



MARCH 14-16, 2022

ANNUAL CONFERENCE

SCHEDULE AND SESSIONS



SMALL BOARDING SCHOOL ASSOCIATION

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MEET KARLO YOUNG

SENIOR VICE PRESIDENT, UNIVERSITY PARTNERSHIPS & PORTFOLIO
GENERAL MANAGER, 2U, INC. &
EXECUTIVE SPONSOR, 2U BLACK ENGAGEMENT NETWORK (BNET)



Karlo Young is Senior Vice President, University Partnerships & Portfolio General Manager of 2U, Inc., a global leader in education technology and digital transformation partner to top colleges and universities delivering high-quality online education at scale. In his role, Karlo oversees strategic growth initiatives for the business and leads a portfolio of Vice President/General Managers who manage our university partnerships across several educational offerings and complex verticals.

Outside of 2U, Karlo is the President of the Board of Trustees for the Baltimore Educational Scholarship Trust (B.E.S.T.), Vice President of the Board of Trustees at the Gilman School, and the Co-Director of the Gilman Black Alumni Leadership Institute (GBALI), a weekly leadership and exposure program designed for Baltimore-area high school students. Prior to joining 2U, Karlo was an investment banker at Signal Hill Capital, Director at KPMG, and Manager at Deloitte. He is also a past president of the NABA Baltimore Chapter.

Karlo has been recognized for his leadership and philanthropic efforts by several organizations. He has been named a “40 Under 40” business leader by the Baltimore Business Journal, a top “40 Under 40” alumni by Drexel University, a “Rising Star” by both NABA and the Living Classrooms Foundation, a Kellogg Young Social Impact Scholar for his leadership around social impact and social entrepreneurship, and one of DiversityMBA Magazine’s Top 100 Under 50 Emerging Leaders.

Karlo received a BS in Information Systems from Drexel University and an MBA from Northwestern University’s Kellogg School of Management.

THREE-DAY GLANCE

MONDAY

11:30 - 1:30

Registration, Tours, & Lunch
Manor House/Alumnae Hall

1:00 - 1:45

First Time Attendee Session
Garland Theater

2:00 - 2:30

Welcome to SBSA & Garrison Forest
Garland Theater

2:45 - 3:45

Affinity Groups
Various Locations, see page 7

4:00 - 5:15

Breakout Session 1
Various locations; check conference site

5:30 - 7:30

Garrison Forest Welcome Reception
Lohr Hall

6:30 - 7:30

Shuttles back to Marriott Metro Center
Manor House



The Grizzly Den!

Need a spot to chill for a moment?
Low on coffee or need a snack? Head
to the **Grizzly Den** located on the
second floor in McLennan Library.

The Den will be open throughout the
conference if you need a break or a quiet
spot to catch up on email.

THREE-DAY GLANCE, CONT.

TUESDAY

8:00 & 8:30

Shuttles to GFS
Marriott Metro Center

8:00 - 9:00

Continental Breakfast
Alumnae Hall

9:00 - 9:15

Welcome to Day 2
Garland Theater

9:15 - 10:30

Keynote Speaker, Karlo Young
Garland Theater

10:30 - 10:45

Michele Gorman Award
Garland Theater

11:00 - 12:15

Breakout Session 2
Various locations; check conference site

12:15 - 1:15

Lunch
Alumnae Hall

1:30 - 2:45

Breakout Session 3
Various locations; check conference site

2:45 - 3:00

Break
Get some fresh air!

3:00 - 4:15

Breakout Session 4
Various locations; check conference site

4:30 - 6:30

SBSA & GFS Tailgate
Searle Athletic Center

5:30 - 6:30

Shuttles back to Marriott Metro Center
Manor House

GRIZZLY DEN



OPEN
9 - 4:30

THREE-DAY GLANCE, CONT.

WEDNESDAY

8:00 & 8:30

Shuttles to GFS
Marriott Metro Center

8:00 - 9:00

Continental Breakfast
Alumnae Hall

9:00 - 10:15

Breakout Session 5
Various locations; check conference site

10:15 - 10:30

Break
Get some fresh air!

