

Monday, July 16
Breakout Sessions
1:15-2:15 p.m.

Open House Idea Lab & Sharing Session

Location: Vanderbilt Alumni Hall 206 Reading Room

If you want to improve your Open House, come to this session. Hear from a panel of experienced admissions professionals at middle and high schools (day and boarding) across the country about the programming and ideas they are implementing to deliver an excellent Open House experience to families. We will talk through the process of evaluating and putting into place new ideas, as well as discuss ways we can more effectively communicate our value proposition with new families. You will walk away with great ideas to take back to your team. This session includes sharing—if you are doing something unique and different that has proved to be successful, or if you are considering a new idea, we'd love to hear from you!

Learning Objectives

- Create a critical analysis of your Open House experience
- Evaluate new ideas for programming and presentation at Open House
- Generate with new ways to make the case for your school

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

	Peter Anderson, CAEP Director of Enrollment Management Episcopal Academy		Alice Dickherber Director of Admissions Saint Louis Priory School
	Aishling Peterson Director of Middle School Admissions The Masters School		Kelly Sheehan Associated Director of Admissions Pomfret School
	Carol Wasden Director of Admissions Episcopal High School		Kate Weinstock, CAEP Associated Director of Admissions Cannon School

Using Market Segment Management to Drive a Proactive Recruitment Program

Location: Vanderbilt Sarratt 325/327

Experienced recruitment professionals recognize that the most effective and efficient way to ensure full enrollment is by very deliberately defining the specific market segments that their school can successfully serve and coordinating all of the tools at the disposal of the admission/marketing team to exploit segment enrollment potential. During this interactive session, we will explore how to create a proactive market segment management system: quantifying enrollment potential, establishing reasonable market share goals, researching required value

proposition elements, and perfecting ambassadorship and marketing communications to create more predictable enrollment success.

This session is for Admission Professionals who are Advancing (5-15 Yrs Experience)



Harry Bloom
 Senior Vice President, Customer Solutions
 Measuring Success

Attracting More Middle-Income Families: Using Data to Target, Nurture and Help Middle-Income Families Discover and Fall in Love with Your School
Location: Vanderbilt Sarratt 216/220

How do you find middle-income families in your area and help them see that private school may be within reach for them, financially? In this session—for data experts and beginners— we’ll show you how to use data to find and engage middle-income families. First, we’ll show you which data you should be looking at, and how to use that data to calculate points, such as the number of middle-income families in a particular area. Learn how to find the average income and average financial aid award amount by area, and how to use historical data to view and predict trends over time. Once you find your targeted families, we’ll show you how you can use that information to engage and inform those families. Learn how to segment leads, and create email campaigns to strategically reach out to families with targeted messaging. See examples of creative campaigns, emails and videos. You’ll walk away from this session equipped to implement real change in your office armed with the tools you need to reach the families you want to attract to your school.

Learning Objectives

- Learn which data to use to find a target audience
- Learn to calculate and predict trends over time
- Learn how to use relationship management/engagement tools and strategy

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



Ryan Bowse
 Vice President, Sales and Marketing
 Ravenna – Community Brands

Changing the Funnel Starts with Your Team
Location: Vanderbilt Alumni Hall 100 Lounge

Taking on a job at a new school can be overwhelming no matter how many years of experience you have. Your ability to be successful and adjust your funnel is wholly dependent upon how well you can get school leadership to buy into your approach. Developing an effective school-appropriate approach starts with your team. Hear how one school was able to grow midyear enrollment, and adjust the Fall funnel in one year.

Learning Objectives

- Learn to identify your true enrollment challenges

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- Learn to use your resources effectively
- Develop data-driven experimentation

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



Shelly Betz
 Director of Marketing
 Foxcroft School



Brileigh Pinkney, CAEP
 Associate Director of Enrollment
 Foxcroft School



Karla Vargas-Kennedy
 Director of Enrollment
 Foxcroft School

Creating an Outreach Marketing Event to Bring Hundreds to Your Campus!
Location: Vanderbilt Sarratt 112

EMS Gives Back started as an idea and now is an annual event that draws hundreds of families to our campus each year. By finding an idea that is mission-appropriate, includes children and is fun while "giving back" to the community, you can create a far-reaching marketing message and draw hundreds of perspective families to your campus, while confirming your brand to your current families.

Learning Objectives

- Discover how EMS developed this idea
- Use your mission, develop an idea for your school
- Learn to put this idea into motion

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



Laura Khutorsky
 Associate Dir of Admissions
 The Elisabeth Morrow School



Kathleen Visconti
 Dir of Enrollment Management
 The Elisabeth Morrow School

Doing Video Right: Or, How to Show Your School in the Best Possible Light
Location: Vanderbilt Kissam Center A117

In this session we'll discuss when, how, and why to use professional video in your school's marketing program. We will also talk about when is it appropriate—or even preferable—to use a more "in-house" approach with videos created by students or staff. By analyzing authentic clips, we will discover what works—and what doesn't—in all types of school videos. From overall marketing/positioning pieces to day-in-the-life vignettes to campaign videos, we will examine the

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many different phases of production, including preparation, scheduling, scripting, shooting, budgeting, and editing.

