

Admission Training Institute 2019 Program Agenda Draft

Tuesday, September 10

7:45—8:15 a.m. Registration and Breakfast
8:15—8:30 a.m. Welcome—Peter Baron, Jennifer Davis, and Heather Hoerle,
8:30—8:45 a.m. Program and Faculty Introductions—David Baker

8:45—9:35 a.m.

General Session 1:

Making an Apple Pie from Scratch – David Baker

Yogi Berra famously observed, “If you don’t know where you are going, you might wind up someplace else.” The Admission Training Institute is designed to provide you with a road map for your professional journey. The work we will do together over the next two days will better prepare you for a variety of destinations and empower you to manage the twists and turns along the way. Learning to think strategically about enrollment management starts with a broad understanding of schools. Starting from scratch, we will broadly outline the various components of the enrollment management profession, preparing the way for the many paths your journey will take.

9:45—10:45 a.m.

Advisee Session I

10:45—11:00 a.m.

Break

11:00—11:50 a.m.

Breakout Session A

Office Operations — Eric Barber & Amy Graham

A model for managing the day-to-day tasks of the admission cycle will be presented, all with an eye to personal growth and office success. Three main concepts will be presented: organizing yourself, clarifying team responsibilities, and setting goals and measuring success. Attendees will learn concrete strategies to improve the health and effectiveness of your office.

Outreach and Recruitment (Day Schools) — David Baker and Ayesha Flaherty

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 options to choose from and limited resources, we will also discuss how to choose the best tactics for your school.

Outreach and Recruitment (Boarding Schools) — Anne Behnke

You find yourself faced with the daunting task of planning events and outreach for your boarding school. What types of events 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 will help participants gain an understanding about selecting and developing effective admission events both on and off campus.

Admission Campus Visits — Molly Dorais and Jasmine Harris

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.

12:00—1:00 p.m.

Lunch

1:05—1:55 p.m.

Breakout Session B

Essentials of Interviewing — David Baker, Anne Behnke, and Molly Dorais

Conducting interviews can be a challenging, productive, and sometimes frustrating experience. What are the necessary skills to be an effective interviewer? What questions are your colleagues asking in interviews with students and parents? Working with three seasoned professionals, we will share interview tactics and help you make the interview a fun and informative process. 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!

Financial Aid 101 — Steve Brown & Amy Graham

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.

Internal Marketing: Making Admission a School-Wide Priority — Eric Barber and Ayesha Flaherty

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.

2:00—2:50 p.m.

Advisee Session II

3:00—4:00 p.m.

Breakout Session C

Communicating with Purpose — Molly Dorais and Ayesha Flaherty

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.

Managing Up: The Art of Working on a Team — Anne Behnke and Amy Graham

Keeping your supervisor and colleagues informed about your work is critical. How do you make yourself known in the office and in your community? How do you best work with others and do you know your personal work style? How do you help others be their best selves in your community? How do you do your part in creative a positive culture in your community? With a dose of self-reflection and building on personal strengths, this session will help you build on your personal style enabling you to lead your office with confidence and authority.

It's All in the Data — David Baker and Steve Brown

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.

Designing Your Future — Eric Barber and Jasmine Harris

Admission officers have many talents. We are the face of the school, we are marketers, advocates, ambassadors, and much more. While those talents certainly come in handy in the admission department, those same skills sets are also transferable to other areas. Whether you've entered enrollment

management in the earliest stages of your career or are transitioning from another field, there is much that you can do to support your growth as an admission professional, while advocating for yourself, and adding value to your school. Join us as we discuss strategies that will help to ensure that your work as an admission professional is fulfilling and will carry you on to your long-term career goals.

4:00—5:30 p.m. ATI Cocktail Reception

Wednesday, September 11

7:30—8:15 a.m. Breakfast

8:15—8:45 a.m. **General Session 2:
The Enrollment Profession 101: A Panel Discussion – Eric Barber, Molly Dorais, Ayesha Flaherty and the ATI Faculty**

Success in the admission profession requires context, understanding, initiative, and perspective. The faculty of the Admission Training Institute will serve as a panel to discuss the basic foundations of enrollment management, from viewing the admission office in the broader mission of the school to understanding ethical boundaries and best practices. This session is designed to provide a wide range of perspectives on the fundamentals of the admission profession.

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

But.....I'm not the Diversity Director! How admission and enrollment professionals can influence cultural norms to create inclusive communities—Eric Barber, Steve Brown, and Jasmine Harris

For years, admission officers focused exclusively on bringing new families into the school, with little regard to how they would integrate into the school community. With more schools focusing on creating diverse communities, the role of the admission/enrollment director has now expanded to include marketing, admission, retention, and the community development of the organization. As schools strive to move from simply being communities of diverse learners to institutions that are equitable and inclusive, it is the responsibility of the admission office to lead the charge. We must be vocal, yet diplomatic ambassadors within our institutions, ensuring that students and their families are welcomed, engaged, and supported. In this session, we will discuss ways to look at your school through the lens of a new family and to provide resources for working toward transforming your institution into an inclusive community.

Retention: A Collaborative Approach — Molly Dorais

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!

Life in Boarding Schools – Anne Behnke and Amy Graham

Learn practical tips on how to juggle the many facets of your admissions job as well as the additional roles you might have on campus (coach, advisor, dorm parent, etc.). Develop personal and professional habits that will serve you well and enable you to find “work-life harmony” in the 24/7 world of boarding schools. A great primer for all those new to boarding school!

11:10 a.m.—Noon Advisee Session IV

12:00 p.m.—1:00 p.m. Lunch

1:10—2:00 p.m. Breakout Session E

The Admission Committee Process — David Baker, Ayesha Flaherty, and Jasmine Harris

One of the most important tasks of any admission office is the process of selecting new students. Having a well-conceived process that keeps the school’s mission front and center while considering enrollment targets and selectivity can be a challenge. In this session we will discuss committee membership, suggested timelines, the role of the Head of School, and other key topics for success. Return to your campus with tangible ideas for selecting committee members, creating various methods for file reading, and making and communicating decisions.

“And then she said...” Conversations Heard in and around the Admission Office — Anne Behnke

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 you to admit every candidate who plays volleyball? Participants should come ready to share, interact, and learn from our mistakes. How do you manage “community talk and the lunchroom talk” that is mostly inaccurate?

Beyond Admission: Extracurriculars in the Equation — Steve Brown

While evidence of a solid academic foundation is a main driver in our admission selection process, more emphasis is being placed on the exposure to and the potential with participation in extracurricular activities (i.e. athletics, music, theater arts or a combination of them all) on our campuses. This session will share Lessons from the Field and how some admission professionals manage the overseers of these interests while maintaining the integrity of the admission selection process.

2:10—3:00 p.m.

Advisee Session V

3:00—3:30 p.m.

Closing Session