10:45 - 12:00

Affinity Groups
Various locations, see page 7

12:00

To-Go Lunches & Collect your Luggage
Alumnae Hall

**GRIZZLY
DEN**

OPEN
9 - 12



AFFINITY GROUPS

Monday, 2:45 - 3:45 pm

Wednesday, 10:45 - 12:00 pm



HEADS OF SCHOOL

Marshall-Offutt 208, Monday and Wednesday



EDUCATIONAL CONSULTANTS

McLennan Library, Grizzly Den (second floor), Monday
McLennan Library, Lecture Hall (ground floor), Wednesday



DIRECTOR OF ADMISSIONS/DIRECTOR OF ENROLLMENT MANAGEMENT

McLennan Library, Lecture Hall (ground floor), Monday
Lohr Hall 124, Wednesday



ASSISTANT DIRECTORS OF ADMISSIONS

Lohr Hall 117, Monday and Wednesday



MARKETING/COMMUNICATIONS

Marshall-Offutt 206, Monday and Wednesday

SESSION 1 OPTIONS

Monday, 4:00 - 5:15 pm

LISA LEIDY, SQUARE SPOT DESIGN

NO MORE HOKUS POKUS...ONLY FOCUS! TANGIBLE TOOLS AND TAKEAWAYS TO KEEP YOUR BRAND STRATEGY IN FOCUS.

When it comes to school marketing, there is SO...MUCH...ADVICE. More often than not, the “todo” list that ensues outweighs the capacity of a small boarding school communication team (especially if that team is a team of one). Let’s break through the noise with meaningful examples and tangible takeaways that will help you focus on what’s important—leveraging your resources to create brand impact across audiences and mediums (without the need of a magic wand).

In this session we are going to focus on answering five questions we hear the most:

1. Print or digital? Do we need to choose?
2. How do we battle misconceptions about who we are?
3. How can we make the most of our marketing budget?
4. If I can bring one thing back to my team, what would it be?
5. Where do we begin?

Leave this session focused, inspired, and ready to make some brand strategy magic at your school.

LOCATION: Marshall-Offutt 207

MICHELE GORMAN, MICHELE A. GORMAN ASSOCIATES AND PANELISTS (SEE BELOW) COMMUNICATION WITH GEN Z

Times are changing, and with it, language is reshaped. We are privileged to learn and grow alongside our students, as Millennial-led education materializes. In what ways have you experienced a shift in colloquialisms, acronyms, and expressions? From “LOL” to “Girl Boss,” it is important for us to keep up with and hear the adolescent voice through the lens of DEIB. In the current wave of streaming services and preferred pronouns, we will work together to unpack the modern vernacular.

Panelists: Camille Bertram, Educational Consultant; Maureen Brennan, Educational Consultant; JD Daubs, Educational Consultant

LOCATION: Lohr Hall 117

KATE AUGER-CAMPBELL, FINALSITE AND PANELISTS (SEE BELOW) FIRESIDE CHAT: SHARED EXPERIENCES FROM THIS PAST YEAR & WHAT'S NEXT FOR ADMISSIONS

Try. Fail. Learn. Repeat. Enrollment leaders have always been adaptable to shifts in the market. But never before have they had to flex their creative muscles and embrace all sorts of new and different practices in the span of one year in order to engage and yield new students. During this panel discussion we’ll talk about lessons learned, share some of the new tactics that are likely to stick around post-pandemic, and field questions from the audience related to market shifts.

Panelists: Jill Hutchins, Associate Head of School for Enrollment, Dublin School; Kristen Kaschub, Director of Admissions and Enrollment Management; Darrow School John Barrengos, Director of Admission & Financial Aid, The Putney School

LOCATION: McLennan Library, Lecture Hall

SESSION 1 OPTIONS

Monday, 4:00 - 5:15 pm

ANN SNYDER, CASE & EMA AND PANELIST (SEE BELOW)

INTEGRATED ADVANCEMENT APPROACHES FOR SMALL BOARDING SCHOOLS

Research has shown that despite their critical function in growing and maintaining the fiscal health of small schools, admission, alumni/development and communication offices are frequently under resourced in efforts to achieve their goals. Data suggests that integrating your external functions can achieve higher revenue and increased engagement while maximizing your travel budget and building better ambassadors for the school. Join Ann Snyder from the Council for Advancement and Support of Education (CASE) and Dave Taibl from the Enrollment Management Association (EMA) as they discuss challenges faced in these roles, and explore opportunities through an integrated approach to advancement in order to alleviate constraints experienced in leading small boarding schools.

