

The Michigan Association of Non-public Schools
2021 Administrators' Conference

RESILIENT LEADERS – VIBRANT SCHOOLS

Crystal Mountain Resort ✦ October 13-15, 2021

Wednesday, October 13, 2021

- 2:00 p.m. – Registration
5:00 p.m.
5:00 p.m. Welcome Reception
6:00 p.m. Opening Devotions and Award Dinner

Thursday, October 14, 2021

- 7:00 p.m. Catholic Mass / Lutheran Service/ CSI Service (tbd)
7:45 a.m. – Breakfast
8:30 a.m.
8:30 a.m. Devotions
9:00 a.m. **Thursday Keynote: The Victory of God**

Simon Jeynes, Executive Director
Christian School Management

We are in an era of incredible opportunity for Christian Schools. This is a time when there can be the expectation of continuous growth in our current schools and the opening of new Christian schools. As we escape the torpor of living in a safe quasi-Christian society, the challenge of being truly counter-cultural and truly Christian gives us the reason and the lived-out faith to demonstrate the Victory of God in our communities, neighborhoods and regions.

- 10:00 a.m. Break
10:15 a.m. Breakout session block #1

Key Financial Performance Indicators

Simon Jeynes, Executive Director
Christian School Management

Improving the quality and effectiveness of school leaders begins with you. Student achievement depends on many inputs. Having the resources necessary for quality instruction is key. Come with your own budgets and spreadsheets (or use the one we will download to the conference drive) and identify the vector you should be taking financially over the next four years. Wherever your starting point, looking at your own numbers through the lens of CSM's Key Performance Indicators will give you clarity and precision for the road ahead.

By the (Hand)book – Staying Compliant in a Changing Environment

Beth M. Jones, Director of Ministry Solutions
Concordia Plans

Handbooks, policies and forms...oh my! In 2020, many schools had to quickly adapt to working remotely and keep up with rapidly changing new health and safety requirements. With these changing work environments coupled with new legislation, your school's handbook or policies may

be (probably are) outdated. There are 50+ new laws that took effect July 1, 2020, alone that impact 20 different states. How can you keep up? How do you know if your handbook is compliant for federal, state and local laws? This session will:

- Share best practices on updating your handbook
- Discuss key employment policy areas to review or create
- Share how you can stay up to date with legislative changes

11:30 a.m. Lunch

12:30 a.m. Breakout session block #2

The Value of the Annual Fund and Major Gifts

Frank Donaldson, President

Institute for School & Parish Development

This session will reinforce the following statement: "A Catholic or Non-Public school's Annual Fund is the single most important Development \$\$\$ effort the school could ever implement." This session will highlight the following:

- Value of case points - Importance of peer leadership
- The Annual Fund packet - Annual Fund organizational structure
- Major gift identification and invitation
- Building relationships with your financial leaders

Attendees will leave this session with the following outcomes:

- Understanding the right infrastructure for development/advancement success;
- The difference between development and fund-raising;
- The importance of laying the groundwork for philanthropic success;
- The importance of the case;
- Understanding successful Annual Fund organizational structure;
- The importance of a major donor component;
- How to identify, build relationships, and invite financial investment in your school.

Your Website and Enrollment

Simon Jeynes, Executive Director

Christian School Management

Transparent communication of data and student success is critical to a vibrant school community. Strong communication strategies are also key to enrollment! In this workshop, we will delve down into the excruciating detail of your website. In what ways does it entice its only reader – the potential family? How does it express the truth and meaning of your mission, the school's purpose? Where does it set you apart from everyone in the area. Bring your device opened to your own website and do the analysis.

Outcome:

- Insight into the nature of your own website
- Learning a new way of writing website copy
- Increased enrollment inquiries

1:45 p.m. Break

2:00 p.m. Breakout session block #3

The Blasphemy of the Empty Seat

Simon Jeynes, Executive Director

Christian School Management

Creating opportunities for students is key to a vibrant non-public schools. Explore ways for creating an engaging school community that draw students to you. The empty seat is a reproach to us. It is an opportunity for a child lost. Bring your enrollment numbers. Do an analysis as I work

through a real example. Project forward four years. Commit to full classrooms. School leaders will leave with hope, plans, intentions, and commitments.

Creating and Instilling a Culture of Belonging in Your School

Frank Donaldson, President

Institute for School & Parish Development

This session will discuss the importance of creating a Culture of Belonging which ISPD refers to as AWE (Affirming, Welcoming, and Engaging). This topic will be built around a central thesis: "Catholic and Non-Public schools will be able to generate as many resources as they deserve to generate. And, what they deserve to generate will always be in direct relationship to their mission/vision, leadership, programs, and the Culture of Belonging that is established." Attendees will leave this session with the following outcomes:

- Understanding the importance of a belonging culture in their school;
- Having two instruments to measure culture in their school;
- Understanding the culture challenges we face in 2021
- Understanding the AWE Culture in their school;
- Being introduced to the FISH! Philosophy which focuses on creating a Culture of Belonging (Note: ISPD is the only U.S. corporate partner with Chart House Learning and a certified coach and consultant in the FISH! Philosophy);
- Understanding the ten steps to take to building the AWE Culture in their school.

