



ACIS Spring Admissions Group Meeting Agenda 2026

Date= May 8, 2026

Time = 9:00 a.m.- 1:30 p.m.

Cost= \$20 per person for food and beverages (please bring a check made out to ACIS)

Location= Aspen Academy
5859 S. University Blvd.
Greenwood Village, CO 80121
303-346-3500

Parking Instructions: Upon arrival, please park in the main parking lot by the front entrance, located near the flagpole.

Agenda:

9:00-9:30 a.m.= Welcome and ACIS Business—All Admissions Folks

- Light breakfast and coffee available (Thanks for providing, Aspen Academy!!)
- Reminders about checking recs with ACIS sending schools for late spring/summer applicants
- Updates about CO AI Bill
- 26-27 Group Planners?
- Any trends coming in ACIS
- Q and A

9:30-11:30 a.m.= Presentation and conversation from Christina Dotchin (ER3)

11:30-11:45= Wrap-up

11:45-12:30= Lunch provided from Snarfs

12:30-1:30 p.m. = Optional Tour(s) of Aspen Academy

Presentation: An Independent School Education: Family Perceptions of Value and Affordability

What do families really value in an independent school education? How can behavioral economics help us understand—and strategically respond to—tuition pricing pressures? And why do the qualities families say they prize most sometimes diverge from the choices their actions reveal? The perceptions and misperceptions of value routinely challenge independent school enrollment and advancement leaders, heads of school, and boards of trustees. EMA's 2025 Special Report, *An Independent School Education: Family Perceptions of Value and Affordability*, offers the first large-scale analysis of how families across the socioeconomic



spectrum perceive the value and affordability of independent school education. Take a deep dive with Christina Dotchin to explore what parents prioritize when choosing an independent school, and engage in discussions about the effective practices schools are using to maximize perceived value. Leave with a clearer understanding of family motivations to help refine your marketing, outreach, and messaging strategies around your school's value proposition. We will also take a sneak peek at some highlights from E3n's upcoming 2026 *State of the Independent School Enrollment Industry Report* (SOTI). We will also examine state and national demographic trends, industry applications of AI, and discuss case studies.



Christina Dotchin, Chief Program Officer, E3n (EMA+ERB)

As Chief Program Officer, Christina oversees the E3n's (EMA) membership, global business development, and professional learning teams, providing programs and resources for over 2,100 independent schools and organizations. This includes E3n's Annual Conference (Enroll26), Global Recruitment Fairs, Annual Reports and Data Dashboards, *The Yield* magazine, and related strategic initiatives.

In September 2024, EMA and the Educational Records Bureau (ERB) announced their intent to merge, which recently received regulatory approval. When the merger was finalized on March 1, 2026, EMA and ERB merged to become E3n, a nonprofit organization designed to strengthen independent school communities and deliver innovative solutions for schools, leaders, students, and families ([E3n.org](https://www.e3n.org)).

With over twenty years in the education sector, Christina is passionate about E3n's transformative work to support enrollment professionals, school leaders, community-based organizations, students, and families. As an industry thought leader, Christina has presented at numerous regional, national, and global conferences and events. She is also the host of E3n's Enrollment Spectrum Podcast.

Before joining EMA in 2016, Christina served as the Director of Admission and Financial Aid at Proctor Academy in Andover, New Hampshire. During her 11 years at Proctor Academy, she was the head coach of the girls' varsity ice hockey team, the girls' varsity lacrosse assistant coach, student advisor, and dorm parent. Christina served as the President of the New England Prep School Girls' Ice Hockey Association and was the New England Tournament Director. Prior to Proctor, Christina was an account executive at Costa Communications, a public relations and marketing agency in Winter Park, Florida. Christina has recently been appointed to the NBOA Board of Directors, beginning July 1, 2026. Christina holds a Bachelor of Arts (BA) in English, with a minor in education, from Colby College and a Master of Public Administration (MPA) from the University of New Hampshire.