

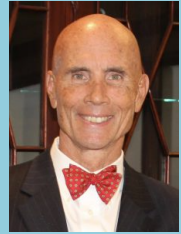
## Featured Editorial: Tom Schenck

Founder & President, Dartmouth Associates

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*Dartmouth Associates is committed to "Providing Independent Schools and Colleges with Marketing and Revenue Solutions". They are experts in crisis planning and the execution of strategic marketing plans. They triage your process and correct gaps in your system. They then create effective tactics based on years of successful recruiting, national sales strategies and staff empowerment models. They will prepare a plan for you to succeed in 30 days!*

## Recruiting Beyond COVID-19

Currently, many schools have closed for extended periods into the spring, and some even for the rest of the year. Yet, even before this pandemic many schools were struggling with enrollment, and as we will eventually move past this crisis, recruitment challenges actually will increase as families reevaluate their educational investment. Hence, schools must be prepared to work harder than ever before on recruitment and retention by developing and executing a strategic plan.

Yes, current attention has forced schools and their boards to deal with the day to day administration of new policies to keep their communities safe and institutionally viable. However, not losing sight of both the immediate and long-term recruiting goals is crucial. Consequently, in this down time period when admission offices probably don't have quite the daily demands such as tours and phone inquiries...use this period to review and update your strategic recruitment strategies as well as your overall marketing plans. Additionally, you must maintain an even higher level of personal outreach to your school stakeholders as well as your existing and potential referral partners.

As you review your recruitment strategies, pay attention to specific roles of who on your staff is going to do what, each day of the week... both now and when the students return, to keep the momentum going. It is important that you manage this process with specific daily targets everyone will strive for. It is difficult to manage this initiative if you are not measuring the results. Also, review your funnel and make sure that all cohorts have been contacted by phone, and with a specific goal in mind to move them to the next level. Be prepared to articulate how your school is effectively handling the pandemic.

As revenue is tied both to enrollment and retention, it would also be wise to call not just those families who have not yet returned contracts, but also those who have reenrolled, to essentially reinforce the benefits of the school, thank them for being part of the school, and ask them for potential referrals...you have got to ask! As you know, it is infinitely easier to reenroll a student as it is to find and enroll a new family. You have really got to make sure that you instill in everyone's mind that as a school you are a dynamic and vital institution that will continue to fulfill its mission now and far into the future.

Private school enrollment management will continue to grow as a profession and is not for the faint of heart! If you thought you were putting in long hours now, it will only get tougher and more complicated. That said, it is crucial that you have a detailed plan to effectively market your school to the most precise audience. This will allow you to know, on a daily basis, exactly what you and the rest of the community are doing to enroll and retain students. Having a detailed plan will protect you from making reactive decisions and help to keep you focused on proactive action. Your profession is literally the life blood of education. Without proper funding, the hopes and dreams of young people cannot be realized. So, eat your Wheaties and make a plan to succeed!

## Patrick's Ponderings: Patrick Finn

Founder & President, School Connections

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Have you ever thought about how your team makes decisions? It's probably not something you really spend much time thinking about on a daily basis, but the way you make decisions can really impact the team you work with in terms of making good collective decisions. If you manage a team, it's very important your members know how you work with them to come to a decision. If you are part of a team, it is important to know how both the team and your manager function in the decision making process.

As one example, here's how I do it. First, I like to brainstorm with the team about the issue we have. Everyone on my team knows I can come up with some fairly outside the box ideas, but I want them to think about these ideas seriously and shoot them down strategically if they must. Each team member is encouraged to do the same crazy thinking. Most of the time, by bringing some reason to the crazy ideas we can hone in on something that we all agree on. It is usually both creative and logical.

However your team works, it is important that all members are heard, respected, have some thick skin, and know that the ultimate goal is the best end result. Think about it and you can enjoy the process.

## Featured Boarding School Director: Jim Chrismer

Resident Director, Chaminade College Preparatory School

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### 1. How long have you been at Chaminade and what roles have you had?

I have been at Chaminade since 1991. I have served as a teacher (Ancient/Medieval World History, AP World History and United States History), coach (football, wrestling, track), Social Studies Department Chairman and Resident Director.

