



SSATB 53<sup>rd</sup> Annual Meeting  
InterContinental Boston  
510 Atlantic Avenue, Boston, MA 02210

## Admission Training Institute Program Agenda

### Tuesday, September 28



8:00 – 8:30 a.m.      **Registration & Continental Breakfast**

8:30 – 8:40 a.m.      **Welcome & Program Introductions**

8:45 – 9:35 a.m.      **General Session**

#### *So You Think You Know Your School – Tom Sheppard*

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 Group\* Session I**

*\* Participants meet in assigned small advisee groups; advisee groups are based on some kind of affinity – school type, admission role, etc. An ATI faculty member serves as each group's advisor. Advisee group discussions are wide ranging and cover issues from the ATI or entirely new topics.*

10:45 – 11:00 a.m.      **Break**

11:00 – 11:50 a.m.      **Breakout Session A**

#### *What You Need to Know About Marketing – Jim Mitchell*

Marketing is everything that is done to make your school appealing to the families and students you want to attract. Most of what you do is marketing ... from the lighting in your office, to campus tours, to TV commercials. But you don't have to know it all right away. Find out what is essential to understand about marketing, so you can develop sound judgment about your ideas and others.

#### *Essentials of Interviewing PK-5 – Victoria Muradi*

How do you interview and assess your youngest applicants? This session provides tips on getting the most out of interviewing PK-5 families by putting nervous parents at ease, asking the



right types of questions, and effectively marketing your school. Discussion briefly touches on preschool and lower school assessments, and how they are used in the admissions process.

***Essentials of Interviewing 6-12 – Anne Behnke & Anne Sheppard***

What are the necessary skills to being an effective interviewer? What are some great questions your colleagues are asking students and parents when they interview? This is my first interview with a parent – how do I even start? Come and hear two seasoned professionals talk about what you should know about your school and what to share in an interview as well as listen to them share great ideas about how they have learned to interview a variety of students and parents. Be prepared to interview or be interviewed! Come with fun interview stories to share with the group!

***Student & Parent Tour Guides – Cathy Washburn***

A successful tour guide program with students and/or parents can be one of the best marketing tools for a school. Yet, often ambassador programs lack the time, attention, and organization required to be an effective and beneficial program. Learn guidelines for selecting, training, scheduling, and getting feedback in order to run an efficient and productive tour guide program.

- 12:00 – 1:00 p.m.      **Lunch**
- 1:00 – 1:55 p.m.      **Advisee Group Session II**
- 2:00 – 2:50 p.m.      **Breakout Session B**

***Making Your Position Count: Giving Support & Taking Initiative – Jim Mitchell & Anne Behnke***

There are ways to find a balance between carrying out someone else's directives and having your own ideas accepted. This session covers supporting your office colleagues, meeting expectations, taking the initiative, leading from below, accepting constructive criticism, and how-to-do-well-what-you-do-not-like-to-do-at-all. Collaboration, independence, and time management will wrap up the session.

***Events, Outreach & Travel: Boarding – Leo Marshall***

You're a new director, associate, or assistant, and you're planning your entire outreach and travel program but don't know where to begin. This session offers a foundation for the planning process and provide tips for where to go; who to send; and how to make your entire outreach program effective and energizing.

***Events, Outreach & Recruitment: Day – Claude Anderson & Cathy Washburn***

You're faced with planning your events and outreach. Which ones work best for your 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.

- 3:00 – 4:00 p.m.      **Advisee Group Session III**
- 6:30 – 7:00 p.m.      **Cocktails**
- 7:00 – 8:30 p.m.      **Dinner**



## Wednesday, September 29



7:30 – 8:15 a.m.      **Breakfast**

8:15 – 9:20            **General Session**

### *Effective Uses of Technology in the Admission Process – Tom Sheppard*

Historically, admission professionals value the connections they make with prospective students and families. Today, however, successfully making those connections and managing our offices requires mastering a variety of technologies. Frightening for some and exhilarating for others, the degree to which we effectively use technology can often play an important role in the success or failure of any office. In this session, we survey a variety of technologies that any office might consider to support its marketing plans.

9:25 – 10:20 a.m.      **Breakout Session C**

### *Making Decisions PK-5 – Claude Anderson*

Admission is the selection of the quality and quantity of students necessary to meet your mission and revenue goals. How you build each class of students is both an art and a science. And what about the parents whom you are bringing along with those children? How do they play a role in your decision making process? During this session, participants learn seven key practices that are needed to implement a strong process for decision making.

### *Making Decisions 6-12 – Anne Behnke & Cathy Washburn*

This session covers the basic practices of making admission decisions – the information required for the applicant file, why you need the information and how to evaluate it, balancing the school's needs with specific class needs, admission committee expectations, and determining the issues that will influence your Committee's decisions. Discuss how to factor in your school's mission when admitting candidates. Authentic case studies are presented, and participants have an opportunity to be a part of a committee and make admission decisions.

### *Financial Aid 101 – Leo Marshall*

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.

10:20 a.m.              **Break**

10:35 – 11:25 a.m.      **Advisee Group Session IV**



11:30 – 12:20 p.m.      **Breakout Session D**

### *Communicating Decisions PK-12 – Anne Sheppard & Anne Behnke*

The need to communicate your admission decision once you've made it is a critical part of the process. The decision letter can be a source of joy or pain, and you must be sensitive to its impact. Learn how to be proactive in the fall to ensure a smooth as possible decision day. Hear

advice on dealing with common difficulties and legacy cases. This session is intended to lower your stress level. Practice with case studies and leave equipped for the spring!

***Attracting a Diverse Student Body – Cathy Washburn & Victoria Muradi***

While each of our schools wishes to attract and retain a more diverse student body, it can be a difficult task. This session covers diversity in the broadest sense in an independent school community—from recruitment, to working with various organizations, to making your campus a supportive environment.

***International Recruitment & Evaluation – Tom Sheppard***

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.

12:20 – 1:30 p.m.      **Lunch**



1:30 – 2:25 p.m.      **Breakout Session E**

***Directors Working with Heads & Trustees – Leo Marshall***

Few relationships are more critical to a school's strategic planning and implementation than that of the Director of Admission—Head—Board of Trustees, as each has a specific responsibility related to setting enrollment goals and establishing admission policies and procedures. This session explores "shared visions" that establish responsibilities and boundaries that ensure a concise and successful enrollment management plan for your school.

***Lower School Assessment: Sharing of Best Practices – Claude Anderson & Victoria Muradi***

Which test shall I use to evaluate my lower school children – WPPSI, Stanford Binet, Otis-Lenon, Bracken, Peabody, Miller Assessment, Homemade or another? Is group testing better than individual testing? When during the visit or season is the right time to administer the assessment? Hear ideas from leaders and participants about the effectiveness of various testing instruments and procedures.

***25 Things to Do When There Is Nothing to Do – Anne Sheppard & Anne Behnke***

How often have we found ourselves sitting in our offices wondering what to do next? This session will offer a list of 25 things to do when you have exhausted your own list of what to do. Hopefully, your office will expand on this list given your respective needs. The goal is to be creative, innovative, collaborative and to have fun!

***What's On Your Mind? – Jim Mitchell, Tom Sheppard & Cathy Washburn***

While the multiple Breakout and Advisee sessions answer many questions, they also stimulate new thought and new questions. For this panel discussion, it is 'open season' for whatever is on your mind. Anything goes; nothing is off limits.

2:30 – 3:15 p.m.      **Advisee Group Session V**



3:20 – 3:45 p.m.      **Closing**