



Admission Training Institute 2018 Program Agenda

TUESDAY, SEPTEMBER 11

7:45-8:15 a.m.	Registration and Breakfast.....	Coronado AB
8:15-8:30 a.m.	Welcome—Peter Baron, Chief Member Relations Officer, EMA.....	Coronado AB
8:30-8:45 a.m.	Program Review & Introductions—Tom Sheppard	Coronado AB
8:45-9:35 a.m.	General Session 1: So You Think You Know Your School—Tom Sheppard.....	Coronado AB
	Learning the facts and turning those facts into stories to bring your school to life and to make an emotional connection with prospective families is an essential skill for successful admission professionals. For ATI participants, the admission process has already begun, and the time to learn the facts and develop the stories is very limited. Get a head start on this important task as you begin to recruit this year’s class.	
9:45-10:45 a.m.	Advisee Session	
10:45-11:00 a.m.	Break	
11:00-11:50 a.m.	Breakout Session A Office Operations—Eric Barber and Tom Sheppard	Coronado AB
	A model for managing the day-to-day tasks of the admission cycle will be presented, all with an eye to meeting annual goals. What kind of data should you keep to benchmark your progress and make decisions? How do you organize and track the work? How will you know if you’ve met your targets? This session will talk about how to stay focused on the important tasks and yield positive results for both yourself and your office.	
	Growing Your Pool of Qualified Applicants (PK-8)— Ayesha Flaherty and David Baker	Coronado D
	Traditional methods for increasing awareness and demand for your school are no longer enough. In this session, we will discuss evolving strategies for recruiting mission-appropriate families. For example, how can you innovate and differentiate your events? How can you leverage new channels such as social media and digital marketing to attract families? How can you use word-of-mouth marketing, particularly with new millennial parents? How are you reaching parents so they are aware of your school when their children are young? With so many tactics to choose from and limited resources, we will also discuss how to choose the best tactics for your school.	
	Events, Outreach, & Recruitment (6-12)—Anne Behnke	Coronado E
	You’re faced with planning your events and outreach. Which ones work best for your boarding market? What should you do at those events that will allow you to yield great results? How many activities are enough? This session helps participants gain an understanding about selecting and developing effective admission events both on and off campus.	
12:00-1:00 p.m.	Lunch	Coronado Foyer/Terrace
1:05-1:55 p.m.	Breakout Session B Essentials of Interviewing (6-12)—Anne Behnke and Molly Dorais	Coronado D
	Does interviewing excite you or make you nervous? What are the necessary skills to being an effective interviewer? What questions are your colleagues asking in interviews with students and parents? Come and work with a seasoned professional, who will share interview tactics and help you make the interview a fun and informative process. Be prepared to interview and be interviewed! Bring your own interview stories to share with the group or ask to have your interview experience role played by your colleagues. Be prepared to have some fun!	



TUESDAY, SEPTEMBER 11 (continued)

1:05-1:55 p.m. Breakout Session B (continued)

Financial Aid 101—Steve Brown..... America's Cup CD
No issue has been more challenging to admission offices in the current economy than managing financial aid/tuition assistance...and no program in your office may be more misunderstood by heads and Boards of Trustees; yet, it is most likely the second largest line item in your school's budget. This session provides a foundation for beginners—specifically directors and their associates new to admission, or those who need a new look at old ideas for the management and distribution of financial aid/tuition assistance dollars.

Lower School Assessment: Sharing of Best Practices—Eric Barber and Jasmine Harris..... Coronado AB
The job of identifying mission appropriate students starts with identifying appropriate assessment tools. Until recently, most independent schools assessed Lower School candidates by using achievement tests that were created in-house, or by using standardized benchmark tests. Surprisingly, admission testing designed specifically for Lower School candidates is fairly new. In this session, we will explore the growing list of options for Lower School testing and discuss a variety of methods to integrate testing into the assessment process.

Communicating with Purpose—Ayesha Flaherty..... Coronado E
You are often the first point of contact for a prospective family. Your interactions can directly influence whether a family decides to pursue admission. At each step in the process, families are seeking certain information so each communication needs to fulfill a specific purpose. In this session, you will learn strategies for drafting timely and impactful communications throughout the entire enrollment process, from initial inquires to final acceptance decisions. You will also learn methods to understand and better communicate with varying audiences—whether a millennial parent or a baby boomer grandparent—to keep them engaged, committed and active.

2:00-2:50 p.m. Advisee Session II

3:00-4:00 p.m. Breakout Session C

Admission Campus Visit Program—Molly Dorais and Jasmine Harris... Coronado AB
A successful campus visit program with students and/or parents can be one of the best marketing tools for a school and provide an authentic window into the School. Yet, often visit programs lack the time, attention, and organization required to be effective and beneficial. Using an objective-based design framework, you will learn guidelines to put your school's best foot forward. From the strategic vision of what you want to accomplish with your visitors, to the smallest logistical details such as directions and parking, this session will help you evaluate the effectiveness of your program and design the ultimate visit experience.

The Digital Marketing Drilldown: It's More Than Social Media and a Pretty Website—Trish Jaraicie and Sarah Daily (EMA)..... Coronado D
It's no secret that we are fully immersed in the digital era and every school/organization needs a solid online presence to grow. In this presentation, we'll cover high-level strategies, best practices, as well as some tips, tricks, and tools to help both small and large enrollment teams. You will learn the foundation of digital marketing including basic strategy development, channel differentiation, audience segmentation, and the types of tools available to help you better understand how digital marketing is executed.

Managing Up: The Art of Working on a Team—Anne Behnke..... Coronado E
Keeping your supervisor and colleagues informed about your work is critical. We will look at a few articles, react to a few scenarios, and end the session with a real understanding of what managing up means and strategies for doing it.

