

CIS Ontario 

CONNECTS UNCONFERENCE 2025

Rethink. Measure. Connect.

Communicating with Purpose: Message

Received
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UNCONFERENCE**

Communicating with Purpose: Message Received

How might schools adapt communication and admissions strategies to align with evolving parenting trends and bridge generational divides, ensuring they resonate with today's families and students?

CONFERENCE SCHEDULE

8:00-8:30	Arrival & Check-In
8:30-9:15	Welcome & Keynote w/ Manny Kandola
9:15-9:30	Break & Room Set-up
9:30-11:30	Morning session
11:30-1:00	Lunch & Networking
1:00-3:00	Afternoon session
3:00-3:30	Closing Keynote & Exit Ticket (back here)

Welcome!



Maggie Houston-White,
ED Strategic Enrolment
Management, Havergal
College

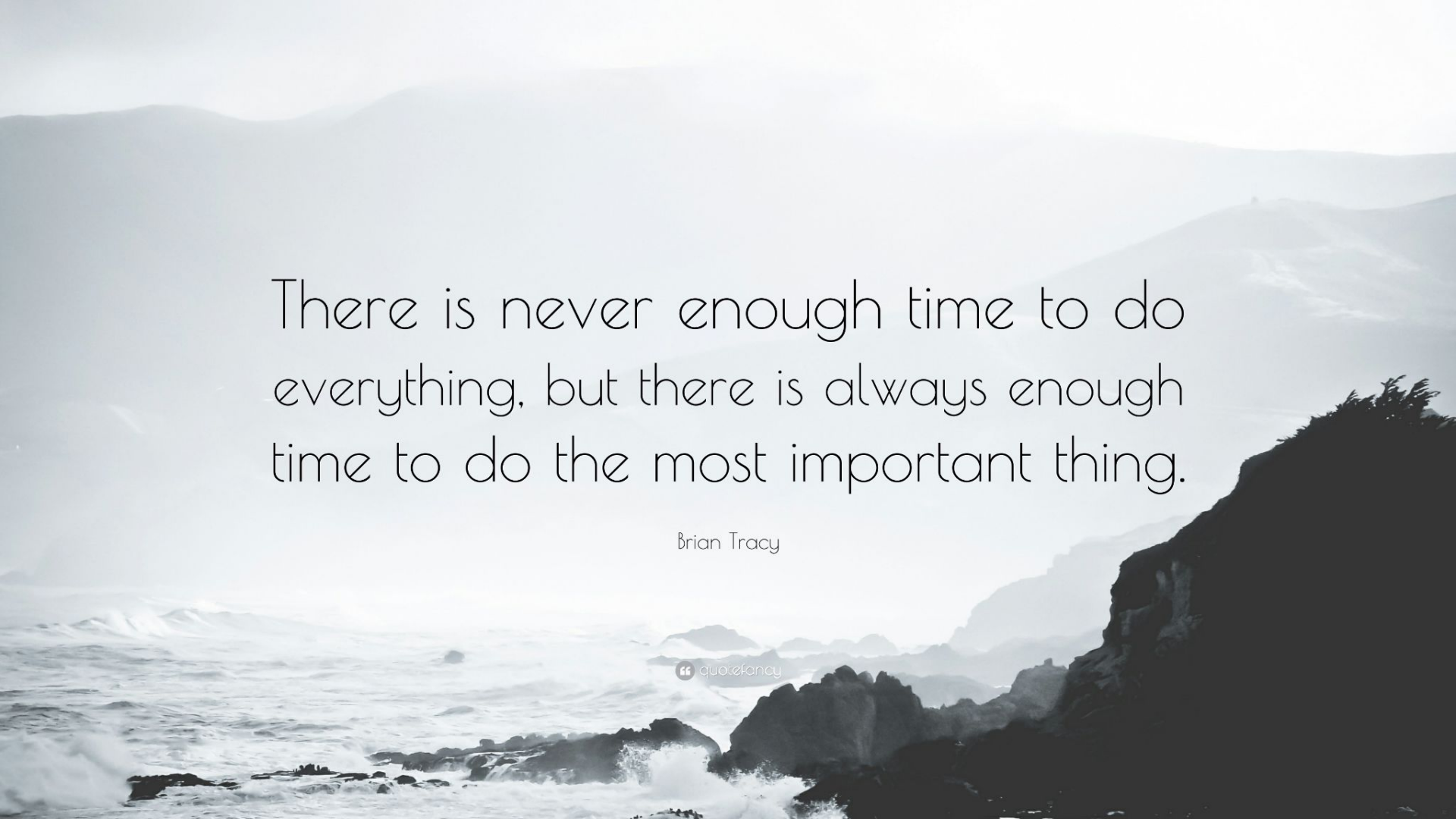


hey.

