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Title: Navigating Change: Strategies for Attracting and Retaining a Diverse Student Body

Date: October 4, 2023

Time- 9:00 to 11:15

Via Zoom

Agenda

9:00-9:15 a.m.= Touch base meeting for Denver Admissions Agreement participants

9:15-9:45 a.m.= Full group gathering and introductions

9:45-11:00 a.m.= Presentation and discussion with Janice Crampton, Executive Director, and CEO of AISAP

11:00-11:15 a.m. Closing

Session Description

As the educational landscape continually evolves, schools are faced with the imperative to adapt and thrive in an increasingly diverse world. The session will provide valuable insights and actionable strategies to help Admission and Enrollment Professionals at ACIS schools navigate this shifting terrain. Using themes noted in the recent NAIS Trends Book and data that notes the shifting demographics, we will highlight the importance of embracing diversity as a critical pillar of sustainability and growth in independent schools. Through a combination of findings, and practical advice, you will gain an understanding of:

1. The Changing Demographic Landscape: Discover the demographic trends reshaping your prospective student pool and the broader community.
2. Why Diversity Matters: Explore why building a diverse student body is a moral imperative and a strategic advantage for independent schools.
3. Go, Ready, Set: Understand why developing a shared vision and strategy is critical and defining diversity at your school before you embark on any initiative or set goals.

Receive resources and takeaways to help you:

- Learn to craft inclusive marketing campaigns that resonate with diverse audiences and attract a broader range of applicants.
- Gain insights into admissions policies and practices that foster inclusivity and ensure fair access for all.
- Uncover strategies for retaining a diverse student body and creating a welcoming and inclusive school environment.

This session is a must-attend for admission and enrollment professionals seeking to navigate the shifting demographic landscape and meet institutional goals. Don't miss this opportunity to be educated and engaged. We will share best practices and leave with actionable takeaways that will empower you to thrive in the evolving educational landscape.

Session Format:

The session will include a presentation by the Executive Director|CEO of AISAP, followed by interactive discussions, Q&A, and networking opportunities with fellow admission and enrollment professionals. Secure your spot now for this enlightening session that promises to shape the future of your school's admissions and enrollment strategies. We look forward to having you join us!

Biography



Janice has spent her 35-year professional career in Admission both in Higher Education as well as Prekindergarten through Grade 12 Independent Schools. A graduate of Bucknell University, Janice began her career in their Office of Admission traveling throughout the United States as well as Internationally working with International and Transfer students. From there Janice served with the State of New Jersey Department of Higher Education, working for the Assistant Chancellor then moving to serve as the Director of Admission and Financial Aid at a Prekindergarten-Grade 12 School, Gill St. Bernard's School in New Jersey. Returning to her college Admission and placement roots Janice then served as Director of College Counseling at Francis Parker School in California, followed by Greenwich

Academy and The Williams School in Connecticut before her arrival to The Country School located in Madison, Connecticut. At TCS, Janice was Director of External Relations where she was responsible for oversight and management of all institutional advancement efforts - Enrollment, Financial Aid, Parent Relations, Communications, Event Management, working closely with the Board of Trustees in addition to work in Development and Alumni Relations. Janice has served on the Board of Directors of the A Better Chance, Madison, Connecticut, and other local charities and several Independent Schools and presently is a member of the Executive Committee of the Board of ISAnet- Independent School Association Network. Janice has presented in support of the Department of Leadership, Policy, and Organizations at Vanderbilt University in their Independent School Leadership M.Ed. Program. In addition to her undergraduate work, Janice has several certificates in nonprofit Board Governance and most recently received a certificate in Management Essentials from Harvard Business School as part of their online learning programs and is presently enrolled in a course entitled Religion, Conflict, and Peace with Harvard Divinity School and EdX.