

**The Waring House**

**Wednesday October 2<sup>nd</sup>, 2019**

No formal activities planned.

You may wish to meet in the [Barley Room Pub](#) for an informal dinner.

**Thursday October 3<sup>rd</sup> – Prince Edward Dining Room**

8:30 – 9:00 a.m. Breakfast (included for those that booked accommodation)

9:00 a.m. Introductions

9:15 a.m. **Independent School Finance (or Why Independent Schools are Bad Business Models), [Palmer Ball](#)**

**Workshop Description:**

This overview of independent school finance will address budgets, financial aid, net tuition revenue, general financial and miscellaneous information, tips and recommendations, benchmarking, etc. We'll try to avoid getting too much in the weeds and focus on the big picture of schools and explain all the things you haven't understood or have wondered why it was done that way!

10:15 a.m. Break

10.30 a.m. **Changing Admissions and Financial Aid Focus from Student Headcount to Net Tuition Revenue, [Palmer Ball](#)**

**Workshop Description:**

As financial aid is becoming a larger and larger portion of school budgets, and thus a larger and larger component of student recruitment and retention, schools need to change their budget focus and Admissions goal setting from student headcount to Net Tuition Revenue (NTR). Participants will receive and review templates that allow a school to annually monitor and track their NTR, NTR per student, and NTR per grade. The session will also identify important financial aid metrics schools should be tracking and monitoring year by year, with recommendations on how to identify and slow down or turn around negative trends.

11:30 a.m. **Sharing Session with Colleagues**

12:15 p.m. Lunch

1:15 p.m. **The Digital Evolution, [Gus Leite](#)**

**Workshop Description:**

The world is changing and we need to change with it. But why sometimes I do not see it? What does this digital revolution mean and what can I do about it?

- 2:15 p.m. Break
- 2:30 p.m. **BIIS Discussion**
- 2:45 p.m. **Vendor “Speed Session”** – The Waring Hall
- 4:00 p.m. **Cocktail reception & snacks** – The Waring Hall
- 5:15 p.m. Free time until dinner
- 6:30 p.m. Dinner, Sponsored by [Brown’s Fine Food Services Inc.](#)

**Friday October 4<sup>th</sup>** – Prince Edward Dining Room

8 – 8:30 a.m. Breakfast (included for those that booked accommodation)

8:30 a.m. **Long-Range Financial Planning Tools each School Should Have, [Palmer Ball](#)**

**Workshop Description:**

Accreditation and strategic planning are important processes (some might say necessary evils!) that require the school’s leadership to focus on the long term future and financial equilibrium of the school. Identify questions school leaders should ask, and the corresponding data each school should have, in relation to the school’s financial health, its recent history, and its future projections. Review tools and sample presentation formats, and receive templates you can implement at your school, including net tuition revenue analysis, 5 year NAIS DASL stats comparison, 5 year DASL stats comparison with benchmark schools, faculty salary analysis with public schools and benchmark schools, 1 page financial dashboard, etc. Participants will leave with tools in hand that will assist their schools in obtaining the necessary data to make informed decisions as well as analyze, project, and present the future impact of those decisions to the leadership of the school.

10:00 a.m. Break

10:20 a.m. **Maximizing Perceived Value and Enrollment through Strategic Tuition Setting, [Dr. Harry Bloom](#)**

**Workshop Description:**

Measuring Success has studied the relationship between tuition and enrollment three times over the past 19 years--and has found no statistically significant relationship. However, its research with independent schools does indicate that perceived value drives enrollment. Workshop participants will learn how to use data and research to optimize tuition setting practices thereby increasing perceived value and enrollment.

11:30 a.m. Departure – lunch on your own.