Garth Nichols
Vice Principal
Havergal College

Let's set the table: UnConference Essential Agreements

- **Respect Air-Time:**
 - Share your thoughts succinctly & create space for others to contribute.
- **Recognize Everyone's Expertise:**
 - Build on others' insights to foster collaboration.
 - Offer support and encouragement to your colleagues.
 - Engage in thoughtful, forward-thinking discussions.
 - Listen actively and generously to every voice at the table.
- **Embrace Growth:**
 - Approach conversations with curiosity and an open mind.
 - Celebrate diverse perspectives from different schools and cultural contexts.
- **Network & Connect**
 - Use breaks and meals as opportunities to deepen connections & spark new ideas.



There is never enough time to do everything, but there is always enough time to do the most important thing.

Brian Tracy

“ quotezofancy

Session Format (120 min)

Welcome	5 min	Facilitator & Expert introductions & Session overview
Learn	30 min	Session EXPERTS to share their experience / learning
Reflect & Share	20 min	Table sharing of expertise and prior knowledge
Deep Dive	30 min	Facilitated deep dive into a session sub questions.
Consolidate & Record	30 min	Participants consolidate & record learning in exit ticket activity
Gallery Walk	5 min	Conversations and connections during the coffee break.

Your Conference Workbook

This is the key to effective learning from today's session:

- Follows the flow of the session
- Provides you with prompts and space to ask questions, write ideas, and document your learning.

Use it, write on it, doodle, sketch note, whatever helps you learn the most from the the day.

The form is titled "Your Conference Workbook" and is designed for use during a conference session. It includes the following sections:

- Name:** _____
- Session Strand:** _____
- Who is at my table? (Record Names - Schools - Email)** _____
- Session Guiding Questions:** _____
- Prepare & Inquire** (A large rounded rectangular area for taking notes during the session preparation phase.)
- Learn** (A large rounded rectangular area for taking notes during the session expert presentation phase. Below the heading, it says: "Use this section to take notes during your session expert presentation".)

Prepare & Learn

Prepare

- 5 min solo reflection and expertise inventory.
- What do you know already and what are you curious about?

Learn

- 20 min presentation from your facilitators.
- Take notes
- Write down questions and ideas

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Connects Unconference

Name: _____ Session Strand: _____

Who is at my table? (Record Names - Schools - Email)

Session Guiding Questions:

