

General Program Outline

Monday, May 14

12:00pm-12:30pm Arrival

(please note that we will not be providing lunch, though snacks will be provided!)

Regional Meetings

Career Trajectory Panel (details attached)

Social Time

Tuesday, May 15

Keynote with Crane Marketing

Lunchtime gathering for mentors/mentees (details attached)

BADA Spring Meeting

BADA Committee Meetings

Break-Time Activities

Concurrent Session A (details attached)

Social Time

Wednesday, May 16

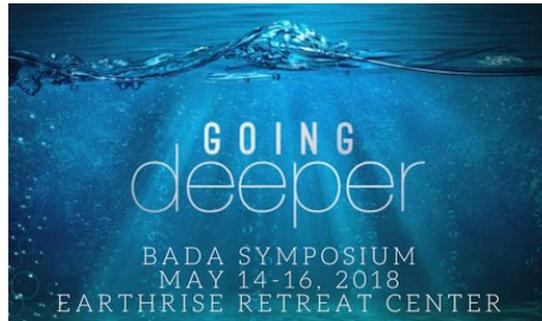
Keynote with Grace Chan, Independent School Attorney (details attached)

Concurrent Session B (details attached)

Concurrent Session C (details attached)

1pm Lunch

2pm Departure



Program Descriptions

Keynote Sessions:

When *don't* you want a line out the door? Answer: When the line's not full of right-fit families with Crane Marketing. As admissions director, your job is more complex, subtle, and significant than simply bringing more people in. In choosing to whom you say yes—*and no*—every season, you continually craft your school's culture and ensure its long-term sustainability. That is: you're not attracting buyers but cultivating believers, at admissions time and throughout their entire school journey. In this keynote address, Shelly Peters and Christina Albetta of CRANE Atlanta show you how to help the right families find and stay with you—by unfolding your school's own unique story.

Sound Advice for Common Tripping Spots: Navigating Potential Potholes Legally and Skillfully with Grace Chan of Liebert Cassidy Whitmore. Using your questions as a guide, Grace will walk us through how to handle common legal questions and challenges in admissions. We anticipate covering questions regarding disabilities, record keeping, and parents who challenge admission decisions, among others!

Concurrent Sessions (some, but not all, will be repeated more than once)

Please propose a session! We have one or two slots available for members to propose a concurrent session offering. Please fill out the form [linked here](#) by April 1, 2018.

Whats vs. whys with Crane Marketing. How to explain what you do, through the lens of why you do it. Be prepared to list your school's top five differentiators and consider how you might make them more meaningful, authentic, and effective.

The 60-second website audit with Crane Marketing. Participants can volunteer to share and discuss their website with the group. Together we'll discover the three take-aways a prospective parent can glean from your website in the first 60 seconds—and how to be sure they're the right ones.

Worth 1,000 words? with Crane Marketing. What is your photography conveying about your school's culture? Your photos always make a strong first impression on prospects—but it may not be the impression you want. In this session we'll share professional tips for ensuring your photos tell the right story.

NOTE: For all three sessions, bring your entire admissions packet and be ready to scrutinize it and others' – kindly but thoroughly!

The Intersectional Ally with Tarah Fleming of Start Dialog and Our Family Coalition. This workshop creates a welcoming space for equity leaders to identify and refine what allied behavior looks like by examining the dynamics of our own, sometimes unseen privileges. We will intentionally practice being change agents and enact the work of building solidarity using storytelling and group dialog on topics of identity relating to race, orientation, gender, ability and class. We will reflect on what respecting everyone's humanity looks like, and identify how systems must change to authentically serve today's community. We will use the popular construct of "intersectionality" to explore how we can work to examine our own relationship with privilege, and practice language and behavior that models a highly respectful, welcoming and inclusive learning environment for all people.

Using Demographic and Psychographic Information for Strategic Enrollment Planning with Dana Nelson-Isaacs of DNI Consulting. Without good data, schools are often left using anecdotes and "hunches" to build an enrollment plan. Dana will discuss how the use of demographic and psychographic data can guide planning and decision making. We will do a deep dive into understanding demographic trend projections and psychographic segmentation analysis, and how to use these tools for reflection and planning. Attendees will leave with essential research questions pertaining to their individual schools and some immediate action recommendations.

How to Win Students and Influence Parents with Christina Dotchin of The Enrollment Management Association. You see them when they come on tour. You send personalized

emails. You track their visits to your website and invite them to shadow current students. But do you know what really motivates a family to apply to your school? Given the myriad challenges facing enrollment leaders in today's competitive market – many of which are beyond our control – it is critical that we make the admission process more accessible and family friendly. To aid enrollment leaders in this endeavor, The Enrollment Management Association surveyed thousands of parents immediately following the 2016-2017 application season. Come prepared to reflect on the survey results and consider the practical application this information can have to your work.

Special Programs:

Career Trajectory Panel: Hear from several peers regarding their career trajectories, difficult choices, future plans and advice. Session will include plenty of time for questions.

