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## TUESDAY, JUNE 24th

4:00 p.m. – 8:00 p.m.

❖ **International Girls' Forum Convenes**

Student delegates from member schools and NCGS affiliates from Canada, Australia, and the United Kingdom will be involved with a special community service project. They will present at the Conference on Friday.

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## WEDNESDAY, JUNE 25th

7:30 a.m. – 9:00 a.m.

❖ **Continental Breakfast** ♦ Dining Room

8:00 a.m. – 9:00 a.m.

❖ **Registration Open** ♦ Front Lobby

9:00 a.m. – 1:00 p.m.

❖ **Professional Development Seminar** (Box lunch pickup at conclusion of seminar) ♦ **World Wide Communication Center (WWCC)**

**Articulating the Value of Girls' Schools: The Intersection of Branding, Marketing, Public Relations and Fundraising**

Patti Crane, President & Founder, *Crane MetaMarketing* ♦ Jon Moser, Founder and President, *finalsite*

Suzi Maybee, Director of Communications, *Holton-Arms* ♦ Peter Fissinger, President, *Campbell & Company*

Dabney Schmitt, Director of Development, *Holton-Arms*

12:00 – 1:00 p.m.

❖ **NCGS Executive Committee Meeting (Lunch provided)** ♦ Room C143

1:00 p.m. – 5:00 p.m.

❖ **NCGS Board Meetings (Lunch provided)** ♦ Upper School Library

1:30 p.m. – 2:30 p.m.

❖ **Registration Open** ♦ Front Lobby

2:30 p.m. – 5:30 p.m.

❖ **Cleveland Cultural Tours (Optional)**

Shuttles will pick-up and return to Hathaway Brown School for cultural visits in Cleveland. Choose **ONE** of the following:

Western Reserve Historical Society ♦ Cleveland Museum of Natural History ♦ Cleveland Botanical Gardens

Rock & Roll Hall of Fame ♦ Great Lakes Science Center

4:00 p.m. – 5:30 p.m.

❖ **Registration Open** ♦ Front Lobby

5:30 p.m. – 6:00 p.m.

❖ **First-Time Conference Attendees Session** ♦ (WWCC)

6:15 p.m. – 6:45 p.m.

❖ **Opening Remarks and Welcome** ♦ Atrium

6:45 p.m. – 9:00 p.m.

❖ **Reception, Dinner, and Tribute to Whitney (Whitty) Ransome at Hathaway Brown** ♦ Dining Room

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## THURSDAY, JUNE 26th

7:30 a.m. – 9:00 a.m.

❖ **Continental Breakfast By Job Type/Affinity Groups** ♦ Dining Room

9:00 a.m. – 10:15 a.m.

❖ **What Should Girls' Schools Look Like in the 21st Century?** ♦ Auditorium

Panel led by Bill Christ, NCGS Trustee & Head, *Hathaway Brown School* and Vicky Tuck, Principal, *Cheltenham Ladies College*

and President *GSA* ♦ Sarah Luna, Academic Dean, *Julia Morgan School* ♦ Jason Batten, Assistant Director Middle School,

*Julia Morgan School*

10:15 a.m. – 11:00 a.m.

❖ **Raising Kids in the New Digital Age**

Dr. Jim Steyer, Founder & CEO, *Common Sense Media* ♦ Special Thanks to Speaker Sponsor, *First Republic Bank* ♦ Auditorium

11:00 a.m. – 11:30 a.m.

❖ **Break** ❖ Outside Auditorium

11:30 a.m. – 12:30 p.m.

❖ **Gender & the Changing Landscape of College Admissions**

Panel moderated by Terry McCue, Director of College Counseling, *Hathaway Brown School* ❖ Terry Cowdrey, VP & Director of Admissions, *St. Lawrence University* ❖ Jenny Byers, Director of College Counseling, *Harpeth Hall* ❖ Joanna Schultz, Director of College Counseling, *Ellis School*

12:30 p.m.

❖ **Pick up Box Lunch** ❖ WWCC

❖ ❖ ❖ **Best Practices' Sessions – Lunch and Learn** ❖ ❖ ❖

12:30 p.m. – 2:30 p.m.

**J**oin your colleagues for casual yet informative sessions surrounding topics that are at the top of everyone's list. Pick up a boxed lunch and choose to attend **ONE** of the sessions below. Everyone is encouraged to participate in one of these interactive, round-table, discussion-oriented 'Best Practices' gatherings.

❖ **STEM: Springboard to College and Careers**

We all recognize the importance of encouraging young women to enter the STEM fields through courses, colleges and career mentoring. All of our schools have math and science departments but the same cannot always be said for engineering and computer science. How do we develop a true STEM curriculum? How do we make STEM and its key component – problem-solving – a part of total curriculum? Join a conversation with faculty who attended the STEM ThinkTank at Harpeth Hall in January, 2008, to find out about how ThinkTank discoveries, outcomes, and next steps can be put into action.

**Session Team:**

- ❖ Karen Douse, Facilitator, Director of Library and Information Services, *Harpeth Hall*
- ❖ Licia Kovach, Director of Pre-Engineering Program, *Laurel School*
- ❖ Chris Lee, Physics and Engineering Faculty, *Holton-Arms School*
- ❖ Cindy Salkeld, Director of Educational Technology, *Girls Preparatory School*
- ❖ Sheri Homany, Upper School Science Teacher, *Hathaway Brown School*
- ❖ Melissa Wert, Technology Integration Specialist, *Harpeth Hall School*

❖ **Global Education Initiatives: Authentic, Textured, and Layered Experiences**

Education in the 21st Century is taking place in an era of globalization. Schools are responding to the need for a more international perspective in which thoughtful and compassionate student leaders learn to navigate the complexities and opportunities of an increasingly interdependent world. Come discuss ways schools are endeavoring to give their students authentic, textured and layered experiences with citizens and issues from around the world.