Prepare & Inquire

Learn
Use this section to take notes during your session expert presentation

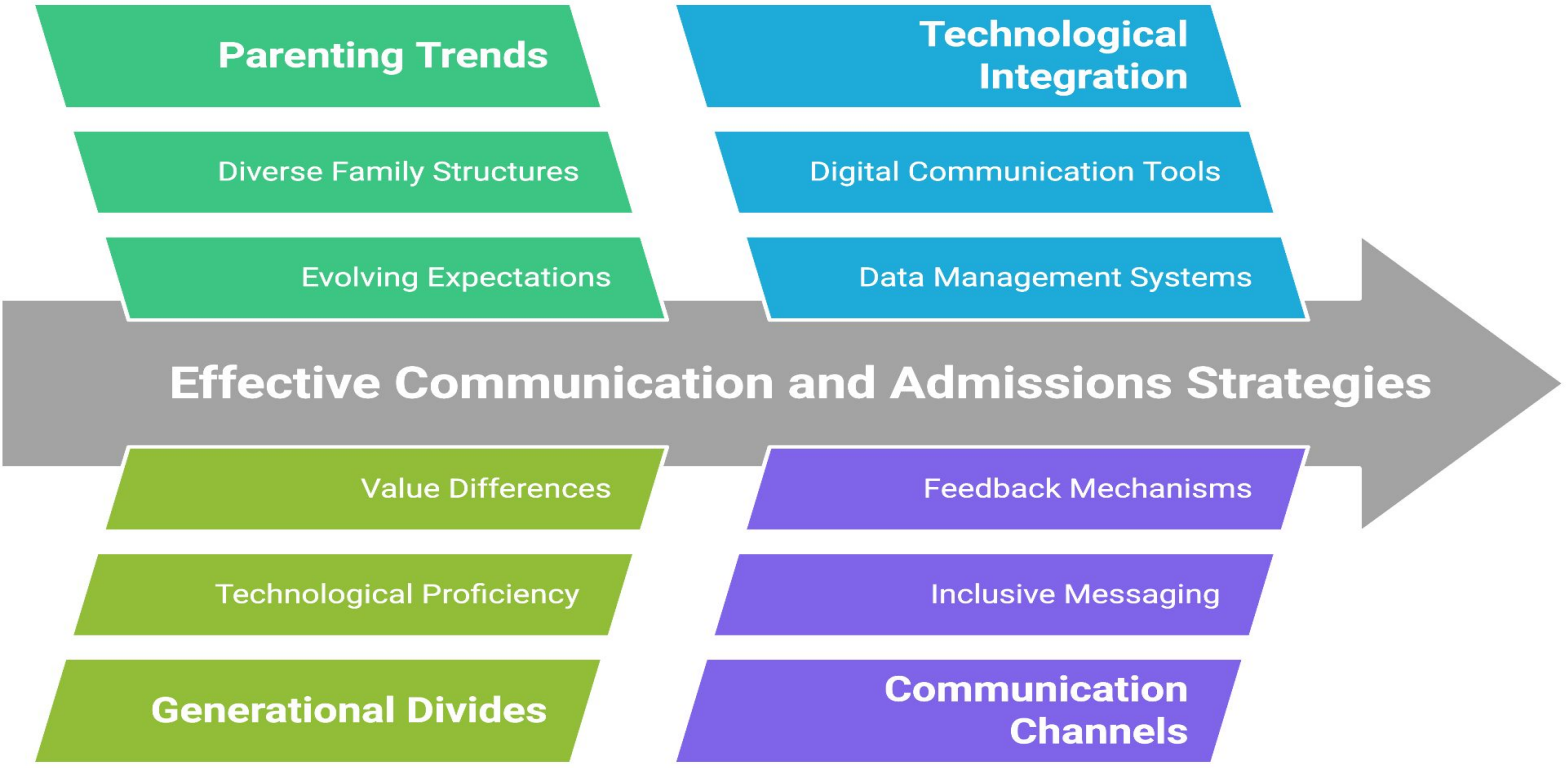
Who is your Audience?



Know Your Audience: Why Generational Communication Matters

- Independent school communities are multigenerational
- Each generation has unique communication preferences.
- Understanding these can:
 - Strengthen relationships.
 - Enhance parent/family satisfaction.
 - Improve school-parent collaboration.

Adapting School Communication for Modern Families



Baby Boomers (1946–1964)

Alumni - Advancement

Grandparents - tuition support

- Formal and detailed communication.
- Value in-person meetings and phone calls.
- Appreciate printed materials



Gen X (1965–1980)

Alumni -Advancement

Parents of Senior School Students

- Practical and concise communication.
- Prefer email and digital resources.
- Seek work-life balance and efficiency.



Millennials (1981–1996)

Alumni/Advancement

Parents Across Divisions

- Digital-first communication.
- Engage with visuals, short videos, and apps.
- Value transparency and authenticity.



