

Innovative Auxiliary Programming Designed to Augment Non-Tuition Revenue

In this session, Auxiliary programs offer a unique opportunity to promote brand awareness and generate valuable non-tuition revenue for independent schools. During this session, participants will hear the story of how one school used creativity and innovation to design non-academic day programming. Leveraging facilities and resources, schools are able to create robust programs that provide students, as well as the surrounding community, with distinctive opportunities for learning. Participants will learn the successes and challenges experienced while developing new programs that capitalized on existing needs in this school's market.

Learning Objectives:

Participants will learn the successes and challenges involved in developing new auxiliary programs that capitalize on existing needs.

Presenter: Drew Upchurch, Director of Auxiliary Programs, The Bolles School

Drew Upchurch is the current Director of Auxiliary Programming at the Bolles School. In his present role Drew manages many of the school's lines of non-tuition revenue which include but are not limited to summer programs, the campus store, club sports, and the facility rental program. Prior to his time at Bolles, Drew was employed as an administrator in the Business Office at Jacksonville Country Day School and a teacher in the St. Johns County Public School system. Drew holds undergraduate degrees in both Religious Studies and International Affairs from Florida State University as well as a Masters in Educational Leadership from the University of North Florida. An avid Florida State Seminole and Jacksonville Jaguar football fan Drew currently resides in St. Augustine, with his wife Lindsey and their daughters Sadie and Hadley.

Field of Study: Business Management and Organization

Prerequisites: Basic knowledge of independent school finances

Advanced Preparation: None

Program Level: Update

Delivery Method: Group Live

Participants will earn 1 CPE credit.