### 2. Where was your favorite admissions trip?

My favorite admissions trip was to Peru because I was able to combine work with a visit to Machu Picchu.

### 3. What advice would you offer young admissions professionals?

There is no "magic bullet" to get students. You must use multiple avenues to reach potential students – agents, social networking, recruitment fairs and, most important of all, personal visits with families.

### 4. What is your favorite tradition at Chaminade?

One of my favorite traditions at Chaminade is our international week. Everyone gets involved. Our food service provider has international cuisine on the menu all week and we have an international exposition at lunch each day where local international groups come in and perform a traditional ritual or demonstrate a national craft, among other activities. We end the week with a multi-language Mass where all of our languages are represented.

### 5. Favorite home activities during the virus quarantine?

I have not spent much time at home yet as we are still helping our students get home but I plan to do some reading, spend time with my kids who are home from college and cook some great meals.

## **Featured Educational Consultant: Michael R. Balotti**

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### **1. What is your favorite thing about being an educational consultant?**

There are so many things to like about being an educational consultant, among them: amazing and inspiring colleagues, having the opportunity to travel widely, being able to see the entire range of what schools and programs are doing across the entire field of education, in addition to many other things. However, my favorite thing about being a consultant is bearing witness to the change that children, young adults, and their families make over the course of their time under our collective care. We are often invited into people's lives at very low and difficult times, and to see the growth that they can all make over time when landing in the ideal environment is both inspiring and humbling.

### **2. Any other roles outside of consulting?**

Yes, and they have shifted over time. The most important role currently is father. We have a fierce and amazing 18-month-old daughter and another daughter on the way!

### **3. What are your favorite activities to relax?**

Pursuant to my previous answer, while I do not find changing diapers relaxing per se, it is something I gladly do with a smile. Beyond that, I do embrace the value of having a release. We all work very hard and take on a lot of stress in the role as Educational Consultant and it is very important to actively engage in relaxing and releasing activities. I find that I am most relaxed doing something outdoors and physical such as golf, hiking, running, or strolling through the city where I live. Ironically, despite all of the professional travel, I still love to travel personally as well and have done a lot of it over the years.

### **4. Favorite meal to cook?**

Thanks for the slam-dunk question! Definitely pasta and different sauces. What can I say, I'm Italian! That said, I am also pretty grill-proficient and in the last few years have begun to learn a little bit about smoking meats as well.

### **5. What is your most memorable professional trip?**

Oh wow, there are so many to choose from! I am guessing you mean apart from every School Connections conference ever? One of the things I hear from people is how fun it must be to travel regularly. Part of that is true, and the thing that people who don't travel frequently may not understand is that it is not all glamorous between missing flights, lost baggage, early mornings, late nights, roadside hotels, airport stress, time away from family, etc... With that said, seeing a summer sunrise over the mountains in rural Montana or walking on a peaceful, snowy New England evening makes it worth it. Experiencing cultural differences all over our country, and other countries, gives amazing insight into what it means to be American, and also makes it worth it. Mostly, at the end of the day being able to share the good, the bad, and the ugly with colleagues, who are also friends, truly makes all of the stressors worth it.

## Featured Therapeutic Professional: Ryan Walton

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### 1. How long have you been doing what you're doing and what roles have you had in stages of your career?

It has been close to a decade since I joined this industry. Upon graduating from a college back East, I found a job in medical device sales, which certainly paid the bills but left me wanting a lot more out of a career. In a fleeting moment of adventure-seeking, I packed my car and headed West intent on an MBA from UC Berkeley. What was meant to be a 'short' layover in Salt Lake to ski-bum for a season quickly turned into a newfound home and an introduction to James Meyer, Guy Hardcastle, and ultimately the Oakley School. I haven't looked back.

### 2. Where was your favorite admissions/marketing trip?

I wake up in cities I never dreamt of visiting, hanging out with people I consider dear friends, and have to pause to recognize how fortunate I am. It's such a hard question. Opportunities to experience and learn about the needs of the broader community has always resonated with me. This industry has afforded me the ability to be able to do that all over the country. It is surreal.