Panelist: Dave Taibl, Director of Business Development, EMA

LOCATION: Marshall-Offutt 208

BEN CHAMBERLAIN, ASHEVILLE ACADEMY (NC) AND PANELIST (SEE BELOW)

NORMALIZING AND SUPPORTING MENTAL HEALTH IN THE BOARDING SCHOOL SETTING

Unidentified and untreated struggles with mental health in students of all ages have only risen in recent years, due not in the least to the increased stressors of the COVID-19 pandemic. Boarding schools in particular bear the responsibility of identifying and meeting the mental health needs of its students. This presentation will briefly review research on the prevalence of mental health challenges prior to and into the pandemic, and then turn to focus on practices that can help to normalize discussions around mental health, identify students in need of additional support, and access resources to provide for those students.

Panelists: Katie Salmons, LCSW, LCAS, MSW, Clinical Supervisor; Rebecca Gebb, Program Director

LOCATION: Marshall-Offutt 201

JESSE ROBERTS, UNBOUND360

HARNESSING BIG DATA TO CRUSH YOUR ENROLLMENT GOALS

Boarding schools face challenges in enrollment all over the country. What's more, the Small Boarding School faces challenges from many areas, including the local private school and the local public school. In this interactive session, we will provide a blueprint for schools to harness the power of Big Data to learn more about their market, know where real opportunities lie, and enhance their funnels with families that are a fit on every level. As a former admission director in a small boarding school, I know all too well the challenge, and am happy to bring real world solutions to your office.

LOCATION: Marshall-Offutt 204

CAROLYN LEWIS, GARRISON FOREST SCHOOL (MD)

SETTING THE TABLE FOR DIPLOMACY: BREAKING BREAD TO WIN HEARTS AND MINDS

The GFS Gastrodiplomacy Program utilizes food and cuisine to create cross-cultural community understanding and engagement. It provides a rich educational experience for students by equipping them with the skills to interact individually and collaboratively in a culturally situated, innovative, and sustainable manner. It empowers them to become global citizens and leaders and build a school community of belonging over a "good meal." This session will explore how the GFS Gastrodiplomacy Program has been instrumental in helping students to gain skills that allow them to engage the multiple perspectives of various people, groups, and cultures through food respectfully. It will provide insight into the tools shared that are necessary for communicating and collaborating over meals, using verbal and non-verbal behavior, protocols, customs, and collaborative actions to address situations, events, issues, or phenomena that are to develop and improve the school community.

LOCATION: Marshall-Offutt 206

SESSION 2 OPTIONS

Tuesday, 11:00 am - 12:15 pm

JIM HEALEY, PEAPOD DESIGN

NEUROSCIENCE OF MARKETING: THE NEW SCIENCE TO YOUR PROSPECTIVE FAMILY'S DECISIONS

There's no question our brains are instinctively activated by certain types of stimulation. Our challenge is to harness and channel the right types of stimulation to create more effective marketing. Fortunately, neuroscience can be an important asset for us, teaching us how to use emotions to wake up our brain, how to feed our brain's desire for familiarity and simplicity, and how to surprise our brain with word games and other unexpected language manipulations. In this workshop style session, you will see how you can apply neuroscience to improve your school's marketing strategy.

LOCATION: Marshall-Offutt 204

MARK SKLAROW, INDEPENDENT EDUCATIONAL CONSULTANTS ASSOCIATION

INDEPENDENT EDUCATIONAL CONSULTING HAS CHANGED: SO, SCHOOLS SHOULD BE CHANGING THEIR MESSAGING!

Not long ago, Independent Educational Consultants were local, sole practitioners, non-educators/counselors, and squarely focused on boarding schools. All of that has changed. Understanding who IECs are today (particularly the 1,000 who have entered the field in the last 5 years), how they work, and how they seek to build relationships with school admission leaders can be critical to your success with IECs. Plus: how IECA is changing to assure K-12 schooling remains a relevant and critical part of who we are.