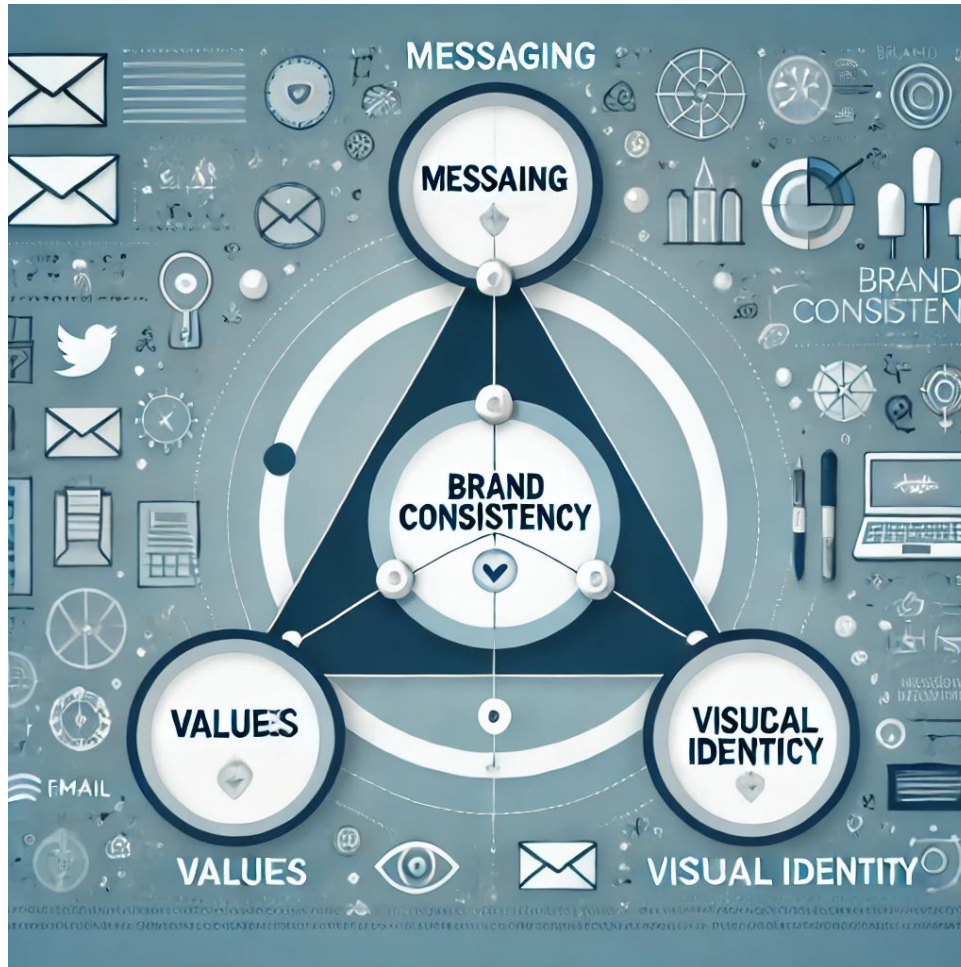
Generation Z (1997–2012)

Applicants

- Fast, direct, and visual communication.
- Engage with interactive and mobile-friendly platforms.
- Value diversity, sustainability, and inclusivity.



Consistency
Is
Key

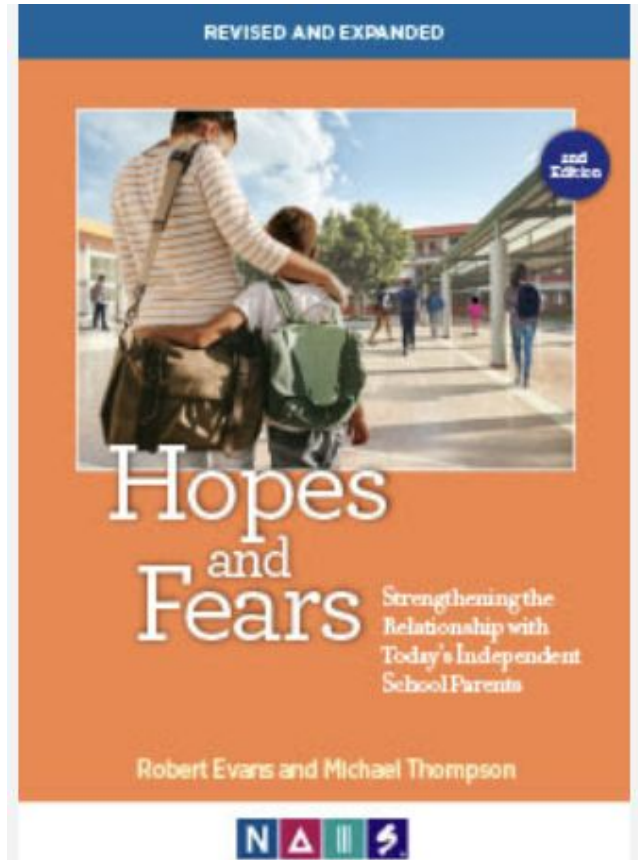


Knowing Our Story: Havergal

Hopes & Fears Book Club Cohort Tracking

“Independent school parents may not be choosing better teaching, but a better context for teaching and for students to be seen, known and supported.”

