

**Admission Events Round Table**

**Location: Vanderbilt Alumni Hall 206 Reading Room**

Bring your ideas to share and learn from others about admission events that will bring new interest to your school, encourage families to move from inquiry to applicant and/or move from accepted candidate to new student.

Learning Objectives

- Learn how to make the most out of admission events
- Learn to build relationships with other admission offices
- Discover how to enhance admission events or add new programs

This session is for Admission Professionals at all levels of experience.



**Kelly Emerson, CAEP**  
 Assistant Director of Admissions  
 Randolph School

**Boost Productivity and Simplify Your Process Without Adding Workload**

**Location: Vanderbilt Sarratt 363**

A strategic communication plan can foster real relationships with families, save you and your team time and improve conversion at every stage of the funnel. Learn what communication plans are, why they are important and how to build them. We'll provide an introduction for people who are new to communications plans, as well as advanced techniques and technologies for those that have experience and want to learn more.

Learning Objectives

- Learn all about communications plans
- Learn why they are important
- Learn how to build your own communications plan

This session is for Admission Professionals at all levels of experience.



**James Collins**  
 Regional Sales Director  
 SchoolAdmin

## Brand Building: Training Your Community to Be Brand Ambassadors in Three Steps

**Location: Vanderbilt Sarratt 112**

Your institution has invested in a comprehensive branding effort and now you have brand guidelines to keep all institutional communications consistent and on-brand. But branding is not simply about consistent marketing with approved identity standards, editorial tone, personality and language, graphic elements, color palettes and typefaces. And if an institution reserves brand building for only those who work in marketing, your school missing out on its most powerful asset in branding—people. Why do people have such a profound impact on brand value? Because if an institution’s own people don’t understand, can’t buy in, aren’t motivated and don’t get excited in all the ways target audiences should, your institution will struggle to achieve its branding goals. Truly brand-centric organizations move beyond standards and guidelines and implement deeper ways to involve their people in the brand. They work to create a culture in which their employees live the brand every day in everything they do. How can you help create a community of brand ambassadors and build your brand? This session will provide you with the three essential steps to develop a culture that engages your people as brand assets and helps them understand how to live your brand.

### Learning Objectives

- Understand how people can affect positive branding
- Learn how to involve people in your brand
- Discover how to develop a culture around your brand

This session is for Admission Professionals at all levels of experience.



**Joseph Cliber**  
Principal  
Creosote Affects



**Emily Hajjar**  
Brand Strategist  
Creosote Affects

## Design Your Own Validity Study

**Location: Vanderbilt Sarratt 325/327**

Assessments are an integral part of most independent school admission processes, but what do those scores really mean? Are they good predictors of school success? What factors do we consider important when measuring school success? We will present the results of a recent ISEE validity study conducted by ERB. During this session, we will use the results of this study as a model, to help you replicate these steps to create your own internal study. These types of studies can help admission professionals gain a deeper understanding of how admission assessment scores may predict other academic factors such as GPA, AP test scores, SAT scores, as well as identify which factors are truly indicative of success within a unique program. Some statistical knowledge is helpful for getting the most out of this session. Appropriate for mid-career and senior admission professionals.

**Learning Objectives**

- Gain an understand of validity studies
- Learn to design an internal validity study for your school
- Identify key indicators of success in your school’s program

This session is for Admission Professionals who are Emerging (3-4 Yrs Experience), Advancing (5-9 Yrs & Mastery (10+ yrs) Experience)



**Elizabeth Mangas**  
 Vice President, Admission Testing  
 Educational Records Bureau



**Sarah Savage**  
 Member Services Consultant  
 Educational Records Bureau

**Developing a Win-Win Ambassador Program**  
**Location: Vanderbilt Alumni Hall 201 Classroom**

Your calendar is packed and your to-do list is never ending. The good news is that parents love your school, which is filled with really amazing kids. Learn how these things can work together to develop your current students’ professional skills, commit parents to wave the admission flag, and share the workload in your office. Developing strong student and parent ambassador programs are essential for admission offices. Research tells us that families trust their peers more than they trust advertising. With that information in mind, this session will help you decide how to best grow and utilize your ambassador program to support the admission office, give students meaningful experiences and further the mission and sustainability of your school.

**Learning Objectives**

- Learn how to implement and/or expand both parent and student ambassador programs
- Learn about developing internship-type experiences for student ambassadors
- See a model of a parent ambassador program to use in onboarding new families and providing support during their first year

This session is for Admission Professionals at all levels of experience.



**Amy Gay**  
 Admissions Officer  
 Episcopal School of Jacksonville



Monday, July 16  
 Breakout Sessions  
 11:00 a.m. – 12:00 p.m.

**Finding the Connection Between Healthy Boards and School Growth**

**Location: Vanderbilt Kissam Center C216 Classroom**

The governing board is not typically recognized or credited as a reason for school growth. But if reflecting on a few of the more important responsibilities of the board, then the correlation becomes apparent. Without question, among the most valued roles of the board is to work together as a team to support the head of school. The meaningful acceptance and understanding of these two factors cannot be over-estimated. And yet, schools often fail to see the warning signs of how discord, poor performance, lack of knowledge regarding best practices and failure to adequately support the head of school can lead to negative consequences, including no growth or declining enrollment. This session will explore the correlation between a healthy board of trustees and a thriving school.

