



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 Chief Admissions Officers: The Girls' Schools Advantage **2016-2017 Schedule and Topics**

- ❖ **Thursday, October 13, 2016 at 4:00 p.m. Eastern Time: *The Admissions Process***
Topics to consider: streamlining admissions process, paper vs. online applications, composition of admissions committee, must haves vs. wants with application requirements, process systems, standardized application
Facilitators: Liz Schmitt, NCGS Trustee and Chief Enrollment & Student Affairs Officer of Miss Porter's School (Farmington, CT) and Olivia Haas, NCGS Director of Strategic Communications & Research
- ❖ **Thursday, November 3, 2016 at 4:00 p.m. Eastern Time: *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
Facilitators: Liz Schmitt, NCGS Trustee and Chief Enrollment & Student Affairs Officer of Miss Porter's School (Farmington, CT) and Olivia Haas, NCGS Director of Strategic Communications & Research
- ❖ **Thursday, February 9, 2017 at 4:00 p.m. Eastern Time: *Gender Identity/Transgender Students***
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
Facilitators: Martha Perry, NCGS Board President and Principal of St. Clement's School (Toronto, ON) and Olivia Haas, NCGS Director of Strategic Communications & Research
- ❖ **Thursday, April 20, 2017 at 4:00 p.m. Eastern Time: *Marketing and Communications***
Topics to consider: social media, admissions events, number of touches with prospective families, feeder school visits, school fair attendance, print vs. electronic publications, paid advertising, use of video, website content
Facilitators: Liz Schmitt, NCGS Trustee and Chief Enrollment & Student Affairs Officer of Miss Porter's School (Farmington, CT) and Olivia Haas, NCGS Director of Strategic Communications & Research