

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

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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.

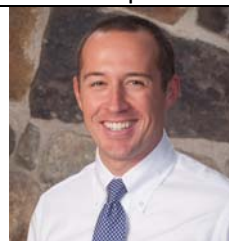
Learning Objectives

- 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.

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- 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.



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

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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

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