

ACIS Admissions Fall Webinar**October 17, 2025****9:00-10:30 a.m. via Zoom****AGENDA****9:00-9:30 a.m.:**

- Welcome
- Brief ACIS business and reminders
- Taking the pulse of the admissions picture in CO; anonymous polls and data

9:30-10:30 a.m.= Professional Learning Session (Dana Nelson-Issacs)**Navigating Demographic Shifts: Enrollment Tools for Today**

Independent schools across Colorado are feeling the impact of shifting demographics, but fewer prospective families doesn't have to mean fewer students. In this interactive session, Dana Nelson-Isaacs of DNI Consulting will share fresh demographic insights specific to Colorado, paired with practical strategies for enrollment leaders. Participants will explore how to interpret demographic and psychographic data, identify "nooks and crannies" in the market, and turn existing data sources into actionable next steps. Attendees will leave with a clearer understanding of the enrollment landscape and concrete takeaways they can apply in their schools within the next three months.

ABOUT OUR PRESENTER**Dana Nelson-Isaacs (she/her)**

Founder and Principal; DNI Consulting

Dana Nelson-Isaacs brings more than 25 years of experience helping schools thrive, partnering with admission teams, heads, boards, and faculty to strengthen enrollment strategy, communications, and community engagement. Known for her thoughtful insight and candid, collaborative style, she works across all levels of school leadership to solve complex challenges with clarity and heart.

Dana's professional journey spans a wide range of institutions, including grades K-12, boarding and day, single-gender and all-gender, and she held key roles in enrollment and marketing before launching her consulting practice in 2013. Today, she is a trusted expert in market research, enrollment feasibility, and strategic enrollment management.

For a decade, Dana served as the coordinator for the Bay Area Directors of Admission consortium, leading a network of 110 schools. In this role, she provided professional

development, facilitated organizational leadership, and cultivated a culture of collaboration among member schools.

A dynamic speaker and facilitator, Dana leads workshops and speaks regularly at regional and national conferences. She facilitates *The Assembly*, her signature small group mastermind for school leaders, and offers one-on-one and team-based executive coaching.

Dana holds a BA in Psychology and an MS in Counseling Psychology. She lives in Northern California with her husband, an author, speaker, and physics teacher, and their high-school-aged daughter, who literally and figuratively dances through life.