

**Tuesday, July 17**  
**Breakout Sessions**  
**1:15-2:15 p.m.**

## What Great Enrollment Professionals Know About Brand

**Location: Vanderbilt Sarratt 216/220**

Great schools have great brands and great brands are built through strong leadership. Yet many schools still don't understand what brand really means, how to create a strong one, or what role enrollment managers and other school leaders can play in ensuring the brand of their school is as strong as the school itself. While many admission and enrollment professionals know what makes their schools special, they struggle to communicate in a way that prospective families understand. Many use their mission statements or a list of jargon-laden program descriptions in an attempt to describe themselves. What's really needed is a clear brand strategy and simple messages that shows potential students and families the school's unique qualities. This lively, interactive session will help admissions and enrollment managers better understand the confounding subject of brand and why it matters to their school's success. In this fun and interactive workshop, we'll cover the basics of branding in an accessible way and share examples of successful school brands that achieved big results in admissions and enrollment. This session also gives participants the chance to think about their school's brand and how to strengthen it. We'll cover the differences between brand and mission, as well as between brand and logo. More than a motto, admissions brochure, or website, are you ready to create the powerful brand to put your school in a category of its own?

### Learning Objectives

- Understanding the true definition of brand and its critical relationship to admission and enrollment management in today's competitive environment
- Steps to take if you want to clarify and strengthen your school's brand (Includes step-by-step handouts to take back to school to engage colleagues in this effort)
- How to craft a unique message for your school that helps attract quality instead of quantity: the best-fit students and families, not simply more students and families

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



**Stephanie Swain**  
Senior Brand Strategist  
Mission Minded

## **The Perfect Storm: How a Small School in the Midwest Overcame Barriers to Enrollment**

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

After the economic collapse, The Stanley Clark School, like many independent schools, experienced an exodus of families who withdrew for financial reasons. Yet, for years after, the school continued to graduate large classes while admitting few students at the youngest grades. The admission director who joined the school during this enrollment crisis will share steps the school took to break down barriers to enrollment—actions that have contributed to the school's anticipated wait lists for 2018-19. Identify your own barriers to enrollment and learn from other attendees who have successfully addressed the same challenges.

**This session has been cancelled.**

**Transform Your School's Culture to Lift Morale, Decrease Attrition and Elevate Excellence**

**Location: Vanderbilt Kissam Center A117**

Radical culture change is possible. When you approach this challenge with purpose, your school will be rewarded with higher morale, lower attrition and elevated excellence. Following a design thinking model, participants in this workshop will create a "culture vision" for their school, consider varying points of view, define the problem, ideate a solution and leave with a framework for elevating their own school culture. Presented by Patty Bloom, an admissions and marketing professional who has marketed organizations in times of merger.

**Learning Objectives**

- Determine a one-word culture vision for a school and understand the process to achieve it
- Understand the factors that go into achieving culture change including the creation of a "culture team."
- Fill your toolkit with concrete ideas that can be implemented in your school.

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



**Patty Bloom**  
 Director of Admissions and Marketing  
 Saul Mirowitz Jewish Community School

**The Importance of Culturally Competent Instructors: Chinese Cultural Awareness and Strategies for Teaching**

**Location: Vanderbilt Sarratt 363**

Today, many American day and boarding schools seek to recruit international students for their campuses. Regardless of their reasons for doing so, it is vital to provide the tools for staff to support these students. Since China leads in the international student market, sending more than 30,000 students in 2016 to study in U.S. secondary schools, this session will highlight Chinese culture and how it affects students' behavior in a school's learning environment. Moreover, the presenter will address strategies to assist teachers in managing different cultures in the classroom.

**Learning Objectives**

- Understand the importance of cultural competency
- Increase your staff's cultural awareness
- Learn how to support international students

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



**Nicholas Wilson**  
 Director of Educational Services  
 Three W International

### The Art of Personal Effectiveness

**Location: Vanderbilt Alumni Hall 201 Classroom**

Admission professionals always have endless to-do lists and, in the end, what really matters is getting things done correctly. But is there a proven framework we can use to help make better decisions—moment to moment, hour to hour and day to day—about how to spend our time? How can we balance urgent tasks with critical long-term projects? How can we minimize interruptions so that we can stay focused for extended chunks of time? How important is it to take regular breaks? What daily rituals do effective people employ? During this presentation, we will summarize the most compelling research on personal and professional effectiveness, and share stories of our own experiments and approaches to getting things done.

