



H E A D W A Y S

head-ways

noun, plural

Definition: To move forward or make progress, especially when circumstances make this slow or difficult.

Synonyms: Progress, make strides, gain ground, advance, proceed, move, get ahead, come along, take shape

HEADWAYS for Admissions Directors: The Girls' School Advantage **2016-2017 Schedule and Topics**

HEADWAYS for Admissions Directors will be facilitated by Liz Schmitt, NCGS Trustee and Chief Enrollment & Student Affairs Officer of Miss Porter's School (CT), unless noted otherwise, and will occur at **4:00 p.m. Eastern Time**:

- ❖ **Wednesday, October 18, 2017: *The Admissions Process***
Topics to consider: recruitment through retention, streamlining admissions process, paper vs. online applications, composition of admissions committee, must haves vs. wants with application requirements, process systems, standardized application
- ❖ **Thursday, November 9, 2017: *Making Data Driven Decisions***
Topics to consider: using existing research, types of benchmarking, conducting surveys, survey tools, financial aid vs. full paying families, diversifying student body, retention
- ❖ **Wednesday, January 17, 2018: *Staffing Models***
Topics to consider: reporting structure, staff size, staff roles and responsibilities (admissions vs. outside department i.e. coaching, teaching), strategic communications with other departments
- ❖ **Thursday, February 15, 2018: *Gender Identity/Transgender Students***
Guest Facilitator: Martha Perry, NCGS Board President and Principal of St. Clement's School (ON)
Topics to consider: informational resources, recommended speakers/experts, terminology (i.e. gender binary, gender identity, gender non-conforming), enrollment challenges, developing admissions policies, guidelines for current transitioning students, parent education
- ❖ **Wednesday, April 18, 2018: *Marketing and Communications***
Topics to consider: social media, admissions events, number of touches with prospective families, feeder school visits, feeder programs, school fair attendance, print vs. electronic publications, paid advertising, use of video, website content