### 3. What advice would you offer young admissions and marketing professionals new to the therapeutic world?

Don't be fake. Admit what you don't know. Ask questions. Meet people. Have an open mind. Be prepared to work, to find passion, to lose sleep, to gain friends, to feel stress, sadness, and to recognize the difference you're making in people's lives. This is such a unique career that fills and drains your emotional tank daily.

### 4. What do you do outside of work for activities?

Outside of being a father, my most significant passion piece is coaching lacrosse. I believe in the power of sport. I believe in competition and grit and getting kids away from unhealthy habits to focus on connection and passion. Success is not measured in wins and losses, and far too many young athletes base their merit on a scoreboard. I work hard to change that dialogue. I actively coach a club team, and a HS team, whose season was cut short due to Covid-19. It's challenging to watch seniors work so hard for a moment in time that, unfortunately, will never come. Now more than ever is when young men and women need coaches to step-up and support them as people and not just athletes. #soapbox

### 5. Favorite home activities during the virus quarantine?

I'd say being on Zoom calls and cleaning my house all day, but that feels a bit misleading. Honestly, pausing in the day and recognizing all of the little things that generally just get swept under the rug. Taking a walk around the block, trying meditation and yoga apps, reading, writing, painting, all of the things I'm 'too busy' to complete pre-corona. The new norm can undoubtedly be unsettling, and there is a lot of comfort in recognizing how much I can accomplish if I don't let the outside noise get in the way.

A huge 'thank you' to the entire team at School Connections for all you do to keep us connected as a community. Your events are unparalleled in what they deliver, and I'm so appreciative of this opportunity. For you readers out there, I hope this was both informative and fun – unprecedented and stressful times, call for moments of happiness.

*New Vision Wilderness is an innovative program for clients who require immediate intervention and intensive mental health treatment. Our programs specialize in treating struggles associated with adoption, developmental trauma, anxiety, depression, and addiction.*

# ANNOUNCEMENTS:

## ONLINE WORKSHOPS

coming soon

## UPCOMING 2020 Event Dates

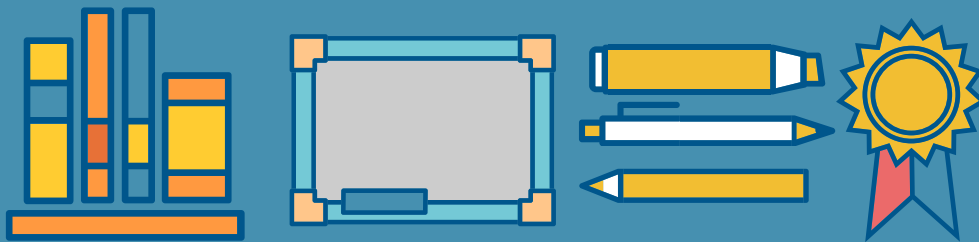
pending safe travel guidelines

Cape May Workshop, May 26-28, 2020  
Therapeutic Programs & Educational Consultants

Uncasville, CT in conjunction with IECA, July 13-14, 2020  
Therapeutic Programs & Educational Consultants

Newport, RI Workshop, September 14-16, 2020  
Boarding Schools and Educational Consultants

San Diego, CA Workshop, October 19-21, 2020  
Therapeutic Programs & Educational Consultants



## SCHOOL CONNECTIONS CONGRATULATES 2020 SCHOLARSHIP RECIPIENTS

Two \$500 grants for non-tuition expenses to secondary school students exhibiting strong character have been awarded to students from the following schools:

- Buxton School is a private, coeducational, college preparatory, and boarding and day school for grades 9-12 located in Williamstown, Massachusetts. [www.buxtonschool.org](http://www.buxtonschool.org)
- North Central Texas Academy is a K-12 Christian boarding and day school located in Granbury, Texas. [www.northcentraltexasacademy.org](http://www.northcentraltexasacademy.org)

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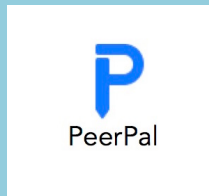


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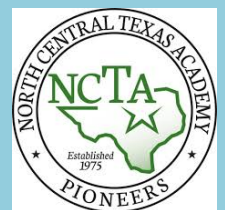
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