~Robert Evans



Reflect & Share (35 min)

Reflect on all of the three questions

- 6 min (solo)

Share Your answers back to the group

- 24 min (group share)
- 8 min each question

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Reflect & Share

Imagine: What might _____ look and feel like when it is implemented & functioning at its best?

Resources: Where can I look for answers, ideas and best practices to inform my own learning? (Books, Stiles, People, Podcasts etc.)

Tips & Tricks: What are some important steps to consider when planning & implementing? What have you already tried so far? What have you learned in the process?

Deep Dive (20 min)

Follow the flow of the
workbook

Solo - Group - Solo - Group

Transfer your answers to the
Impact report at the end

Deep Dive

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ON Your Own **STEP ONE:** Come up with either an answer, question or wondering about the question. Write it down

Notes:


GROUP **STEP TWO:** Share your response with everyone in your group. Read aloud

Person A: Responds **Person B: Responds** **Person C: Responds**

ON Your Own **STEP THREE:** Listen to the other in your group as they talk about your response. Take notes here:

Notes:

GROUP **STEP FOUR:** Comment on what you heard and any changes you would make to your initial response



Record response articulated on the Large-Format response

Protocol inspired by - <https://lead.map.org/knowledgebase/save-the-last-word-for-me-protocol/>

EXIT TICKET: Inform the Impact Report

Inform the Impact report:

- 20 mins group synthesis to capture and transfer as much knowledge as possible to contribute to the post-conference impact report.

Deep Dive

ON Your Own **STEP ONE:** Come up with either an answer, question or wondering about the question. Write it down.

GROUP **STEP TWO:** Share your response with everyone in your group. Read aloud!

ON Your Own **STEP THREE:** Listen to the other in your group as they talk about your response. Take notes here.

GROUP **STEP FOUR:** Comment on what you heard and any changes you would make to your initial response.

Notes:

Person A: Responds Person B: Responds Person C: Responds

Notes:

Record response articulated on the Large-Format response

Protocol inspired by: <https://dial.net.org/learn/developing-the-lead-in-for-impact/>

GUIDING QUESTION

Answers and Insights

Tips, Tricks & Advice

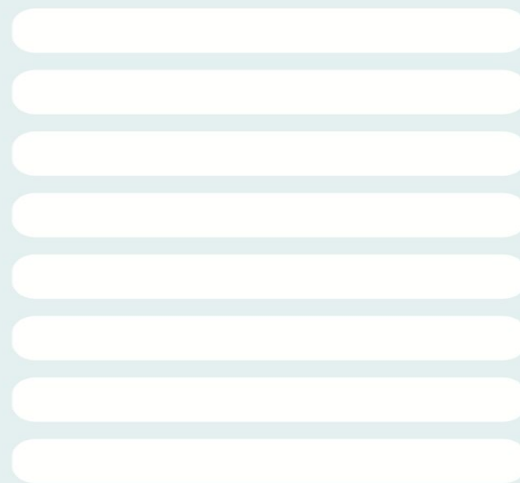
Resources to Follow Up with

Schools to Follow Up with

Answers and Insights



Tips, Tricks & Advice



Resources to Follow Up with



Schools to Follow Up with



Gallery Walk



CAN TEACHERS AND PARENTS GET BETTER AT TALKING TO ONE ANOTHER?



What are the expectations for communications across generations?

How might educators understand different communication strategies that are effective across generations?

<https://www.newyorker.com/news/annals-of-education/can-teachers-and-parents-get-better-at-talking-to-one-another>

Resource : Clear Communication



The Science of Writing Better

Writing for Busy Readers

Because every reader is busy, we all need practical communication skills to get our messages across.

~~You are Writing
more than ever,
competing for
the attention of
busy readers
who skim.~~

**Communicate
More Effectively in
the Real World**

Todd Rogers and
Jessica Lasky-Fink