

TUESDAY, JULY 23

7:00 - 8:45 am **Breakfast** - West Dining Hall

8:00 – 9:30 am **Registration** – 10 Buick Street Dormitory, 1st Floor

9:30am **Opening Welcome Session** - CGS Gilbane Lounge

The Boarding School Admission Landscape - CGS Gilbane Lounge

Presenter: *Pete Upham*

Large Group Session - CGS Gilbane Lounge

Knowing Your School, Core Messaging, and the Importance of “Why”

Presenter: *Kate Saunders*

Admission work shares some commonalities with teaching. You wouldn't stand before a Latin or calculus class without knowing your discipline. As an admission officer, you must also master a discipline. Your subject is your school. How do you cultivate a rich understanding of your school and use this understanding most effectively in your work with prospective students, prospective parents, and others? How do you set your school apart when you have only a few moments to capture someone's attention and interest about your school?

Advisee Groups

12:00 - 1:00 pm **Lunch** - West Dining Hall

1:15pm **Large Group** – CGS Gilbane Lounge

Elevator Pitch Part I

Presenter: *Admission Academy Faculty*

Knowing your school and how to message who you are is how you differentiate your school from other schools particularly your competition. We will demonstrate and help you prepare to think about your school's elevator pitch. Hint, hint...participation required.

Large Group Session - CGS Gilbane Lounge

Admission Funnel

Presenter: *Peter Frew*

The admission "funnel" will serve as a reference point during the Academy. It is a symbol that helps us understand the fundamental process of attracting and guiding a relatively large group of prospective candidates through a series of steps and filters, which ultimately yields the target number of enrolled students. Care and attention to each of these steps is critical to achieving enrollment goals. These steps, along with a useful glossary of admission, financial aid, and enrollment terms, will be outlined and defined.

Large Group Session - CGS Gilbane Lounge

Maximizing the Potential of Your Admission Funnel in Action

Presenter: *Kate Saunders*

Inquiries are the lifeblood of the admission process, and all admission offices depend upon them for the success of our marketing efforts. Designing and managing a process that increases your ability to enroll the families that are mission appropriate and can afford tuition is both an art and science of managing the various stages of engagement from inquiry to enrollee. During this session you will learn the importance conversion and data-driven decisions to customize your engagement with the market.

Break

Large Group Session - CGS Gilbane Lounge

Campus Visits

Presenter: *Kim Loughlin*

For all our schools, the visit can and will make a difference. Time with the family on your campus may be the most important key to establishing a strong relationship with a student and his/her family. Whether families are on your campus for a tour and interview, an Open House, or a Second Visit day, we will cover the logistics of campus visits; how the faculty, maintenance department, and students can help make the best impression; your tour guides; as well as what messages you are sending the student and families.

6:00 - 8:00 pm **Reception & Dinner** - Agganis 26th Floor
 For attendees and faculty of all sessions.

WEDNESDAY, JULY 24

7:00 – 8:45 am **Breakfast** - West Dining Hall

9:00 am **Large Group Session** - CGS Gilbane Lounge
Testing and Assessment: Their Power and Limits

Presenter: *Admission Academy Faculty*

For admission officers with little to no experience, one of the most daunting aspects of the admission process can be testing and assessment. Each school uses testing in its own way, but some common principles do exist. This session will examine some of the most common admission tests, their power and limits, and discuss some alternative forms of assessment.

Large Group Session - CGS Gilbane Lounge
Making the Most of Admissions Travel

Presenter: *Kim Loughlin*

It's nearly September, and the traditional admission travel season will soon begin. Optimizing your chances for success on the road this year begins with a thorough plan thought out far in advance. While many of the topics for the "rookie" traveler such as what steps to take to plan your travel, how to best represent your school at a boarding school fair, visits to a feeder school or educational consultant, and we'll cover some helpful tips specific to planning your first trip overseas or in a "new market." Top travel tips from experienced admission travelers will help make your planning easier, and travel go more smoothly.

Break

Large Group Session - CGS Gilbane Lounge
File Reading Prep

Presenter: *Kim Loughlin*

To help you prepare for tomorrow's admission committee meeting, keep these helpful tips in mind as you finish reading the student files

Advisee Groups

12:15 – 1:15 pm **Lunch** - West Dining Hall

1:30 pm **Large Group Session** - CGS Gilbane Lounge
Elevator Pitch Part II

Presenter: *Admission Academy Faculty*

With support, we will help you practice your elevator pitch.

Large Group Session - CGS Gilbane Lounge
Interviewing

Presenter: *Kim Loughlin*

I. The Art of Interviewing

We will discuss the purpose of interviewing; who is – or should be – involved in interviewing candidates; some do's and don'ts; active listening; what you may learn from what is not said; and what follow-up is needed after an interview. We will discuss some of the challenges of interviewing, including how to get an interview underway and what questions should (as well as what one can) be asked. Following the larger group session, our advisee groups will meet to

explore interviewing strategies in smaller groups through examples of interviews participants have already faced.

II. Your Turn Behind the Desk

Participants will have an opportunity (“pick me, pick me”) to be in the interviewer’s seat to test and share their interviewing techniques.

III. The Tough Ones

70% of your interviews are easy. It’s the 30% that you need to prepare for to be at your best.

5:30 - 7:00 pm **Dinner** - West Dining Hall is available or Explore Boston on your own!

THURSDAY, JULY 25

7:00 - 8:15 am **Breakfast** - West Dining Hall

8:30 am **Advisee Groups**

File Reading - overview and discussion of three student case studies – this is a hands on student file assessment exercise for each case study

Large Group Session - CGS Gilbane Lounge

File Reading - overview and discussion of three case studies

Break

Large Group & Advisee Group Photos

Large Group - CGS Gilbane Lounge

Financial Aid 101

Presenter: *Peter Frew*

Financial aid is often perceived as one of the most nebulous issues in independent schools. Just how much financial aid does your school have to award? Who gets it and why? Are awards need-based or merit-based? How does the process work? This can be a very sensitive issue for parents seeking to provide an education for their children that can be very difficult for them to afford. So, you should simply hand such tricky issues over to your director, right? Wrong. There are a few key essentials that all admission officers should understand about the financial aid process. In addition to learning the fundamentals of the process, we will also discuss the importance of the approach admission officers should take when discussing this issue with prospective families.

12:00 - 1:00 pm **Lunch** - West Dining Hall

1:15 pm **Large Group Session** - CGS Gilbane Lounge

Creative Marketing Ideas

Presenter: *Kate Saunders*

Your team in the admission office will model an amazing range of skill sets from data analytics, interpersonal, intelligence, and one of the most important emerging skills: creativity. We are seeing incredibly creative communications in the boarding school world and in higher education. Inspiration is everywhere and you don’t want to have your school left behind -tap into your creative side! During this session we will see the top 5 most innovative ideas emerging in the market that are helping educational organizations gain attention and get ahead of the competition.

Advisee Groups

Large Group - CGS Gilbane Lounge

Keys for Survival and Success

Wrap-Up Questions from the Group/Open Discussion

Presenters: *Admission Academy Faculty*

TABS Admission Academy faculty has identified key behaviors evident in the most successful admission professionals. This final session brings together all the issues and strategies examined during the week and helps lead you to develop your strategy for success.

3:15 pm **Wrap up**