

**Tuesday, July 17**  
**Breakout Sessions**  
**10:15-11:15 a.m.**

**Win-Win Collaboration Between the Admission and Development Offices**  
**Location: Vanderbilt Alumni Hall 201 Classroom**

The Admission Office has its specific, critical goals, and the Development Office has different specific, critical goals—yet by collaborating effectively, members of these two offices can help each other maximize their teams' success and, most importantly, the overall success of the school. This session, which is intended for professionals who are new or less experienced in admissions work, will illuminate the importance of strong collaboration between Admission Office staff and Development Office staff. It will provide specific advice for members of the two offices about how to work together in constructive ways, and it will include helpful anecdotes drawn from our long careers in independent schools. Please join us!

**Learning Objectives**

- Understand the importance of getting the Admission Office and the Development Office on the same page
- Learn ways that Admission Office staff and Development Office staff can collaborate with each other to help each reach goals
- Learn ways that Admission Office staff and Development Office staff can collaborate with each other to help achieve the school's overall goals

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



**Rob Crawford**  
 Director of Marketing and  
 Public Relations  
 Fay School



**Beth Whitney, CAEP**  
 Director of Admission  
 Fay School

**The Global Marketplace: Building an International Recruitment Program**  
**Location: Vanderbilt Kissam Center A117**

This session offers an interactive discussion about the international admission landscape and the challenges of recruiting overseas. With evolving geopolitics, shifting demographics and ever changing economies, it is crucial for schools to stay up to date on trends within the international marketplace. Paramount to the analysis of market trends, one must accurately decipher this data to create clear and attainable goals for international recruiting efforts that are aligned with your school's mission statement. Whether you are traveling abroad in search of revenue, academic high flyers or geographic diversity, it is important to understand exactly what international recruiting means to your school and its bottom line, as well as how to put it into practice.

**Learning Objectives**

- Understand international admission trends
- Develop tools for creating a school's international admission philosophy
- Understand travel and recruitment logistics, competencies and lessons learned

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



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



**Chase Spong, CAEP**  
 Associate Director of Admission & Tuition Assistance  
 Woodberry Forest School

**Shifting the Leadership Paradigm: The Case for an Enrollment Manager and Admission Director**

**Location: Vanderbilt Kissam Center C216 Classroom**

There's been a recent shift in job titles for admission professionals in independent schools. Enrollment Managers have, in many ways, replaced Admission Directors. What are the implications? How are the roles similar? How do they differ? In this presentation, we'll make a strong qualitative and quantitative case for why schools should consider having both an Enrollment Manager and an Admission Director in one office—an office that has a direct impact on driving the school's mission and vision. We'll take a deep dive into the ways in which collaboration between the two roles can drive admission and enrollment work in profound ways for the institution, especially in the current market and economic landscape.

**Learning Objectives**

- Understand the similarities and differences of the two roles
- Learn how Admission Directors and Enrollment Managers can work together
- Learn how to collaborate to make a profound difference for your school

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



**Allison Letourneau**  
 Associate Head of School for Enrollment Management  
 The White Mountain School



**Peter Wickman**  
 Director of Admission and Financial Aid  
 The White Mountain School

**Personal Assessments: Helping You Become a Better Leader**

**Location: Kissam Center C210 Multipurpose Room**

Using DISC personality assessments, we will first learn a little about ourselves. Moving into the five languages of appreciation, we will learn what motivates others and how we can be not just a boss but a leader. This session offers simple tools to encourage your office staff, especially during very busy and stressful times. These tools can help prevent burnout, turnover and improve work ethic.

**Tuesday, July 17**  
**Breakout Sessions**  
**10:15-11:15 a.m.**

**Learning Objectives**

- Learn about how we react in the work environment and how we can become more aware of our natural reactive tendencies
- Understand different forms of acknowledgement and encouragement to help your staff stay productive
- Use these tools to become a more effective leader while improving your team's morale

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



**Ingrid Palmisano, LCSW**  
Director of Admission and Financial Aid  
Miami Country Day School

**More Than Your Average Board Report: Telling a Beautiful Data Story**  
**Location: Vanderbilt Sarratt 363**

Do you find yourself creating the same board reports year after year? Are you looking for an easy way to create more exciting and interesting reports that will delight your board? Join this session with our data guru and former independent school board member, Linda Haitani, to learn how to create reports that will excite and engage your board. First, see how to pull, compare and manipulate demographic, admission and financial aid data in interesting ways you've never thought of before. Learn how you can be more strategic and think many steps ahead by identifying and predicting trends you see in both your own data and data from around your region. Then, learn how to use your data to tell a visual story. You'll learn about some simple design principles and free online resources that will take your reports from ordinary to extraordinary. Walk away from this session ready to tell a thoughtful and beautiful data story with your next board reports.

**Learning Objectives**

- How to access, pull and manipulate data relevant to your board
- How to find and compare school and regional data to identify trends
- How to use free design resources to tell a beautiful data story

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



**Linda Haitani**  
Co-founder, Ravenna Solutions and Vice President of Product Strategy, Education Brands  
Ravenna Solutions and Education Brands

**Tuesday, July 17**  
**Breakout Sessions**  
**10:15-11:15 a.m.**

**Lead Generation**

**Location: Vanderbilt Sarratt 216/220**

In the business world, the term "lead generation" is quite common, but we rarely hear this term used in independent schools. This session will utilize case studies to illustrate ways to leverage current staff and volunteer resources, computer modeling, and demographic tools to increase the number of high quality "leads" or prospective families for your school.

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



**Geordie Mitchell**

Director of Enrollment Management & Strategic Initiatives  
 Buckingham Browne & Nichols School

**How Raving Parents Will Drive Your Enrollment Goals**

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

Your community of students and families are a powerful resource for engaging potential candidates. Join SchoolAdmin as we discuss how to create a comprehensive advocate program using best practices, and how to use that program through all stages of the admission process to drive results.

**Learning Objectives**

- How to create an advocate program
- Take away some best practices
- How an advocate program affects all the stages of the admissions funnel

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



**James Collins**

Regional Sales Director  
 SchoolAdmin

**Tuesday, July 17**  
**Breakout Sessions**  
**10:15-11:15 a.m.**

### Fun Times With Financial Aid

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

Financial Aid at independent schools continues to be an evolving and complicated process. While schools struggle with which models are best, be it net tuition, flex tuition, hybrid financial aid or traditional financial aid, trends point toward a need for flexibility in the Financial Aid office. We will discuss the logistics of financial aid processes, committees, trends and situations that affect schools across the country.

#### Learning Objectives

- Understand current financial aid trends
- Discuss common financial processes and dig into unique processes from different schools
- Collaborate as a group and leave with informative takeaways regarding financial aid

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



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

### A Branding Roadmap: 5 Steps to Your School's Unique and Impactful Brand

**Location: Vanderbilt Sarratt 112**

Let's be honest. We all know that there is more to your school's brand than your logo and style guide. It is how you position your school in the minds of your school community, outside community and prospective families. Explore the challenges and opportunities that can strategically position your school to succeed in an over-populated market. You will return to campus knowing what you can do right now, and what it will take to build a competitive school brand for the future. Be prepared to think differently, interact with your colleagues and, most importantly, be courageous and honest regarding how you feel about your school.

#### Learning Objectives

- How to improve your school's marketing plan
- What can you do right NOW to promote your school

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



**Jim Healey**  
Owner and Photographer  
Peapod Design