

International Schools Preconference Workshop
2019 Program Agenda (Draft)
Sponsored by OpenApply

Wednesday, September 11
1–6 p.m.

Session 1:
Enrollment Challenges Are Real in International School Admission — Christina Dotchin

The *2019 International School Admission Industry Report*, explores how growing markets and shifting applicant pools are changing the enrollment outlook and professional expectations for admission professionals at 400 schools around the globe. Use the survey results and expert commentary to take a fresh look at your enrollment strategies.

Session 2:
Joint Responsibility for the School's Revenue Pipeline — Misty Shipley & TK Ostrom

The relationship between the enrollment director and the CFO is an important dynamic, and the key to establishing a successful recruit-admit-retain cycle. These roles rely heavily on each other for mutual success, and building these relationships takes time, commitment, and trust. Joint responsibility for the school's revenue pipeline requires resources to successfully implement the recruitment plan, which requires agreed upon goals (changed or adjusted as needed). Communication is critical to success!

Session 3:
Technology, Customer Service, The Admission Process: *What's Trending Globally?* — MacKenzie Hovermale

Over the last five years, hundreds of schools have moved from processing paper applications to an online automated admissions process. The OpenApply team has managed more than 400 such transitions worldwide. OA director MacKenzie Hovermale will share insights and strategies learned from helping schools with this transition. While every school is unique, many aspects of the process and transition to a modern online system are not. Common challenges? Lessons learned? How school enrollment leaders considering a transition or upgrade proceed?

Session 4:
Job-Alike — Soleiman Dias

“Networking” is consistently rated as a main priority for conference attendees. Take this dedicated opportunity to get to know your colleagues in international schools around the world, share ideas, and plan to make the most of your conference experience.

Conference Opening Reception (Sponsored by OpenApply) at 6 p.m.