LOCATION: McLennan Library, Lecture Hall

JOANNE CARRUTHERS, STANSTEAD COLLEGE (CANADA) & MISSY EVANS-MORELAND, MORELAND & ASSOCIATES FOSTERING PRODUCTIVE PARENT RELATIONSHIPS

Every school and consultant deals with demanding and sometimes difficult parents. But how do you approach discussions and interactions with parents to enable productive conversations and positive outcomes? This session, led by Educational Consultant Missy Evans-Moreland and Associate Head of School Joanne Carruthers, will share tips on how you can improve parent relationships, whether as a school or a consultant, and delve into some "dos and don'ts" when working with difficult parents. This session will be participatory! Bring your own tips and stories to share with the group, including how you would like to help have them resolved or how they have been resolved.

LOCATION: Marshall-Offutt 208

JACQUI YAMADA, INDEPENDENT SCHOOL MANAGEMENT (ISM)

INTERNATIONAL STUDENT WELL BEING; ARE WE DOING ALL THAT WE CAN?

Student well being has finally come to the forefront for many educational programs. The well being of our international students is a concern as well but attending to such has its subtle differences and a need for an intentional approach. Understand the steps necessary to attend to the well being of your international students and the acculturation process required to help your faculty and staff create an inclusive culture. The main takeaways will be ideas and strategies to improve your school's international student program. Bolster your International Student Program by enhancing your international students' overall experience and thereby gaining a competitive edge in international enrollment.

LOCATION: Lohr Hall 117

SESSION 2 OPTIONS

Tuesday, 11:00 am - 12:15 pm

CHRIS HUGHES, GARRISON FOREST SCHOOL (MD)

8TH GRADE BOARDING: STEPPING INTO RESIDENTIAL LIFE

Eighth-grade boarding is an integral part of the Garrison Forest School residential life program. Beginning in 2019, GFS reorganized our structure to provide a distinct space and program for our eighth-grade boarders. This opened the door to multiple valuable opportunities, including closer collaboration with the middle school, a "flex-boarding" option, and significantly increased interest in local students converting from day to boarding. This session will explore the opportunities and challenges this change provided for the school.

LOCATION: Marshall-Offutt 206

BRENDAN SCHNEIDER, SCHNEIDERB MEDIA INC.

I WANT MORE INQUIRIES? HERE'S THE BLUEPRINT FOR USING INBOUND MARKETING AT YOUR SCHOOL.

You have a great school, but you need more students. You've tried everything to get more people to inquiry, but you're not getting the results you want. In this presentation, Brendan will explain how to use inbound marketing to get the results you want while offering a path to get started using inbound marketing at your school.

LOCATION: Lohr Hall 124

SANDRA D. WIRTH, WEST NOTTINGHAM ACADEMY (NJ)

RECIPE FOR DISASTER: THE DISRUPTION OF TODAY'S EDUCATIONAL SYSTEM AND HOW WE PIVOT

Students aged 12-22 are in crisis in greater numbers than ever before. They are feeling unprepared, confused, depressed, anxious, isolated, and suicidal. Mental health issues have been exacerbated by the global pandemic, the over reliance of online access, and the limited opportunities for healthy socialization. At the same time, many small boarding schools are tuition-driven, challenged as viable and successful businesses, internationally politicized, and feeling pressured to reconsider their admission criterion policies.

This perfect storm is a recipe for long-term disaster and calls for a total disruption of academia. We must radically rethink the very nature of learning and what is important for our students to learn. We will examine the obstacles we face while adhering to our traditional models of education and look at a variety of opportunities to reimagine learning for this new generation.

LOCATION: Marshall-Offutt 207

SESSION 3 OPTIONS

Tuesday, 1:30 - 2:45 pm

JIM HEALEY, PEAPOD DESIGN

WEBSITES FOR INDEPENDENT SCHOOLS: THE MOST IMPORTANT REASONS TO USE WORDPRESS FOR YOUR SCHOOL IN 2022

One of the most common misconceptions about WordPress is that it is just a blogging platform. But WordPress is so much more. Why do almost 50% of colleges use WordPress for their websites? WordPress is fast becoming the platform of choice for so many independent schools because it's powerful, affordable, easy to use, and flexible. Not all WordPress platforms are the same. I will explain how WordPress can be built for schools with school's unique needs in mind. Not all WordPress platforms are the same. Learn the buzz words and what to look out for. You cannot afford to miss this informative session.