**Session Team:**

- ❖ Bitty Dorr, Facilitator, Director of the Center for Global Citizenship, *Hathaway Brown School*
- ❖ Joan Lonergan, Head of School, *Castilleja School*
- ❖ Ann Pollina, Head of School, *Westover School*
- ❖ Eric Benke, Head of Upper School and Nadia Tareem, student, *The Baldwin School*

❖ **Service Learning and Community Engagement: Powerful Partnerships**

Powerful partnerships – be they school-wide, community-wide, nation-wide, or international in scope – are the key to keeping our schools involved in real world, real life issues – and helping out along the way. Four unique perspectives and programs that serve and engage a variety of communities and students will be shared in this session.

**Session team:**

- ❖ Cammy Dubie, Facilitator, Co-Director of *Aspire* and mentor to student-run foundation, *Hathaway Brown School*
- ❖ Koyen Shah, Co-Director of *Aspire*, *Hathaway Brown School*
- ❖ Gary Fountain, Rector, *Chatham Hall*, *South African Service Learning program*
- ❖ Marti Hardy, Coordinator of Service Learning, *Laurel School*

❖ **College Counseling for Girls in Today's Environment**

In today's hyper-competitive college admissions environment, girls both outnumber boys and outperform them academically. In the colleges' quest for gender balance, however, we find — as Time recently put it — “stacks of glorious girls on the waiting list while less accomplished boys wriggled through.” Girls' schools need to reconsider the old ways of doing business in college counseling, and find ways to better communicate the strengths of their

students. This Best Practices session will allow participants to discuss the ways in which girls' schools can differentiate their graduates, and powerfully and explicitly convey their strengths to colleges and to other external constituencies. School heads, division directors, college counselors, PR directors, and development directors should find this Round Table useful.

**Session team:**

- ◆ Dr. Terry McCue, Facilitator, Assistant Head of School & Director of College Counseling, *Hathaway Brown School*
- ◆ Jenny Byer, Director of College Counseling, *Harpeth Hall School*
- ◆ Joanna Schultz, Director of College Counseling, *The Ellis School*

❖ **Research Based Decision and Strategy Making: A School, National, and International Perspective**

Presenters and participants will share research projects - the why and how, the lessons learned and significant findings, as well as the resulting action-oriented strategies for admission, communications, public relations, development, and student learning.

**Session Team:**

- ◆ Meg Milne Moulton, Co-Executive Director, *NCGS*, Facilitator, focusing on national research generated by *NCGS*
- ◆ Sheila Cooper, Executive Director, *Girls' Schools Association (UK)*, research for PR purposes
- ◆ Larry Goodman, Director of the Research Center, *Laurel School*, resource and middle school research at Laurel
- ◆ Meredyth Cole, Director of Admission, *Madeira School*, speaking to individual school marketing, communications, and branding research.

❖ **Communications: Optimizing the Media Mix**

The function of communications offices at our schools have outpaced both dollar and people resources as we become increasingly driven by our websites. How did we get to this point and where is it going? How do you know which type of communication vehicle best reaches various constituents? When do you cut back on printed materials? Please join conference participants as we discuss these timely questions.

**Session Team:**

- ◆ Mara Braverman, Facilitator, Director of Communications, *Miss Porter's School*
- ◆ Terry Dubow, Director, Osborne Writing Center, *Hathaway Brown School*
- ◆ Nancy Mugele, Director of Communication, *Roland Park Country School*
- ◆ Sarah Farley, Director of Public Relations, *Laurel School*

2:45 p.m. – 3:45 p.m.

❖ **Ladies Who Launch and Young Women Who Launch** ◆ Auditorium

Victoria Colligan, CEO & Founder, *Ladies Who Launch*, Hathaway Brown alumna, Class of 1987

4:00 p.m. – 6:00 p.m.

❖ **Free Time and/or Optional Tours** of Hathaway Brown and Laurel School ◆ Front Lobby

6:30 p.m. – 9:00 p.m.

❖ **Dinner at Butler Campus**, Laurel School Hosts Picnic ◆ Busses will pick up at Hathaway Brown School and Hotels  
Includes Tour of School's award-winning Magic Treehouse

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FRIDAY, JUNE 27th

7:30 a.m. – 8:30 a.m.

❖ **Continental Breakfast** ◆ Dining Hall

8:30 a.m. – 9:15 a.m.

❖ **NCGS in Review 2007-2008, Preview 2008-2009** ◆ Auditorium

9:15 a.m. – 10:30 a.m.

❖ **International Girls' Forum Panel: Girls' Education in the 21st Century** ◆ Auditorium

10:30 a.m. – 12 noon

❖ **What the Research Shows** ◆ Auditorium

Dr. Linda Sax, Associate Professor, *UCLA Graduate School of Education & Information Studies*, presents findings from the *NCGS* commissioned study of national data comparing graduates of single-sex schools to female graduates of co-ed schools.

12 noon – 12:30 p.m.

❖ **Closing Remarks** (Box lunches available)