Mentor/Mentee meeting time: As identified in the BADA strategic plan, the board has established a mentorship program for new members, new directors, and new professionals. We've set aside lunchtime on Tuesday for pairings to meet.

Topical Tables: At a meal (or two, or three), we'll have themed tables, so those with similar questions or ideas can discuss topics of interest together.

Location and social time

Earthrise Retreat Center is a special place, with beautiful trees, walking trails, delicious and healthy food, and simple and clean accommodations. We plan to take full advantage of the spectacular location, with ample time to meander the paths, enjoy the quiet beauty and spend time together. The Symposium also affords us a time to connect or reconnect with each other, and help us revitalize and deepen our mindfulness and focus.

Plans are still in progress, but we are looking into other activities such as an art activity, yoga, wine and beer tasting, stargazing, hiking, and more!

We are excited to have you join us for the BADA Symposium 2018!

Speaker Bios

Shelly W. Peters, Crane Atlanta

As the strategic and organizational leader of CRANE, Shelly fosters genuine partnerships that lead to enduring success. Shelly passionately believes in empowering clients to discover and shape their own optimal culture—so they can keep building authentic, active, and purposeful community long into the future. Shelly holds a dual BA in psychology and educational studies from Emory University and studied learning and organizational change at Northwestern University. Since joining CRANE in 2007, Shelly has employed her keen perception, wise diplomacy, and inner drive to ensure that clients achieve their highest aspirations.

Christina Albetta, Crane Atlanta

Christina carefully examines the unique landscape of every situation, discerning opportunities and possibilities that others may overlook. Her exceptional combination of experience and intuition enables her to give clients the precise tools to tell every institution's genuine story. Christina holds a BA in journalism and mass communications from the University of New Mexico and draws on nearly 15 years in independent school marketing and communication—including a long tenure as Director of Communications and Strategic Marketing at The Archer School for Girls in Los Angeles.

Grace Chan, Liebert Cassidy Whitmore

Grace provides client representation and legal counsel to clients in matters pertaining to education, employment and labor law. Grace also works extensively with private and independent schools and is experienced in handling various employment, student and governance issues, such as drafting employment agreements, employee handbooks, enrollment agreements and student handbooks, updating bylaws, and providing legal counsel regarding risk management practices, as well as various student issues, such as student discipline and expulsion, disability accommodation and tuition disputes.

Grace is a graduate of the Catholic University of America Columbus School of Law, where she served as an Associate on the Moot Court Association. Prior to law school, Grace earned her Bachelor of Arts in English and American Literature (with a minor in Political Science). Grace is admitted to the State Bar of California as well as the District of Columbia Bar.

Tarah Fleming, Start Dialog and Our Family Coalition

Tarah is a long-time educator, keynote speaker and lead facilitator on topics of social justice, equity literacy, anti-bias education and the dynamics of power and privilege with over 25 years of national and international experience. As a white identified, cisgender, heterosexual mother of a mixed heritage teenager, she brings a unique perspective on allied behavior and a devotion to work as a change agent in multiple solidarity movements. Tarah is the Education Director at Our Family Coalition (OFC) working with LGBTQ families, and the former Co-Director for iPride;

an organization dedicated to mixed heritage and multiethnic families. In 2003, she co-founded the high school student component for the White Privilege Conference (WPC) now called the Youth Action Project (YAP) which remains as one of the premiere action-oriented national conversations. Tarah continues in her consulting/coaching practice. Start Dialog providing personal and professional support for educators and activists, group dialog facilitation, and real systemic change training.

Christina Dotchin, The Enrollment Management Association.

Before joining the outreach team at EMA in 2016, Christina served as the director of admission at Proctor Academy in Andover, New Hampshire. During her 11 years at Proctor Academy, she also served as the director of financial aid, girls' varsity ice hockey coach, student advisor, and dorm parent. As a member of the outreach team, she uses this experience to provide member schools with support in their admission and enrollment efforts. Prior to joining Proctor Academy, she was an account executive at the Costa DeVault Public Relations and Marketing Agency in Winter Park, Florida. Christina holds a B.A. in English, with a minor in education, from Colby College, as well as a Masters of Public Administration from the University of New Hampshire.

Dana Nelson-Isaacs, DNI Consulting

Dana has twenty years of experience working within and between all levels of administration and faculty, parents, students, board members, and other community stakeholders regarding a range of topics including enrollment management, communication, marketing, and parent and student satisfaction. In addition to on-the-ground experience working within schools in various admission and marketing roles, Dana is an expert in enrollment feasibility studies and strategic enrollment management projects. Additionally, she has led projects in areas including parent satisfaction, admission office efficiencies, staff coaching, curriculum planning, and exit interviewing. She has experience with transitioning from traditional financial aid to a net tuition revenue model, and has expertise with market research.

Dana holds a BA in Psychology from Lewis and Clark College and an MS in Counseling Psychology from Sonoma State University. She lives in Northern California with her husband, Sky, and their elementary school aged daughter, Eliana.