LOCATION: Marshall-Offutt 208

WILLIAM KUMMEL, PRINCIPAL, RATIONAL PARTNERS

INSTITUTIONAL SUSTAINABILITY: 15 MEASURES TO DECRYPT YOUR SCHOOLS BUSINESS MODEL

Running a school is like running a state: What resources do you consume in the present rather than conserve for the future? Explore with a management consultant in institutional economics the challenges and opportunities in crafting a sustainable economic model for your school -- and all schools. Topics include: Program Revenue: full-pay leverage, fair-market price, and value proposition. Program Expense: labor productivity, section size, SG&A expense, and low cost models. Grants: need, merit, remission and socioeconomic diversity. Philanthropy Net: advancement, endowment and asset conservation. Physical Plant: capital maintenance and space utilization. Governance. mergers, acquisitions, arrangements, and long-term ownership. Session includes Q&A and sustainability analytics for 175 boarding schools, including 75 SBSA members (coded).

LOCATION: Marshall-Offutt 207

MATT SOULE & LISA PELRINE, CHAPEL HILL-CHAUNCY HALL SCHOOL (MA)

UNLOCKING POWERFUL (AND REAL) STUDENT STORIES

Your school is full of powerful student stories that will resonate with prospective families, and in this session you'll learn that with the right process, anyone can discover, capture, and share these stories. Whether you're looking for content for a blog, video, or podcast, these real student stories will quickly become one of your most effective marketing tools.

With a career that spans from working on film sets and reality TV shows to becoming the Director of Marketing and Communication at Chapel Hill-Chaucy Hall School, Matt has a unique perspective on capturing and sharing effective student stories. With nearly two decades of Admissions experience at Chapel Hill-Chaucy Hall, Lisa Pelrine has a deep understanding of what makes an impact on prospective families within the admissions process.

LOCATION: Marshall-Offutt 204

SESSION 3 OPTIONS

Tuesday, 1:30 - 2:45 pm

MERRIDEE MICHELSEN, EDUCATIONAL PSYCHOLOGIST

PROCESSING SPEED DISORDER - WHAT DOES THAT REALLY MEAN?

Dr. Merridee Michelsen will inform attendees about what to look for on psychoeducational reports regarding slow processing speed; how it affects classroom, extra-curricular, and social awareness; and how it is often overlooked as a symptom of other disorders. The participants will have the opportunity to experience slow processing speed themselves in order to gain more awareness of how this disorder impacts focus and the ability to shift, sequence, and denote auditory language. As processing speed weaknesses can diminish motivation and, in some cases be the foundation of behavioral issues, this presentation should prove to be informative for participants who will also have an opportunity to share experiences and ask questions, receive a printout of the nationally published article written by the presenter for future reference, and add to their methodologies, list of accommodations, and appropriate suggestions that will benefit their students and clients.

LOCATION: Lohr Hall 124

JACQUELIN O'ROURKE, OUTERMOST EDUCATION SERVICES

FAILING TO STRIKE A BALANCE: WHAT YOUR FACULTY MEMBERS AREN'T TELLING YOU ABOUT WHY THEY'RE BURNING OUT.

We know that educators are burning out at alarming rates and with the faculty at small boarding schools already stretched thin, exhaustion is setting in for many of even our most talented and dedicated colleagues. In this discussion session, I will share trends from conversations with dozens of boarding school educators from across the country who are struggling to balance work and life in boarding school and give attendees a look through the window into my candid coaching conversations as we seek to understand what is at the heart of the matter. Attendees will be asked to share observations from their own schools as we collaborate to consider ideas that just might help your faculty beat burnout and find greater fulfillment in their work.

LOCATION: McLennan Library, Lecture Hall

JENNEY WILDER, ALLKINDSOFTHERAPY.COM & THE WOODHALL SCHOOL (CT) & MATTHEW C. WOODHALL, THE WOODHALL SCHOOL (CT)

TREATMENT-TO-TRANSITION = USING GOOGLE FOR GOOD NOT EVIL

Everyone searches the web before speaking to anyone about a problem. Small boarding schools can utilize the web to build awareness for all families in search of a change in schools because of specific educational, social, or emotional needs. As they navigate the web, families often need clarity in demystifying learning styles, understanding social, emotional, and psychological needs, and ascertaining supportive school communities. We will share search data, anecdotes, professional scenarios, and ultimately explore how to utilize the marketing funnel from awareness, interest, desire, and into action and enrollment.