**Learning Objectives**

- Learn to connect the board, head and enrollment management in school growth
- Discover how the board can have a positive impact on admission
- Understand the board's role in supporting the head

This session is for Admission Professionals at all levels of experience.



**William Mott**  
 Headmaster  
 Providence Christian Academy

## Gender and the Admission Process

**Location: Vanderbilt Alumni Hall 100 Lounge**

Definitions, norms and expectations around gender identity have dramatically changed in recent years. In independent schools, are we ready to begin the courageous conversations around gender identity within our applicant pools? How can schools engage in best practices for inclusion and support of families and students along the entire gender spectrum? This session is intended as a starting point for admission personnel to come together to discuss experiences and share resources, with the goal of ensuring best practices for enrollment management.

### Learning Objectives

- Examine current school practices
- Share resources and think about what changing gender definitions mean to the admission process
- Encourage an open a dialogue for identifying best practices

This session is for Admission Professionals at all levels of experience.



**Rebecca Cushing**  
Associate Director of Admissions  
The Seven Hills School

## Helping Students Transition to the Independent School World

**Location: Vanderbilt KISSAM Center A117**

As admission professionals, we are charged with creating a student body that meets our school mission and encompasses diversity. In this session, we will discuss diversity in terms of socioeconomics and how we can best support our students coming from lower socioeconomic backgrounds. Also, we will discuss ways that schools have found success in creating programming, as well as brainstorm ideas.

### Learning Objectives

- Determine ways in which we can better support students
- Create a plan of action to take back to schools
- Review and implement programming for your school

This session is for Admission Professionals who are Emerging (3-4 Yrs Experience), Advancing (5-9 Yrs) & Mastery (10+ Yrs) Experience



**Christina Townsend Hartz**  
Director of Admission and Financial Aid  
University School

**How to Win Students & Influence Parents**

**Location: Vanderbilt Sarratt 216/220**

You see them when they come on tour. You send personalized emails. You track their visits to your website and invite them to shadow current students. But do you know what really motivates a family to apply to your school? Given the myriad challenges facing enrollment leaders in today's competitive market—many of which are beyond our control—it is critical that we make the admission process more accessible and family friendly. To aid enrollment leaders in this endeavor, The Enrollment Management Association conducts a biannual survey of thousands of parents immediately following the application season. This presentation provides independent school admission and enrollment leaders and other school leaders with access to the survey results. The session will also offer tips and practical applications for the data.

**Learning Objectives**

- Identify key factors motivating families to apply to independent schools
- Utilize data to adapt admission strategy and initiatives
- Gain insight on customer experience and focus

This session is for Admission Professionals who are Entering (0-2 Yrs Experience) & Emerging (3-4 Yrs Experience)



**Dave Taibl**  
 Director of Outreach  
 The Enrollment Management Association

**Managing the Modern Day Admissions Office**

**Location: Vanderbilt Kissam Center C210 Multipurpose Room**

Admissions offices are being turned to for solutions in a changing and uncertain independent school landscape. The wait-and-see approach is no longer viable with the increased demands on net tuition revenue, softness in the marketplace and intense competition for full-pay families. The complexity of admission offices and the demands placed on enrollment management professionals are changing and we must continue to evolve with them. New organizational structures, expectations, financial models and unique market conditions make managing a modern day admissions office both challenging and rewarding.

**Learning Objectives**

- Learn to evaluate various organization models
- Recognize the value of employing strategic internal/external partnerships
- Understand the role of data in decision-making

This session is for Admission Professionals who are Emerging (3-4 Yrs Experience)



**Scott Schamberger**  
 Assistant Headmaster for  
 Admission & College  
 Counseling  
 Woodberry Forest School



**Frazier Stowers**  
 Director of Admission &  
 Tuition Assistance  
 Woodberry Forest School



Monday, July 16  
 Breakout Sessions  
 11:00 a.m. – 12:00 p.m.

**Entering Admissions: Marketing Your School – Getting the Word Out,  
 Inviting Them to Take Action**

**Location: Vanderbilt Sarratt/Rand Hall 308**

During this session we will discuss the following

- How do you track an inquiry? CRM Systems
- What information should you collect (including the most important question: How did you hear about us?)
- How can you market your school?
  - Inbound vs outbound vs word of mouth marketing approaches
  - Look at examples of materials and strategies
- As a group, build your own marketing strategy using each of the techniques discussed.

This session is for Admission Professionals who are Entering (0-2 Yrs Experience)



**Keith Radcliffe, CAEP**  
 Director of Admission and  
 Financial Aid  
 The Stanwich School



**Steve Salvo, CAEP**  
 Assistant Head of School,  
 Enrollment Management and  
 the Student Experience  
 Trinity Episcopal School