Join professional videographer and photographer Michael Branscom and Christina Albetta, CRANE positioning strategist and former Director of Communications for an in-depth look at the most effective ways to produce, deploy, and capitalize on video content for your school.

Learning Objectives

- Discover what elements of video are essential to illustrate your school's unique culture and mission.
- Determine how to strategically deploy videos to ensure maximum exposure and engagement.
- Find out what practical steps you should take before, during and after production to get the most out of your time, money, and effort.

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



Christina Albetta
Positioning Strategist
CRANE



Michael Branscom
Filmmaker & Photographer
Michael Branscom photo+film

"Sell" is Not a Four Letter Word!

Location: Vanderbilt Kissam Center C216 Classroom

The titles of Director of Admission and Director of Enrollment Management are interchangeable, and both are responsible for student retention. Re-enrollment numbers are difficult to manage and impossible to control. In this session, we will discuss strategies and offer examples so you can begin to build a retention program. It all begins by convincing the faculty that "sell" is not a four letter word.

Learning Objectives

- Learn to raise awareness of the importance of student retention
- Learn how to utilize all constituents when building a retention plan
- Build a retention plan from the student's first day of school until they graduate

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



Robin Seiler
Enrollment Management Consultant
Enrollment Management Consulting

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Tackling Retention

Location: Vanderbilt Sarratt 363

This workshop will help schools measure, analyze and address the areas that are leading to attrition. We'll discuss how to think strategically about retention, such as what causes people to stay and what causes them to leave, and at what points in your program. We'll address these concerns in a holistic way that will focus on problem areas and how to emphasize your school's strengths. We will also discuss data as a way to engage the entire school to make necessary improvements.

Learning Objectives

- Understand the attrition in your school
- Learn how to address attrition
- Learn how to use data to improve retention

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



Orna Siegel

Director of Enrollment and Tuition Assistance
 Charles E. Smith Jewish Day School

The Partnership Needed More Now than Ever

Location: Vanderbilt Alumni Hall 201 Classroom

An efficient, effective and unified partnership between the Board of Trustees, Head of School and Admission Director is more critical than ever given the enrollment pressures facing all independent schools. The three presenters, with experience as Heads, Admission Directors and Trustees, will address the five important areas of teamwork needed for a successful partnership: Access, Cooperation, Goal Setting, Strategies and Accountability. Each attendee will leave with a specific action plan in place to return to campus ready to move forward in partnership.

Learning Objectives

- Learn how to persuade stakeholders to embrace the critical need for this partnership
- Learn to engage stakeholders with specific action steps to take to make sure the partnership is created on a solid foundation and is self-sustaining.
- Learn to help stakeholders develop a system of accountability that will ensure long-term success.

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

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	<p>David Beecher Managing Director The Gowan Group</p>		<p>Marjorie Castro Head of School Eagle Hill School Greenwich</p>
	<p>Chris Pryor Founder The Gowan Group</p>		

Introducing AQ (Articulation Quotient)
Location: Vanderbilt Kissam Center C210 Multipurpose Room

“Ideas are the currency of the 21st century” is the opening statement in a recent book by Carmine Gallo, called *Talk like TED: The 9 Public-Speaking Secrets of the World's Top Minds*. We are all familiar with IQ and EQ, now I propose we adopt the term AQ as one of the top messengers for our schools. Learn how AISAP is seeking to educate, elevate and empower admission professionals by leading work in developing your AQ. This session will be interactive so be ready to be called upon to articulate ideas around key admission topics.

Learning Objectives

- Understand the importance of clear, well-rehearsed messaging in the roles we play
- Understand the dynamics of communication and presentation preparation and delivery
- Understand one's style and areas for growth

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

	<p>Ray Diffley Director of Leadership Center for Admission & Enrollment Management Professionals AISAP</p>
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Entering Admissions: Visits & Events – Getting Them on Campus and Then Applying
Location: Vanderbilt Sarratt/Rand Hall 308

This session will cover the following

- Steps for a successful visit and open house
- Personalization and utilizing your network of ambassadors
- Student visits (shadow days) and student ambassadors
- Other events on campus (bring a friend to school, sports leagues, adult education, fairs, visiting speakers open to public, etc.)

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- Build an Open House event schedule, assuming you are 3 months out.

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



Dawn Hopke, CAEP
Associate Director of
Admission and Middle
School Admission Officer
Flint Hill School



Ken Hyde
Director of Admission
Porter-Gaud School