

Tuesday, July 17
Breakout Sessions
2:45-3:45 p.m.

Implementing a Parent Tour Guide Program

Location: Vanderbilt Sarratt/Rand Hall 308

Giving tours to prospective families is time-intensive for an already busy admission staff. What if you had a group of dynamic parents coordinating and leading tours for you? A parent tour guide program will renew your current parents' love of the school while giving an authentic voice to your admission and marketing messages. This session gives you the framework to organize your own parent tour guide program that fits the needs of your school. Presenters will discuss how to choose your parents, how to manage expectations and how to keep messaging intact.

Learning Objectives

- Determine feasibility of implementing a parent tour guide program
- Outline steps for implementation
- Track data to measure for success

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



Rebecca Malotke-Meslin

Director of Admission and
 Financial Aid
 The Avery Coonley School



Lisa Psarouthakis

Director of Admission
 The Emerson School

Taking the Sting Out of Tough Conversations

Location: Vanderbilt Sarratt 112

Join in the conversation as a panel of seasoned Admissions Professionals share their thoughts and advice on navigating the tough conversations. Whether it is in an interview, during a tour, or post-decision, learn how to have the conversations that admissions and enrollment folks dread.

Learning Objectives

- Understand the research on best practices for engaging in difficult conversations
- Develop a toolkit to approach and manage challenging situations
- Learn which approaches work, as well as those that don't

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



Scott Schamberger

Assistant Headmaster for Admission & College Counseling
 Woodberry Forest School

After the Marketing is Gone: Tactics for Selecting Students Wisely

Location: Vanderbilt Sarratt 325/327

Many times a secondary priority in this marketing-centric age is fair, smart and mission-driven assessment—a core admission role. Faculty, coaches, parents and senior administrators judge and define us by our success or failure in this crucial area. Moderated by grounded, anecdote-rich admission veterans, the session will provide sample rubrics for rating wisely, easy electronic worksheet options for insuring reader discipline, tactics for leading committee discussion, systems for inoculating admission from “vocal constituencies” and the latest research on character assessment.

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



Peter Anderson, CAEP
 Director of Enrollment Management
 Episcopal Academy



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



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

From Decision to Response—How To Affect Yield

Location: Vanderbilt Alumni Hall 206 Reading Room




Penn Charter is a PK-12, coed Quaker school in Philadelphia, a market saturated with excellent independent schools. Over the years, Penn Charter has developed a thorough, multi-pronged approach to yield by creating excitement and demand, and also by gauging family intent to enroll or decline. This session focuses on the nuts and bolts of this essential process and offers the opportunity to participate in a sharing of best practices.

Learning Objectives

- How to affect and manage yield
- Reaching out to parents and students effectively
- How to use your school community to influence enrollment

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

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	<p>Tom Coyle Asst. Dir. of Admissions/Athletics Liaison William Penn Charter School</p>		<p>Deborah Marcee Asst. Dir. of Admissions/Community Program Liaison William Penn Charter School</p>
	<p>John Zurcher Dir. of Enrollment, Management & Lower School Admissions William Penn Charter School</p>		


A New Way to Message What Makes Your School Great
Location: Vanderbilt Alumni Hall 201 Classroom

If you know what makes your school special, but struggle to describe it in a succinct way, this fun and interactive session is for you. Learn how to use the Minute Message Model to promote your school to families and to ensure their understanding of all that makes your school unique. If the language you use to describe your school could be used by another school, you're missing an opportunity to stand out to students and families. Or, if everyone within the school community describes your school differently, the message isn't consistent, which means you're missing out on engaging the right-fit families. Mission Minded Senior Brand Strategist Stephanie Swain will show you how to clarify your message by using simple, inviting language that faculty, staff and trustees can use. You will leave with powerful tools to tell your school's story in new and consistent ways. This lively and inspiring workshop regularly receives high marks.

Learning Objectives

- Understand the barriers to communicating succinctly and how to get around them
- Discover how to make your school stand out, positively differentiating it from other schools
- Learn how to craft a unique message for your school that everyone can use

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

	<p>Stephanie Swain Senior Brand Strategist Mission Minded</p>
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Making it Count: Building Connections with Prospective Families

Location: Vanderbilt Sarratt 216/220

Keith will share the importance of making a unique and powerful first impression on prospective families, the impact that impression can have and how to distinguish your school as a front-runner in their school search - all based on your communication and efforts to build a relationship as they go through the admissions process.

Learning Objectives:

- Identify a wide variety of ways to connect with families that are unique to your school and mission
- Share successes and challenges in building relationships with prospective families
- Determine specific and meaningful communication opportunities dependent on school events and admission cycle

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



Keith Radcliffe, CAEP
 Director of Admission and Financial Aid
 The Stanwich School

The Power of Parent Engagement

Location: Kissam Center A117

Knowing that word-of-mouth is the most valuable tool in attracting new families to your school, a positive parent vibe is critical. Engaging as many parents as possible, and including them in many different programs at the school means that they have more information, feel empowered and are happier more positive parents, likely to recommend your school.

Learning Objectives

- Develop ideas for your school's parent programs
- Improve word-of-mouth marketing for your school
- Understand parent perspectives

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



Glynn Below, CAEP
 Director of Admissions
 Randolph School

Entering Admissions: The Hand-Off to Faculty and Student Retention

Location: Vanderbilt Kissam Center C216 Classroom

During this session we will discuss the following:

- The risk of “summer melts” and enrollment contract terms. How do you keep enrolled families on board between March and Day 1 of school?
- Summer events/ideas, ambassador programs
- Groups take on the role of 6 types of individuals at your school.
- Admission personnel, faculty member, Head of School, board member, specialist teacher, future classmate. How will each welcome the new student/family from the time of the offer?
- Collaborating with the division heads and faculty/staff for retention.
- Customer service for retention.
- Your role with the board.
- Build a re-enrollment “plan” for the student you accepted after hearing from the facilitator/teacher how each of the students is doing. How would you handle a student who proves not to be mission appropriate?

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



Steve Salvo, CAEP

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

How to Create an Inquiry Magnet in Order to Increase Inquiries

Location: Vanderbilt Kissam Center C210 Multipurpose Room

I've spoken for years about our inquiry magnet: 27 Questions to Help You Evaluate A School For Your Child. In this working session, I'll explain the theory behind the inquiry magnet system and help you brainstorm a specific inquiry magnet for your school.

Learning Objectives

- Understand the inquiry magnet system
- Learn how to develop an inquiry magnet system for your school

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



Brendan Schneider

Director of Advancement
 Sewickley Academy