LOCATION: Lohr Hall 117

SESSION 4 OPTIONS

Tuesday, 3:00 - 4:15 pm

RAY CROSS, ST. ANDREW'S SCHOOL (RI)

DO YOU BELONG?

"Do I belong?" is a question students often grapple with when deciding on a school community to join. For some students, this is a question that they've asked themselves countless times during their lives regardless of situational context. This session will explore what we can do in schools to ensure all students feel as though they belong in their respective communities. Diversity, equity, inclusion and justice have become the focal points for many of our efforts around creating a culture of acceptance and celebrating difference in independent schools. The goal should be to take it a step further, however, to implement policies and practices that intentionally support ALL students. This session will explore some of the ways in which one school has centered belonging, and attendees are encouraged to share examples of what is working at their schools in an effort to advance DEI&B efforts within our respective communities.

LOCATION: Lohr Hall 124

DAVID LONG, INTERACTIVE SCHOOLS & DAVID TUTTLE, WESTOVER SCHOOL (CT)

MOVE OVER MILLENNIALS, THE #ALPHAGEN HAS ARRIVED!

We've just started understanding the Millennial generation, and now we have the Alpha-Gen on our horizon! Children are having more influence in the admissions process. Learn about their habits - and how to engage with the tech-savvy, Tik-Toking, hyper-connected generation.

LOCATION: Marshall-Offutt 208

JILL GOODMAN, JILL GOODMAN CONSULTING

PANDEMIC BOOM OR BUST: THE SIX COMPONENTS OF PARENT RETENTION

During the pandemic and in its wake, many schools have had a flood of inquiries, applications, and new students as parents tried to find alternatives to the local public schools. Meanwhile, other schools struggled to retain students as families relocated out of the big cities or experienced financial hardship. Through the results of qualitative research conducted by Jill Goodman Consulting with parents who withdrew a student from schools across the country, schools they once loved, participants will better understand parent and student behavior and why some families choose to leave before graduation. That research resulted in the Six Components of Parent Retention, a framework of in-depth questions about the program and the school's parent experience. Participants will use that as an opportunity for self-reflection, assessment, and crafting or bolstering a strategy to retain new families now and in the future.

LOCATION: Marshall-Offutt 207

SESSION 4 OPTIONS

Tuesday, 3:00 - 4:15 pm

DAVE TAIBL & JIM DAUGHDRILL, THE ENROLLMENT MANAGEMENT ASSOCIATION

HOW TO OPTIMIZE YOUR ENROLLMENT STRATEGY TO ACHIEVE YOUR BIGGEST PRIORITIES

Join Jim Daughdrill and Dave Taibl of The Enrollment Management Association to learn about the seven essential levers to building an effective enrollment strategy including the data you should be collecting to make more informed strategic decisions. Jim and Dave will share relevant boarding school insights and case studies that illustrate how maximizing the full enrollment spectrum can help you create a unifying plan for success.

LOCATION: McLennan Library, Lecture Hall

HELEN WALDRON, THE OXFORD ACADEMY (CT)

UNFINISHED LEARNING: HOW SMALL BOARDING SCHOOLS ARE UNIQUELY POSITIONED TO ADDRESS PANDEMIC RELATED LEARNING LOSS

The impact of the 'COVID slide' phenomenon extends beyond learning loss, negatively affecting students' social and emotional growth. In addition to compromised academic opportunities, many students experienced trauma and lacked social experiences and peer interactions crucial for their healthy development. In this interactive session, we will explore how small boarding schools are the ideal antidote to this disruption.

LOCATION: Marshall-Offutt 204

DAVID HODGSON, GREENWOOD SCHOOL (VT)

WOULD YOU RATHER

Would you rather tell the Board Chair their son is not the best fit for your school or walk into a room with a group of students in violation of your substance policy? As administrators at small boarding schools, we wear many hats and are asked to make difficult decisions all the time. Come join this open forum, share your stories and best practices to help us navigate these situations in the future.

