Celebrating Milestones: Opportunities and Challenges

Cheryl Boughton, Head of School, Elmwood School, Canada
Terrie Hale Scheckelhoff, Ph.D., Head of School, St. Catherine’s School (Episcopal), Richmond, Virginia, USA
Nancy Sweer, Head of School, The Study, Canada
Why Celebrate?

Community Building
• Reconnect with alumnae
• Share history and build school pride
• Strengthen ties
• Support student involvement
Unique Fundraising Opportunities
• Commemorative Items
• Kick off larger campaigns
Why Celebrate?

Sharing Stories
- Positive Publicity
- Website
- “Museum” displays
- Educate current families
Looking Forward

• Create new traditions
• Visibility supports admissions
Ottawa, Ontario

Cheryl Boughton - Head of School
Enrollment 355; Day School
Early Years (3 yr. olds) - Grade 12
Founded 1915
• Mission: “Celebrating our extraordinary past, present and future”
• Centennial website: elmwood100.ca
• Many events including:
  • Kick-off Carnival
  • Centennial Weekend
  • Holly Tea and Old Girls Art Fair
  • Centennial Finale
  • “Centennialized” other events
• Collaborative Student Art Project
• Decade Dress Up Days
• Commemorative History Book
• New Coat of Arms
• New House Mascots
St. Catherine’s School (Episcopal) Richmond, Virginia

Terrie Hale Scheckelhoff, Ph.D. - Head of School
Enrollment 980; Day School
Early Learners (3 yr. olds) - Grade 12
Founded 1890
• Goal: Celebrate our legacy and create vision for the future
• Enhanced Annual Events with “Celebrate 125” Theming
• Major Events:
  • Family Picnic
  • Girls Innovate (CASE Circle of Excellence Gold Award-winning event; 8 speakers, interactive sessions, partnered with MS girls from city schools)
  • Speaker (Ali Krieger, US Women’s National Soccer Team)
  • Party Through the Decades Gala
  • Chapel Talks
  • All-School Service Project at Shalom Farms (980 students)
Westmount, Quebec

Nancy Sweer, M.A., Head of School
All girls day school - enrollment 367
Grade Kindergarten to Grade 11
Overview of Event

The Study Centennial: 100 Years of Teaching Things That Really Matter

- Steering Committee
- Events and Timelines
- Special website
- Commemorative History Book
- Centennial Tie
- Homecoming and Alumnae Dinatoire
- New Centennial School Song
- ‘Party of the Century’ Gala
Challenges

- Delegation of responsibility (Faculty/staff and volunteers)
- Celebration fatigue and managing ongoing operations
- Perception of dollars spent and managing costs and ticket prices
Sharing Strategies

Utilize Current Events & Programs

More than 1,000 girls joined female innovators from around the world for Girls Innovate on Oct. 9 at St. Catherine's. by Susan T. Burch

LOOKS LIKE A GIRL, BUT SHE'S A FLAME
Involve All Stakeholders

Sharing Strategies
Sharing Strategies

Manage Expectations and Timelines
Sharing Strategies

Consider Fundraisers
Sharing Strategies

Provide Volunteer Expectations and Guidelines
Sharing Strategies

Create and Track Budget
Q&A
Contact Information

Cheryl Boughton, Head of School, Elmwood School, Canada
Email - cboughton@elmwood.ca
Phone - 613-749-6761

Terrie Hale Scheckelhoff, Ph.D., Head of School, St. Catherine’s School, VA
Email - tscheckelhoff@st.catherines.org
Phone - 804-288-2804

Nancy Sweer, Head of School, The Study, Canada
Email - nsweer@thestudy.qc.ca
Phone -514-935-9352