#### Learning Objectives

- Learn new techniques for approaching your daily work
- Gain greater self-awareness about how you're currently approaching work
- Gain an understanding of research on the subject of personal effectiveness

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



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



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

### Lights, Camera, Admissions

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

Build a synergistic marketing production team with admissions, administrators and faculty to create a presence using blogs and Facebook Live to reach a broader audience.

#### Learning Objectives

- Learn effective collaboration
- Discover how to actively engage faculty in marketing efforts
- Understand how to establish your school as a center of expertise

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



**Glynn Below, CAEP**  
Director of Admissions  
Randolph School

**Creating a Social Media Plan that Fills Your Admission Funnel**

**Location: Vanderbilt Sarratt 112**

You know you need to be on social media, but how can you determine where you should allocate your time and budget? Moreover, how do you make the most of your time on each channel? In this session, you'll learn how to create a social media plan that takes into account social media audiences, algorithms and paid ads to help you craft a strategy that will fuel and fill your admission funnel this fall.

**Learning Objectives**

- Learn best practices to create a social media plan unique to your school
- Learn the latest social media trends and how they affect schools
- Learn the top strategies for earning engagement on Facebook, Instagram and Twitter

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



**Mia Major**  
Content Marketing Manager  
Finalsite

**Admission and Recruitment Operations Manual: The Admission Professional's Way to Professionally Execute Programs (The De La Salle Lipa Experience)**

**Location: Vanderbilt Sarratt 325/327**

The operations manual of Institutional Admissions and Testing Office (IATO) has been an inspiration to institutions in the Philippines. Many administrators don't realize that an institutional established guide, offering a set of procedures and guidelines, is valuable and offers important information, which includes efficiency and effectiveness of admission and recruitment programs, budget maximization, managing admission and recruitment professionally and creating confidence among the admission and enrollment staff.

**Learning Objectives**

- Learn features of the Institutional Admissions and Recruitment Operations Manual
- Discover the process for the De La Salle Lipa-IATO manual and its subsequent revisions
- Share professional experience to improve the operations manual of De La Salle Lipa - IATO

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



**Randolph S. Renegado**  
Head of Institutional Admissions and Testing Office (IATO)  
Founding President/Chair, University, College and School Admissions Officers  
Association Region IV, Inc  
De La Salle Lipa-IATO

**The Elements of Proactive Recruitment and Retention Plan**

**Location: Kissam Center C210 Multipurpose Room**

For too long, schools have been passive in the way they market their schools both internally and externally. This intensive session will illustrate in depth how to create a proactive enrollment management system that utilizes market segmentation, sophisticated demographic targeting, and consumer research techniques to align enrollment management and marketing communication efforts in order to build enrollment.

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



**Harry Bloom**  
 Senior Vice President,  
 Customer Solutions  
 Measuring Success



**Geordie Mitchell**  
 Director of Enrollment  
 Management & Strategic  
 Initiatives  
 Buckingham Browne & Nichols  
 School

**Entering Admissions: The Application & Enrollment Process**

**Location: Vanderbilt Kissam Center C216 Classroom**

In this session we will cover the how to identify mission appropriate students and families and then getting them to sign on. We will be covering the following:

- Components of an application packet
- Application formats (online vs paper) and materials
- What types of assessments can be used?
- What type of information do you need to collect? And from whom?
- The interview
- We will build a list of evaluations and resources
- Small groups will work together as an admission committee and review applicant folders
- What are the types of decisions?
- How are admission committees constructed?
- How and in what manner do you communicate decisions?
- What are the various types of financial aid, remission, and tuition discounts?

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



**Rob Mitchell**  
 Director of Admission  
 Morristown-Beard School



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