It's All in the Data—Steve Brown and David Baker..... America's Cup CD
For admission and enrollment professionals to thrive in the current climate, they must make data-driven decisions. These decisions are not only whom to accept, but also where to travel for recruiting, and how to spend your limited marketing dollars. Knowing what data to collect, how to analyze it, and how to use that analysis is essential. In this session, we will explore how data can and should be used to help us make better decisions throughout the enrollment process.

4:00-5:30 p.m. ATI Cocktail Reception..... Coronado Foyer/Terrace



WEDNESDAY, SEPTEMBER 12

7:30-8:15 a.m.	Breakfast.....	Coronado AB
8:15-8:45 a.m.	General Session 2: The Enrollment Profession: Where we came from, where we are, and where we might be headed—Tom Sheppard	Coronado AB
	Since the 1960's the role of the admission office within a school and the skills needed serve as an effective admission professional have evolved dramatically. In this session we explore the evolution of an admission office, discuss the many pathways that lead toward the profession and dissect the many skill sets which can contribute to, and will be necessary for, success within the field in the years ahead. We'll also explore the important ways that admission offices have a strategic impact on the health and vitality of schools. Lastly, we'll come to see why your ATI leaders have come to value the profession for their own individual reasons.	
9:00-9:50 a.m.	Advisee Session III	
9:50-10:05 a.m.	Break	
10:10-11:00 a.m.	Breakout Session D Defining Diversity: Meaning, Mission, and Management—David Baker, Anne Behnke, and Steve Brown	Coronado AB
	Unquestionably, diversity strengthens our schools. But talking about diversity can be difficult and sometimes fraught with peril. In this session, we will explore many aspects and definitions of diversity. What does diversity mean at your school? Why do you seek a diverse student body? How does diversity fit within the mission of your school? Does your school have a diversity mission statement? Do you know—and understand—your school's focus when it comes to diversity? We will look at diversity from many angles—including gender identity and socioeconomic. We will also discuss strategies for having productive conversations in your schools with a variety of constituency groups.	
	Internal Marketing: Making Admission a School-Wide Priority—Ayesha Flaherty and Eric Barber	Promenade A, 3 rd Floor
	This session explores why it is important that everyone in the school community sees themselves as crucial to the success of each family's admission experience and the admissions office as a whole. Teachers, parents, staff, students, alumni, board members, business officers, development staff, and members of the external community play a vital role. Discover how to utilize these constituencies to enhance your messaging, create buy-in and alignment, improve recruitment, and increase yield and retention.	
	Making and Communicating Decisions PK-12—Molly Dorais, Jasmine Harris, and Tom Sheppard	Promenade B, 3 rd Floor
	This session covers the basic practices of making and communicating decisions, using examples from lower, middle, and upper school. Committee membership, suggested timelines, the role of the head of school, and other key topics will be covered. We'll also talk about the how and why you need to start early in the admission cycle with clear messages about enrollment targets and selectivity. We'll include authentic case studies, allowing participants to be part of an admission committee and engage in challenging discussions meant to build their confidence when they return to the office.	
	International Admission and Enrollment—Aimee Gruber (EMA) and Kila McCann	America's Cup CD
	For most boarding schools and some day schools, the ongoing growth in the international student market presents many challenges and opportunities. Yet, addressed effectively, the recruitment of international students plays an important role in enrollment management. This session explores the complexities of recruiting international students and evaluating their application materials. Included are tips on international travel, reading international transcripts, and assessing standardized test results.	



WEDNESDAY, SEPTEMBER 12 (continued)

- 11:10 a.m.-12:00 p.m. Advisee Session IV
- 12:00-1:00 p.m. LunchCoronado D
- 1:10-2:00 p.m. Breakout Session E
 - Retention: A Collaborative Approach—Molly DoraisCoronado AB**
Retention is one of the most important elements of your office’s overall enrollment management strategy. Does your school have a retention team in place? If not, who are the key players when it comes to retention? Do you know why students are leaving your school? Some decisions you have no control over, but what about the ones you do? How can you take the lead in your community and manage retention? Bring your retention issues to this session and we will be your retention committee. Case studies will be presented and you get to come up with a plan on how to keep students at your school!
 - “And then she said...” Conversations Heard in and around the Admission Office—Steve Brown and Anne BehnkePromenade A, 3rd Floor**
Throughout the admission cycle you will find yourself in many different conversations with many different constituents. Some will be straightforward and happen quite often while others will come out of the blue. In this session we will explore some of our most common conversations and a few that only come up once in a while. How do you talk with an irate alum whose child was not admitted? How do you finesse a conversation with a family when the recommendations paint a very different picture of their child? How do you talk with a coach who wants every kid who plays volleyball admitted? Participants should come ready to share, interact, and learn from our mistakes.
 - Designing Your Future—Eric Barber Promenade B, 3rd Floor**
Whether you’ve entered the admission profession in the earliest stages of your career or are transitioning from another area of work, there is much that you can do to support your growth as an admission professional, advocated for yourself, and add value to your school. Come to learn strategies that will help to ensure your work as an admission professional is fulfilling and will carry you on to your long-term career goals.
- 2:10-3:00 p.m. Advisee Session V
- 3:00-3:30 p.m. Closing Session..... Coronado AB

Advisor Grid

Group	A	B	C	D	E	F	G	H
Advisor	David Baker	Anne Behnke	Jasmine Harris	Eric Barber	Molly Dorais	Steve Brown	Ayesha Flaherty	Tom Sheppard
Room	Coronado AB	Coronado D/ Promenade A	Coronado E/ Promenade B	Regatta A	Regatta B	Regatta C	America’s Cup B	America’s Cup CD

If two rooms are listed, the first room will be used on Tuesday. The second room will be used on Wednesday.