

9:00 am – 10:30 am Welcome and Opening Session

Understanding the Admission and Enrolment Management Professional and Other Planets in our Universe:

It has been said that admission and enrolment management professionals are from Mars and Heads of School, division heads, advancement teams, and, of course, finance professionals, are from Venus ~ we are all in the same solar system, but we are no doubt on different planets. Understanding the other planets where our colleagues reside is as essential as understanding the enrolment planet to promote greater effectiveness and reduce the all too common silo approach to admission and enrolment management. Participants will leave with a greater understanding of the pressures and joys facing different departments and how admission and enrolment managers can effectively partner with others on behalf of the school. *Janice Crampton, Executive Director | CEO, AISAP*

10:30 am – 10:45 am BREAK

10:45 am – 11:45 am Module 1

SESSION 1	SESSION 2	SESSION 3	SESSION 4
Location: Room 103	Location: The Forum	Location: Studio	Location: Room 104
<p>Introducing AQ: Articulation Quotient - a central key to success. – <i>Ray Diffley, Director of AISAP's Center for Admission and Enrollment Management Leadership</i></p> <p>“Ideas are the currency of the 21st Century” Inspired by this quote in Carmine Gallo's book, <i>Talk Like TED: The 9 Public Speaking Secrets Of The World's Top Minds</i>, Ray believes one's ability to articulate oneself, and a school's value proposition, is central to an admission professional's success and to leadership. Introducing AQ, Articulation Quotient (TM pending); Ray hopes to advance yours as he shares methods and strategies to get your</p>	<p>Creating a compelling dashboard for Admission and Enrollment Management: <i>Geordie Mitchell, Director of Strategic Initiatives and Enrollment Management, Buckingham, Brown & Nichols School</i></p> <p>Whether it is the quick check or the deeper dive knowing what to track and when is the foundation of any robust and compelling reporting process. Join Geordie Mitchell, Director of Enrollment Management, Director of Strategic Initiatives, Buckingham, Brown and Nichols School as he identifies and demonstrates the must</p>	<p>Volunteerism and Mentorship: <i>Kimberly Brooker Carter '96, Executive Director, Enrolment Management, Branksome Hall</i></p> <p>A report from the Enrollment Management Association ALC program describing and encouraging volunteer participation within the EMA organization. [PC4/PB6]*</p>	<p>How does my school stack up in this competitive landscape? <i>Mercedes Maskalik, Director of Marketing & Communications, Cate School and AISAP Marketing Consultancy Service Associate</i></p> <p>The importance and process of identifying your institutional goals when analyzing where you stack up is a critical and oftentimes overlooked step in the evaluation process. Join Mercedes as she will provide the general outline and steps for an assessment towards establishing your digital footprint and other metrics that will ensure what you see as your value added is what your audience sees and feels as well. [PC5,13/PB3]*</p>

<p>school's message across. IQ and EQ are relevant, but your AQ is the most important. [PC5/PB6]*</p>	<p>haves and maybes of your institution's framework for reporting and data success. [PC3,7/P4]*</p>		
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11:45 am – 1:00 pm Lunch

1:15 pm – 2:15 pm Module 2

SESSION 5	SESSION 6	SESSION 7	SESSION 8
Location: Room 103	Location: Studio	Location: The Forum	Location: Room 104
<p>A rubric for Financial Aid aka the ABC's of Financial Aid: <i>Geordie Mitchell, Director of Strategic initiatives and Enrollment Management, Buckingham, Brown & Nichols School</i></p> <p>Merit, need based, aid aware, tuition index, net tuition revenue; words and phrases that are used in the world of admission and enrollment management but oftentimes not understood in a unanimous fashion. Whether you are a novice or a master in the profession this can be a complicated but oftentimes misunderstood recruitment and retention tool.</p> <p>[PC2,3,7/PB4]*</p>	<p>A review of trends and statistics from SSAT and SAO use: <i>Colby Morgan, Membership Associate</i></p> <p>Enrollment Management Association (EMA) associates will share and outline the trends from their SSAT, SAO and recent reports highlighting parent involvement and marketing trends.</p> <p>[PC3,6/PB2]*</p>	<p>Meet me at the intersection of strategy and data analytics: <i>Mercedes Maskalik, Director of Marketing & Communications, Cate School and AISAP Marketing Consultancy Service Associate</i></p> <p>Join Mercedes Malik as she will outline the best practices for schools as they seek to build the foundation of an integrated marketing solutions that connect organizations with their audiences to drive enrollment growth.</p> <p>[PC7,8,13/PB3]*</p>	<p>On-the-Ground Strategies for Recruitment and Retention - A Facilitated Brain-Trust Discussion</p> <p><i>Janice Crampton, Executive Director CEO, AISAP</i></p> <p>With tuition driving most budgets and competition from all angles heating up, recruitment and retention efforts have never been more important. Join Janice as we highlight recruitment and retention strategies and the steps to adopt a “culture of ownership.”</p> <p>[PC1,4,6/PB2,3,6]*</p>

