



HEADWAYS for Admissions/Enrollment Directors: The Girls' School Advantage 2019-2020 Topics

HEADWAYS for Admissions/Enrollment Directors will be facilitated by Liz Schmitt, NCGS Trustee and Chief Enrollment & Student Affairs Officer at Miss Porter's School. Dates and times for the five discussions will be announced in mid-August.

❖ ***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

❖ ***Staffing Models***

Topics to consider: reporting structure, size of staff, roles and responsibilities of staff (admissions vs. outside department i.e. coaching, teaching), strategic intercampus communications with other departments

❖ ***Marketing & 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

❖ ***Diversity, Equity, and Inclusion***

Topics to consider: gender identity (guidelines for applicants and current students); racial/ethnic diversity; socioeconomic diversity; international students; developing admissions policies; recruiting, selecting, and retaining a diverse student body; DEI professional development

❖ ***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