Desperate Times, Desperate Measures, But NOT Desperate Hires

Beth M. Jones, Director of Ministry Solutions

Concordia Plans

Who you hire can affect your ministry, your brand in the community, your team dynamics, your students, and you personally as the administrator. You cannot afford to have a bad hire; but with the candidate pool being sparse, it can sometimes feel like slim pickings. How can you determine the diamond from the rough? Be confident in your hiring decisions by learning some best practices in interviewing skills including an interviewing technique that has been proven to double your hiring success rate! In this session you will be provided with:

- An overview on behavioral based interviewing
- Tips to help you recognize red flags on a resume or in an interview
- Best practice reminders to mitigate risk and avoid the appearance of discriminatory decisions Take-home resources such as sample interview packets, evaluation forms, and candidate assessment forms

3:15 p.m. Reflection and Community

4:00 p.m. Golf Scramble and Free Time

8:00 p.m. Ice Cream Social

Friday, October 15, 2021

7:30 p.m. Breakfast

8:00 a.m. **Roundtable conversations**

- High school roundtable – Frank Donaldson
- Small school roundtable – Simon Jeynes
- HR roundtable – Beth M. Jones

8:45 a.m. Devotions

9:00 a.m. **Friday Keynote: The Future of Catholic/Non-Public Schools: Prevail, Survive, or Close? –**

Frank Donaldson, President

○ ***Premises/Basic Truths: What Experience and Data Tells Us***

- Broken business model
- Competition clouding unity
- “That will never work here” mentality
- Declining members of clergy
- Catholic school enrollment decline in 2019-20
- Importance of Development/Advancement
- Pipelining to your people
- Pro-Active; Active; Re-Active
- Enrollment Management: Everyone’s Responsibility
- Value of Development/Advancement Director for All Schools
- Catholic school decline since 1960s
- Understanding today’s consumer
- Guarded Kingdoms and the harm they cause
- Open wide the Advancement Box
- Governance and ownership as a deterrent to building a Culture of Belonging
- Development/Advancement does not equal fund-raising.
- Money follows mission.
- Value of a 3-5 Strategic Growth Plan
- The importance of Operational Vitality
- Perceived lack of urgency to address the need for change

10:00 a.m. **Break/Checkout**

10:30 a.m. Breakout Session Block #4

Enrollment Management -- Understanding Why This Is Everyone’s Responsibility

Frank Donaldson, President

Institute for School & Parish Development

This session will introduce the Enrollment Management Dashboard -- a visual of 15 checkpoints that clearly show the main areas of concentration for a robust Enrollment Management effort. Specific areas that will be highlighted are:

- Importance of Mission/Vision
- Enrollment Management Self-Assessment
- The Ultimate Question Survey - Creating Your School's Top 10 Selling Points
- Understanding What Your WOW! Is
- Creating Ambassadors for the Brand

Session outcomes will be:

- Understanding that Enrollment Management is EVERYONE’S responsibility;
- Understanding the ISPD Enrollment Management Dashboard;
- Understanding the importance of mission and vision in EM;
- Understanding the importance of a CRM database;
- Understanding the importance of creating your Top 10 and WOW;
- Understanding the importance of knowing the percentage of constituents who promote the school;
- Understanding the importance of ambassador teams;
- Being exposed to best practices in Enrollment Management throughout the country.

Avoiding the “Great Resignation”

Beth M. Jones, Director of Ministry Solutions

Concordia Plans

People are switching employers in droves. It is becoming more common to switch careers (not just employers) multiple times in one's life. Public schools are recruiting teachers from private schools. Our teachers and principals are in high demand and are often in some high stress situations....and that was all before COVID stress. Good people are hard to find. When you have engaged staff it's important to keep them, especially now because workers have so many choices. What would move the needle to keep them? And what if (gulp) you don't have a lot of budgetary dollars? Is there anything that could be done? What could/should you invest your time and resources in? Wellness programs? Appreciation programs? Salary/benefits? Stay Interviews? Professional development? In this interactive session we will discuss:

- Trends that are impacting worker retention, specifically teacher retention
- Overview of different programs to develop and/or communicate with workers
- Low/no-cost ideas to help support employee engagement and retention goals

11:45 a.m. Reflection and Community

12:00 p.m. Adjourn