

Monday, July 16
Breakout Sessions
2:45-3:45 p.m.

"Eighty Shades of Gray"

Location: Vanderbilt Alumni Hall 100 Lounge

Four veteran admission professionals will lead a vibrant and interesting discussion about the ever-changing landscape of enrollment management, the challenges we face now and what our profession might look like years from now. We will share anecdotes and stories from nearly 80 years of experience that will enrich the session and prompt a lively exchange of questions and observances from attendees.

Learning Objectives

- Develop an appreciation for how the profession has changed in the last 30 years.
- Consider strategic issues in a room of professionals with different levels of experience
- Produce lively discussion that prompts ideas for professional growth

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



Lisa Aquino
 Director of Admission
 The Hamlin School



Laura Murphy
 Director of Admissions
 The Out-of-Door Academy



Christopher Tompkins
 Head of School
 The Tatnall School

Automating Your Admissions Office

Location: Vanderbilt Kissam Center C210 Multipurpose Room

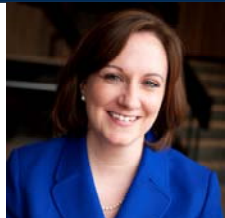
When I first joined Westminster Academy, my CRM was a shoebox full of paper inquiries and applications. Contracts were stuffed and mailed with five people working each week to assemble them. Our website was meaningless, with no electronic communication. Four years later, the admission office of one full-time director and one part-time coordinator runs nearly on auto-pilot, allowing us to connect with the applicant families face-to-face, instead of juggling paperwork. In this session, we'll talk about various tools to help nurture your leads, invite them to events, keep them informed, and get them enrolled!

Learning Objectives

- Learn a cost-effective way to automate your admission office

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

Monday, July 16
Breakout Sessions
2:45-3:45 p.m.



Elizabeth Perkins, CAEP
Director of Admission & Marketing
Westminster Academy

Experience Education: Delivering an Experience to Attract Mission-Appropriate Students and Families

Location: Vanderbilt Sarratt/Rand Hall 308

This session focuses on delivering an experience that continues to attract mission-appropriate students and families by introducing moments of excitement within the hallways, while protecting the school's learning environment.

Learning Objectives

- Leverage your strengths to capitalize on your school's current experience economy
- Discover effective word-of-mouth marketing and social media content
- Learn how to grow school enrollment

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



D. Pete Majors
Director of Enrollment Management
Providence Christian Academy

Creating an Exceptional Work Environment for You and Your Team


Location: Vanderbilt Alumni Hall 201 Classroom

Admission professionals play an essential role in their schools, yet, far too often they feel as though they're not in a position to be successful or they face burnout. In this discussion, we'll dive into lessons learned from applied analytical trait assessments, contributing factors to job success and strategies for resolving common challenges that lead to stress and unproductive work situations.

Learning Objectives

- Understand the analytical traits of an Admission Professional
- Learn the key contributing factors to job success
- Learn how to resolve common challenges in the work environment

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

	<p>Lowell Smith Vice President of Sales SchoolAdmin</p>
---	--

<p>Cultivating Strategic Community Partners for Enrollment Location: Vanderbilt Sarratt 363</p>	
<p>This workshop will delve into ways in which your school can identify, cultivate and collaborate with partner organizations that influence the behavior and attitudes of prospective and current parents. Success in enrollment and retention requires patience and long-term thinking. By developing strong, authentic partnerships with influencers and their organizations, admission professionals can better predict trends and stabilize enrollment.</p>	
<p>Learning Objectives</p> <ul style="list-style-type: none"> • Identify community partners • Develop strategy to leverage community partners for recruitment and retention • Develop a plan for implementation 	
<p>This session is for Admission Professionals who are Entering (0-2 Yrs) & Emerging (3-4 Yrs) Experience.</p>	
	<p>Orna Siegel Director of Enrollment and Tuition Assistance Charles E. Smith Jewish Day School</p>

<p>Digital Portfolios: What Can We Learn About the Applicant? Location: Vanderbilt Sarratt 112</p>	
<p>Are you tired of getting the random photograph or DVD with an application? Digital portfolios can be an effective way to gain a holistic view of your applicants, while making the ancillary materials and digital media less obscure for you to view. Additionally, the character and life skills of your applicants can be experienced and evaluated effectively through the use of digital portfolios. In this workshop you will learn how you can make digital portfolios work in your admission office by understanding the following.</p>	
<ul style="list-style-type: none"> • Which information digital portfolios can add to an existing application • Ways to effectively request digital portfolios from applicant families • How to manage digital portfolios efficiently in the admission office 	

Monday, July 16
Breakout Sessions
2:45-3:45 p.m.

Plus, learn how your students can easily maintain their best work, awards, achievements and more throughout their time at your school— not only helping to support your retention efforts but also to support student success as they create a portfolio for their college application.

Learning Objectives

- Learn which information digital portfolios can add to an existing application
- Discover ways to effectively request digital portfolios from applicant families
- Learn how to manage digital portfolios efficiently in the admission office

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



Debbie Lange
 Founder
 Debbie Lange and Co.



