/pants (optional). Boys should wear fitted dance pants or shorts, a solid color t-shirt, and black tap shoes.

Level II:

Students must be dressed in dance attire with hair pulled back and away from the face (bun is preferred). Students should not wear tank tops or baggy t-shirts over their leotards. Socks are not permitted.

Ballet: Hair must be in a bun. Girls should wear a leotard with tights (any color), pink canvas ballet shoes, and a ballet skirt (optional). Boys should wear fitted dance pants or shorts, a solid color t-shirt, and white or black canvas ballet shoes.

Jazz: Girls should wear a leotard with tights (any color), black jazz shoes, and a ballet skirt or fitted shorts/leggings/pants (optional). Boys should wear fitted dance pants or shorts, a solid color t-shirt, and black jazz shoes.

Tap: Girls should wear a leotard with tights (any color), black tap shoes, and a ballet skirt or fitted shorts/leggings/pants (optional). Boys should wear fitted dance pants or shorts, a solid color t-shirt, and black tap shoes.

Lyrical: Girls should wear a leotard with tights (any color), tan jazz shoes or barefoot, and a ballet skirt or fitted shorts/leggings/pants (optional). Boys should wear fitted dance pants or shorts, a solid color t-shirt, and tan jazz shoes or barefoot.

Level III & IV:

Students must be dressed in dance attire with hair pulled back and away from the face (bun is preferred). Students should not wear tank tops or baggy t-shirts over their leotards. Socks are not permitted.

Ballet/Pre-Pointe/Pointe: Hair must be in a bun. Girls should wear a black leotard with pink tights, pink canvas ballet shoes or pink pointe shoes (for the Pointe class only), and a ballet skirt (optional). Boys should wear black fitted dance pants or shorts, a white t-shirt, and white or black canvas ballet shoes.

Jazz: Girls should wear a leotard with tights (any color), black jazz shoes, and a ballet skirt or fitted shorts/leggings/pants (optional). Boys should wear fitted dance pants or shorts, a solid color t-shirt, and black jazz shoes.

Tap: Girls should wear a leotard with tights (any color), black tap shoes, and a ballet skirt or fitted shorts/leggings/pants (optional). Boys should wear fitted dance pants or shorts, a solid color t-shirt, and black tap shoes.

Lyrical: Girls should wear a leotard with tights (any color), tan jazz shoes or barefoot, and a ballet skirt or fitted shorts/leggings/pants (optional). Boys should wear fitted dance pants or shorts, a solid color t-shirt, and tan jazz shoes or barefoot.

Where can you find your dance wear?

Dance by Design Academy recommends searching for your dance wear at <https://www.dancewearsolutions.com/> or at <https://www.discountdance.com/index.php>.

You may also find what you need by visiting The Dance Shoppe located in Elmira, NY.

The advertisement for The Dance Shoppe features a black background on the left with white and pink text. On the right is a photograph of a young girl in a pink tutu and ballet shoes, seen from behind, standing in a dance studio with a mirror and lights in the background. The text on the left includes the business name, tagline, product range, a QR code, and contact information.

The Dance Shoppe
Full Service Dance Boutique
Leotards to Shoes & Everything In-Between
Toddler to Adult Sizes

251 E. 14th Street
Elmira Heights, NY 14903
607-425-8283 (call/text)
danceshoppe251@gmail.com
www.danceshoppe251.com

Studio Communication

Dance by Design Academy's primary means of communication is by email. We send the majority of our emails through our dance studio software, DanceStudio-Pro. Please be sure to double check your junk/spam folder for any of our emails. If it appears that you are not receiving any emails from us, please reach out to us directly so that we may assist and make any adjustments necessary.

Our secondary means of communication is our Facebook page. Here, we will post general studio announcements such as class cancellations and upcoming events.

Office Hours

Upon communicating with Dance by Design Academy by email, phone, or through our Facebook page, please allow up to 24 hours for a response. Typically, you can expect a response from us at 4 PM or after during each business day.

Winter Weather Policy

As we head into the Fall/Winter season, we are likely to run into weather conditions that are not safe for travel. If class is scheduled on a day where such weather conditions exist or have the potential to exist, Dance by Design Academy will make the decision to close the studio for class. If possible, this decision to close will be made by 2 PM on the day of closure and announced shortly after. Notice of studio closures and class cancellations will be communicated by way of mass email, text, and on our Facebook page.

Drop Off and Pick Up Policy

If you plan to drop off your child for class, leave, and pick them back up at the conclusion of class, please keep in mind that Dance by Design Academy is not responsible for students as they enter and exit the building. For student safety, we strongly advise that parents walk their child into the building during drop off and as well as out of the building at pick up. When picking up your child, please be sure to arrive 10 minutes prior to your child's class ending to ensure a timely pick up.

Lobby Expectations

During your child's class time, you may choose to wait in our lobby. In an attempt to limit distractions to the students taking class, we ask that all those waiting to remain in the lobby, with the exception of needing to use the bathroom, while class is taking place. We also ask that the noise level in our lobby

remain respectful to the students taking class and any others that might also be waiting. Lastly, watching your child take class can also be a distraction to your child or others taking class. Therefore, we kindly ask that you refrain from watching your child take class as there will be scheduled observation weeks where you will be given the opportunity to watch your child at that time.

Bathroom Expectations

It is important to note that Dance by Design Academy shares a bathroom with the business next door. Since this is a shared space, we ask that anyone using the bathroom use it respectfully and only as it is intended.

Social Media Policy

In an attempt to protect the content of our instruction and the privacy of other students and families, Dance by Design Academy kindly asks that all parents and students refrain from taking video recordings or pictures during class time or performances. Furthermore, any and all social media posts that involve Dance by Design Academy AND include other studio students and families that are not your own must be approved by Dance by Design Academy prior to posting or making public.

Studio Etiquette

Dance by Design Academy expects the following out of all of their active parents/students:

1. Arrive on time for class and prepared to dance
2. Follow the studio dress code
3. Be respectful of your instructor and peers
4. No chewing gum during class
5. No food or drinks permitted on the studio floor
6. No running in the studio
7. No street shoes permitted on the studio floor
8. Do not touch the studio mirrors
9. Do not hang or swing from ballet barres
10. No cell phone or smart watch use during class time
11. Unless special permission is granted, parents may not take video recordings or pictures of their child during class time or performances