



## Admission Directors Institute

# 2018 Program Agenda

### TUESDAY, SEPTEMBER 11

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

8:35 a.m.–9:45 a.m. **Program Overview and Introductions**

**2018 Program Advisors:**

- + **Brad Brown**, Director of Admissions and Enrollment Management, Trinity School (GA)
- + **Jeanette Woo Chitjian**, Director of Enrollment Management, Marlborough School (CA)
- + **Heather Daly**, Dean of Enrollment Management, Saint Andrew's School (DE)
- + **Peter Frew**, Director of Admissions, The Taft School (CT)
- + **Andrew Weller**, Dean of Enrollment & Strategic Marketing, St. Stephen's & St. Agnes School (VA)

9:45 a.m.–10:15 a.m. **Enrollment Management in Independent Schools**

**Dave Taibl, Director of Outreach, EMA**

10:15 a.m.–10:30 a.m. Individual Reflection on Pre-Assignment

10:30 a.m.–10:45 a.m. Break

10:45 a.m.–12:15 p.m. **Enrollment Leadership, Center for Creative Leadership**

12:15 p.m.–12:45 p.m. Lunch & Team Discussions

12:45 p.m.–1:00 p.m. Break

1:00 p.m.–1:30 p.m. Wrap-up Change Style Inventory

1:30 p.m.–3:30 p.m. **The Business of Enrollment**

**Alex Heiberger, CFO, Madeira School (VA)**

- + 30 minutes — Presentation
- + 30 minutes — Table Discussions with Advisors
- + 30 minutes — Q&A
- + 20 minutes — Individual Reflection
- + 10 minutes — Wrap-up

3:30 p.m.–3:45 p.m. Break

3:45 p.m.–4:30 p.m. **Facilitated Team Discussions with Advisors**

4:30 p.m.–5:00 p.m. **Full Group Discussion of Day's Activities/Sessions**

**Betty Hale, Facilitator**

5:00 p.m.–6:30 p.m. Reception

6:30 p.m. Dinner on Own



## WEDNESDAY, SEPTEMBER 12

8:00 a.m.–8:55 a.m. Breakfast & Hot Topics

9:00 a.m.–11:00 a.m. **Enrollment Management for New and Returning Families**  
**Claude Anderson, Dean of Enrollment, Northfield Mount Hermon School (MA)**  
+ 30 minutes – Presentation  
+ 30 minutes – Table Discussions with Advisors  
+ 30 minutes – Q&A  
+ 20 minutes – Individual Reflection  
+ 10 minutes – Wrap-up

11:00 a.m.–11:15 a.m. Break

11:15 a.m.–11:45 a.m. **Facilitated Team Discussion with Advisors**

11:45 a.m.–Noon **Morning Wrap-up**  
**Betty Hale, Facilitator**

Noon–12:45 p.m. Lunch & Team Discussions

12:45 p.m.–1:00 p.m. Break

1:00 p.m.–1:45 p.m. **Hot Topics Facilitated by Advisors**

1:45 p.m.–2:00 p.m. Break and Move to Team seating

2:00 p.m.–4:00 p.m. **Data-Driven Enrollment Management**  
**Christina Dotchin, Director of Outreach, EMA**  
+ 30 minutes – Presentation  
+ 30 minutes – Table Discussions with Advisors  
+ 30 minutes – Q&A  
+ 20 minutes – Individual Reflection  
+ 10 minutes – Wrap-up

4:00 p.m.–5:00 p.m. **Program Wrap-Up**  
**Betty Hale, Facilitator, & 2016 ADI Cohort**