2:15 pm – 2:30 pm BREAK

2:30 pm – 3:30 pm Module 3

SESSION 9	SESSION 10	SESSION 11	SESSION 12
Location: Room 103	Location: Studio	Location: The Forum	Location: Room 104
<p>REPEAT/ Creating a compelling dashboard for Admission and Enrollment Management: <i>Geordie Mitchell, Director of Strategic initiatives and Enrollment Management, Buckingham, Brown & Nichols School</i></p> <p>Whether it is the quick check or the deeper dive knowing what to track and when is the foundation of any robust and compelling reporting process. Join Geordie Mitchell, Director of Enrollment Management, Director of Strategic Initiatives, Buckingham, Brown and Nichols School as he identifies and demonstrates the must haves and maybes of your institution's framework for reporting and data success. [PC3,7/P4]*</p>	<p>A review of trends and statistics from SSAT and SAO use: <i>Colby Morgan, Membership Associate</i></p> <p>Enrollment Management Association (EMA) associates will share and outline the trends from their SSAT, SAO and recent reports highlighting parent involvement and marketing trends.</p> <p>[PC3,6/PB2]*</p>	<p>REPEAT: How does my school stack up in this competitive landscape? <i>Mercedes Maskalik, Director of Marketing & Communications, Cate School and AISAP Marketing Consultancy Service Associate</i></p> <p>The importance and process of identifying your institutional goals when analyzing where you stack up is a critical and oftentimes overlooked step in the evaluation process. Join Mercedes as she will provide the general outline and steps for an assessment towards establishing your digital footprint and other metrics that will ensure what you see as your value added is what your audience sees and feels as well. [PC5,13/PB3]*</p>	<p>High Performance (and Healthy!) Admission Professionals With Highly Functional Admissions Offices: Strategies Revealed! <i>Ray Diffley, Director of AISAP's Center for Admission and Enrollment Management Leadership</i></p> <p>The demands on admission offices today are greater than ever. Admission professionals are expected to develop recruitment and marketing strategies, find mission-appropriate students, interview candidates and their parents or guardians, read admissions files, serve as the chief revenue officers, and hit enrollment goals. Requirements for Deans/Directors of Admission include inspiring, managing, and developing their teams. What are the secrets to success given the many demands? How can you improve your leadership and also your personal performance? Which</p>

			<p>habits and practices can help you achieve long-term success on the job and personal well-being?</p> <p>We will explore the important relationship between health, daily habits, and high performance, and their direct connection to a high functioning admissions office. Ray will apply insights from classic findings, share recent articles and books to enhance your daily routine and sustain high performance. Share takeaways from AISAP work with schools to highlight keys to a successful admission operation and the formula for stress reduction.</p>
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3:45 – 5:00 pm Job Alike | AISAP Cohort Group

Administrative Support Location: Room 103	Emerging (aka new to 3 years of experience) Admission Officer Location: Room 104	Admission Officer Location: Studio	Associate Director Location: The Forum/Back	Executive Directors Location: The Forum/Front
Mercedes Maskalik	Geordie Mitchell Colby Morgan	Janice Crampton Kimberly Carter	Ray Diffley	David McBride Michael Roy

5:00 pm – 6:30 pm Cocktail Reception

The Association of Independent School Admission Professionals wishes to thank the Enrollment Management Association and our host association, CISOntario for their partnership in this event targeted and focused on the Admission and Enrolment Management Profession.

**All sessions connect and are aligned with AISAP's Learning and Development Framework. Participants will receive 1 (one) CAE (Continuing Education Credit) from AISAP for their participation in each module in which they attend.*

For more information on this and other learning objectives please contact us at learn@aisap.org.