

Designing a Strategic Auxiliary Programs Plan

Are you interested in elevating your school's auxiliary program performance? This session will provide a framework for identifying school assets, defining strategic goals, and developing a coherent auxiliary programs plan that maximizes your school's potential. With a focused plan in place, your school will be able to implement programs that positively influence school admissions, create efficiencies in auxiliary services, and increase non-tuition revenue to support the mission of your school. This session will give you the tools needed to turn your auxiliary programs into critical assets.

Learning Objectives:

Participants will learn a framework for identifying school assets, defining strategic goals, and developing a coherent auxiliary programs plan that maximizes their school's potential.

Presenter: Bill Rouse, Founding Member, AUXS

In 1982, Bill co-founded ESF, Inc. (Education, Sports & Fun) and worked with schools and colleges throughout Pennsylvania, New Jersey, New York, Connecticut, Maryland and Delaware. ESF is most known for its summer camp programs that are attended by almost 10,000 children each summer and employ over 1,750 summer staff members. ESF's summer programs included traditional day camps, sports camps, enrichment programs and summer schools. ESF's winter programs included after school mentoring programs, after school programs and enrichment programs. Some of the schools that operated ESF programs included The Lawrenceville School, Greenwich Academy, The Haverford School, The Episcopal Academy, Gilman School, Georgetown Preparatory School and Trinity College. In addition to working with schools and colleges, Bill also worked with professional sports teams such as The Phillies, Philadelphia Union and Washington Nationals in developing youth and adult camp programs. Bill helped to build ESF into one of the leading summer camp operators on the East coast and eventually sold his interest in the business in 2015. In 2016, Bill co-founded AUXS, which is dedicated to supporting independent schools.

Bill is a member of the American Camping Association and has been a speaker for organizations such as NBOA, AISNE, IS4 and SPARC. Bill graduated from The Haverford School and was a Finance Major at Villanova University, where he graduated from the School of Commerce and Finance. He also attended the Disney Institute's leadership development programs. Bill is a Board Member of Holy Child School at Rosemont and serves as the Chair of the Facilities Committee. Bill is the co-founder of the ESF Dream Camp Foundation that works with at-risk youth and has served on the Leadership Council of The Haverford School.

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.