Anne Sullivan
 Founder/CEO
 LifeStream Digital
 Innovations, LLC

Using Data to Understand and Market Your School's Value

Location: Vanderbilt Sarratt 325/327

School Heads, Admissions Directors and Trustees are becoming more data-driven when making important decisions. Research tells us that recruitment and retention will improve dramatically when schools understand and communicate their specific program value, tuition notwithstanding. This session will teach you how to use data to determine your school's value and how to communicate it to different constituent groups. Additionally, you'll learn how data can help differentiate you from your competition, as well as how to use data to implement a financial model that will eventually allow you to stabilize, or even lower, tuition.

Learning Objectives

- Learn to clearly identify which programs are valued and which are not
- Determine how to best communicate your school's value
- Understand how to use data to improve your school's business model

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



David Beecher
 Managing Director
 The Gowan Group



Marjorie Castro
 Head of School
 Eagle Hill School Greenwich



Chris Pryor
 President and Founder
 The Gowan Group

Using Demographics and Psychographics to Identify Markets for Recruitment

Location: Vanderbilt Sarratt 216/220

Without good data, schools are often left using ineffective anecdotal evidence to build an enrollment plan. In the end, solid research is the best use of budget dollars to fill seats with the best-fit students. Research doesn't have to break the bank if you find a good partner and fine tune a plan. During this session, we will discuss how the use of demographic and psychographic data can guide decisions regarding which markets to pursue. A brief discussion of psychographics will provide a background for the discussion. Using Ethel Walker as a case study, attendees will be presented with the results of a recent research project and learn how to use these two pieces of data in combination with each other as guides for recruitment strategy and planning. Attendees will leave with essential research questions pertaining to their individual schools and some immediate action recommendations. This conversation is helpful for schools of all kinds: small and large, boarding and day and others.

Learning Objectives

- Understand that good data is within reach
- Gain inspiration and new ideas for ways to use data
- Learn actionable steps for using data

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



Dana Nelson-Isaacs
 Founder and President
 DNI Consulting



John Zurcher
 Dir. of Enrollment,
 Management & Lower
 School Admissions
 William Penn Charter
 School

I Have the Title, Now What?

Location: Vanderbilt Kissam Center C216 Classroom

Whether you've been promoted from within or are starting at a new school, setting clear expectations for your admission team should be established before is last box is unpacked. This session will give you the tools to create a communication plan for staying engaged with your team, creating accountability within your office and managing the day-to-day responsibilities of your team while remaining aware of your goals for enrollment and retention.

Learning Objectives

- Learn how to put a communication plan into practice
- Develop an effective leadership style that results in a high-performing admission office
- Manage daily tasks while staying goal-oriented

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

Monday, July 16
Breakout Sessions
2:45-3:45 p.m.



Robin Seiler
 Enrollment Management Consultant
 Enrollment Management Consulting

Your Most Important Message

Location: Alumni Hall 206 Reading Room

Your school’s mission answers the question, “Why do we exist?” But how do you answer the question on every parent’s mind, “What do I get?” The Portrait of the Graduate is a list of five or fewer items comprising short descriptors of your “product,” also known as the student the school has developed during the time that he or she has attended. This session will demonstrate how to utilize the Portrait of the Graduate as a laser-focused admission message to differentiate your school from all others in your marketplace. By developing and leveraging the Portrait of the Graduate for your school’s recruitment and retention efforts, you will bring your school’s product and value proposition to life in concrete, easily understood terms. This session also will explore the importance of creating and leveraging the Portrait of the Graduate, as well as exemplary examples from schools of all types and sizes.

Learning Objectives

- Understand the components and value of Purpose & Outcome statements, including the Portrait of the Graduate
- Realize how the Portrait of the Graduate can be used to differentiate your admission messaging from that of your competitors
- Discover how to leverage your Portrait of the Graduate in your marketing materials

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



Penny Rogers
 Consultant
 Independent School
 Management



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



Monday, July 16
Breakout Sessions
2:45-3:45 p.m.

Leadership, Health, Habits and High Performance

Location: Vanderbilt Kissam Center A117

The demands placed on Deans of Admission today are greater than ever. Deans are expected to develop recruitment and marketing strategies, find mission-appropriate students, interview candidates, read admission files, serve as the chief revenue officer and hit enrollment goals, as well as lead, manage and inspire their teams on a daily basis. What is the secret to success given the many demands? How can you improve your leadership and also your personal performance in all areas? Which habits can help you achieve long-term success and well-being? This session explores the important relationship between health, daily habits and high performance. We'll apply insights from some of the classics, as well as more recent articles and books to help you enhance your daily routine and sustain high performance.

Learning Objectives

- Understand the importance of health and its relationship to performance
- Learn techniques that can be acted upon tomorrow and will improve results

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



Ray Diffley
 Director of AISAP's
 Leadership Center for
 Admission & Enrollment
 Management Professionals
 AISAP



Debby Murphy
 Admission & Advancement
 Consultant