LOCATION: Lohr Hall 117

SESSION 5 OPTIONS

Wednesday, 9:00 - 10:15 am

MAUREEN SMITH, THE MARVELWOOD SCHOOL (CT)

CREATING A SCHOOL PARTNERSHIP: MARVELWOOD AND KILDONAN STORY

What happens when a neighboring school announces it will be closing? Hear how the partnership was created, how it benefits both institutions, and what the future holds.

LOCATION: Marshall-Offutt 207

TOM SCHENCK, DARTMOUTH ASSOCIATES

SURVIVAL SALES SKILLS FOR ADMISSION PROFESSIONALS TO THRIVE IN THE NEW ERA

30 years ago marketing was a rather foreign concept for admission offices, now it is part of the crucial tool box for effective recruiting everywhere. Last year over 200 small school closed their doors, forever. While Covid challenges were an issue, it merely exposed the systemic weaknesses of the enrollment culture of many offices. No longer can any of us be fishermen... throwing our hooks in the enrollment waters hoping for the inquires to bite. We must be hunters with the proactive skills to find and engage new families and referral sources. ROR, The Results Oriented Recruiting Solution, the only hybrid curriculum curated specifically for Admission Professional, will show how you can develop an entrepreneurial mind set using sales fundamentals to finally meet your enrollment goals.

LOCATION: Lohr Hall 117

ANDREA PERRY, GARRISON FOREST SCHOOL (MD)

SPECIAL PROGRAMS FOR SPECIAL INTERESTS: BUILDING LEARNING COMMUNITIES WITHIN THE CURRICULUM AND CO-CURRICULUM

Since 2005, Garrison Forest School has offered two signature programs -- one in STEM (Women in Science and Engineering, a student research partnership with Johns Hopkins) and one in service learning (Jenkins Fellows, which provides grant support for international summer service) -- that have enriched Upper School students and have enhanced enrollment interest of boarding and day students, including international students. In fall 2021, we launched an expanded curricular/co-curricular "Gateway Scholars Program" that gives all students the option to pursue a certificate pathway in STEM, Global Citizenship, or Visual Arts & Design. The director of GFS's James Center, which supports experiential education throughout the School, plays a central coordinating role. She'll share key elements of the structure, implementation strategies, and impacts of these programs along with takeaways gleaned over the years.

LOCATION: Marshall-Offutt 208

SESSION 5 OPTIONS

Wednesday, 9:00 - 10:15 am

MATT TROUTMAN, THOMAS JEFFERSON SCHOOL (MO)

DEVELOPING SHARED MARKETING RESOURCES FOR SMALL BOARDING SCHOOLS

We know the advantages of small boarding schools: developing transformative relationships with our students and families; creating a close-knit, family-like community; providing individual support to students; to name just a few. Often, however, small schools also don't have the resources to produce sophisticated and unique marketing language. In this active session, we will help develop some resources explaining the unique benefits of small boarding schools. Everything produced in this session will be made available to all attendees.

LOCATION: Marshall-Offutt 204

ROBERT GENETELLI, LANDMARK SCHOOL (MA)

RECALIBRATING AS WE MOVE BEYOND COVID

Remote, hybrid, in-person? PCR, antigen, social distancing. Vaccinated, non-vaccinated, boosted. Put your mask on, it goes over your nose. Who would have imagined that these concepts would dominate the small boarding school world for three years? As we begin to envision returning to normal, or the new normal, what challenges are we encountering? This interactive session will highlight the challenges facing small boarding schools. Participants, please come with best practices to share.

LOCATION: Lohr Hall 124

MICHAEL SHAVER, THE ASSOCIATION OF BOARDING SCHOOLS (TABS)

INTERNATIONAL RECRUITMENT: PAST, PRESENT, AND FUTURE

COVID has had a considerable impact on international recruitment; but, are boarding schools doing better or worse than higher education? We will examine enrollment data from over the past several years in order to determine the changes in the international student recruitment market. This discussion will focus on analyzing COVID's impact on international enrollment numbers and the future of international student recruitment for boarding schools.

LOCATION: McLennan Library, Lecture Hall

SOMETIMES, THINGS CHANGE.

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up-to-date information!



WIFI *info*

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WIFI KEY: SBSA2022