PRACTICAL TAKEAWAYS
“What we’re looking for is someone who can think outside the box.”
READY, SET, TAKAWAY...

From iPADs and on-line communities to Static Cling and smartphones, we got it covered....

• Technology
• On-line Tools
• Community Outreach
• From your Campus
• Admission Leadership Council
iPAD in the Admission Office

- Teacher videos
- Student videos
- Dorm life video
- Day student “day in the life” video
- Survey families about visit
- Have applicant submit a writing sample
- Slide Show with music
- Sporting game 2 minute movie
- Choral 2 minute movie
- Theater production trailer
iPAD iNVASION

- An iPad for every child
- Webb School, Knoxville, TN will require an iPad for every student grade 4 to 12
- Students will lease the iPad

Statement from their Website:
We chose the iPad because it is:
- a device that could be a replacement for paper textbooks
- a common tool for each student that would meet most of their day to day technology needs and that would help engage students in learning 24/7
- a device that would be easy to use and easy to support
- a leveler that will allow students equal access to Apps that are both user friendly and cost effective
Smartphone Applications

Mobile version of your school website

Mobile version of your admission page

App for our app?
It’s a trend that’s here to stay
On-line Optimization

• Blogging or Glog at Gould Academy
• Micro sites – www.gouldacademy.org
• Be Recent, Be Reactive and Be Rewarded
Who’s mining your SEO?

• Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results.

www.wikipedia.org
Make Sense or Non-Sense?

- Does staying out in front of all of this make sense or non-sense?

- How do you keep up with it all?
  - Current blogging and Facebook threads
“Mom to Mom”
Advertise on the Go!
Signage and parking is Premium!
Static Cling Your Students

Post up life-size static cling rolls of your current students and alumni

Use to counter visitor impressions of an "arts" school with a strong academic student summary portrait
Generating Revenue at the Margins

- Admission Offices can and should play an important role in helping to identify additional practical sources of revenue.
- Rent out school facilities and grounds
- Develop educational/athletic programming for greater (and school) community
- Create new sources of revenue or administrative savings
- Exploit your brand
Scholarship – Merit Test

Invite students in the community to come to your school and take a scholarship test
Merit Based Aid

**Pros**
- Build gender equity within a class or entire school
- Build strong academics
- Build strong athletics
- Build diversity
- Build community awareness

**Cons**
- Seen as unethical to competition
- Can be seen as buying your top choices
- Need Blind is no longer an option
- Creates unnecessary tension and unhealthy competition between school within regions
Confetti in Acceptance Letter
RESOURCES
Admission Leadership Council (ALC)
Mr. David P. Baker
Director of Admission & Financial Aid
St. Mark's School of Texas, TX

Ms. Anne E. Behnke
Director of Admission
St. Mark's School, MA

Mr. Joshua D. Clark
Director of Admission
Hawai'i Preparatory Academy, HI

Mrs. Elena Del Alamo
Vice President for Admission & Financial Aid
Pine Crest School, FL

Mrs. Molly Dorais
Director of Admission and Financial Aid
Colorado Rocky Mountain School, CO

Ms. Carol Dougherty
Assistant Headmaster
Perkiomen School, PA

Mrs. Kelly Dun
Director of Admission/Financial Aid
Princeton Day School, NJ

Ms. Heather M. Eckert
Associate Dean of Admission
Blair Academy, NJ

Mr. W. Dennis Facciolo
Director of Admission
Tampa Preparatory School, FL

Mr. Peter B. Gilbert
Director of Admissions and Financial Aid
Salisbury School, CT

Mrs. Betsy S. Hata
Director of Admission & Financial Aid
Punahou School, HI

Mrs. Sally Keidel
Director of Enrollment Management
Agnes Irwin School, PA

Mr. Booth D. Kyle
Director of Admission & Financial Aid
Lakeside School, WA

Mrs. Debbie Lange
Director of Admission/Financial Aid
Lovett School, GA

Ms. Sara Lynn Leavenworth
Director of Admission and Financial Aid
The Forman School, CT

Mr. Gregg Maloberti
SSAT Board Member
Dean of Admission
Lawrenceville School, NJ

Mr. Leo G. Marshall
Director of Admission & Financial Aid
The Webb Schools, CA

Mr. Bill McCracken
Director of Admissions, Junior School
St. George’s School, BC

Mrs. Jane W. McIlvaine
Director of Admissions
Berkeley Preparatory School, FL

Mrs. S. Victoria Muradi
Director of Admissions
Durham Academy, NC

Ms. Nancy M. Nolan
Assistant Head of School for Admission and Marketing,
Christchurch School, VA

Ms. Teresa A. Rodriguez
Director of High School Placement
Roxbury Preparatory School, MA

Mr. Fran Ryan
Assistant Headmaster
Rumsey Hall School, CT

Ms. Amy Sayfie
Director of Admission
Ransom Everglades School, FL

Mrs. Anne F. Sheppard
Dean of Admission
Western Reserve Academy, OH

Mr. Tom Sheppard
Director of Admission
Stevenson School, CA

Mr. Andrew Weller
Dean of Admissions
Ridley College, ON

Mr. Chris White
Director of Admission
Crescent School, ON

Ms. Debbie Williams
Director of Admission
Crane School, CA

Mr. Josh Wolman
Associate Head of School for Admissions and Financial Aid
Sidwell Friends School, DC
Best Practices Compilation

• The Admission Leadership Council (ALC) compiled a working document born of round table discussions at SSATB Annual Meeting 2010

Common Notification Dates
Generating Revenue at the Margins
Leveraging Financial Aid
Marketing Musts – Boarding Schools
Marketing Musts – Day Schools
Regional Collaboration in a “Dog Eat Dog” World
Testing & Assessment for PK-5 Students
Working with Heads and Boards
Download the Info at www.admission.org

Click on Professional Development

Click on Power Practices Compilation
Webinars

Professional Development at your fingertips

• AISAP (www.aisap.org)
• NAIS (www.nais.org)
• SSATB (www.admission.org)
September 21-24, 2011
Admission Training Institute (9/20 & 21)
Registration Opens May 23, 2011

Plan to arrive on 9/20 to participate in the Community Service Project!

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<th>CONFEREECE RATES</th>
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<td>Full Conference (SSATB Member)</td>
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<td>Additional Attendee (same member)</td>
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<td>Non-Member Rate</td>
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<tr>
<td>Admission Training Institute Only (SSATB Member)</td>
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<td>Admission Training Institute Only (non-member)</td>
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<tr>
<td>Admission Training Institute + Full Conference (SSATB Member/non-member)</td>
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Wild Horse Pass Resort room/group rate: $189/day + tax.
Rooms must be reserved directly with the hotel - a link with the group rate code will be provided at registration.
Thank You!

Jennifer Eidam Davis
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