



Christine Hailer Baker
Founder and President of *The Baker Group*

Christine Hailer Baker is highly regarded nationwide for The Baker Group's work in successfully translating enrollment management practices into practical short and long-term strategies for its more than 900 independent school clients. Since founding the Baker Group in 1999, Chris has led schools through the country's most economically challenging times, supporting their need to become more goal-specific and data-driven to inform enrollment, recruitment and marketing strategies that reflect coordinated school-wide efforts based on this research. Having devoted thirty-five years of her career to education, Chris' school and college experiences includes leadership positions at Milton Academy, Boston College and Babson College. In addition to her work for individual schools, Chris is also known as being a catalyst for some of the industry's most successful collaborative marketing efforts, including, the founding of the Association of Independent School Admission Professionals (AISAP) and directing the New England Boarding Schools Collaborative. Chris has also successfully directed the Chatham Experience for New England Admission Directors since 1994, and the Crow's Nest Institute for experienced Admission and Enrollment Management Directors since 1999. She is the Editor of NAIS's Enrollment Management Handbook and is the recipient of SSATB's coveted Bretnall Award for leadership, commitment and contributions to the independent school admission profession. Chris' undergraduate degree is from the University of Massachusetts, and her Masters degree in Higher Education administration is from Boston College.