

2019 Auxiliary Programs Conference

Franklin Marriott Cool Springs | 700 Cool Springs Blvd | Franklin, TN 37067
Meeting Room: *Franklin*



Sunday, January 27

- 04:00 pm – 07:00 pm {registration}
- 06:00 pm – 07:00 pm {opening reception}

Monday, January 28

- 08:00 am – 09:00 am {registration + breakfast + exhibits}
- 09:00 am – 10:15 am > **Defining Your Mission**

Your school is mission driven – are your auxiliary programs? Does your auxiliary program have its own mission statement? Does your program align with the school’s mission and make the most of its strengths? Learn why having a clear mission statement and knowing who you are is critical to the success of your program.

- Sarah Jenks, Director of Operations, St. Mary’s Episcopal School

- 10:15 am – 10:45 am {break}

- 10:45 am – 11:45 am > **Best Practices for Auxiliary Program Finance**

This collaborative, interactive session will delve into the details of auxiliary program financial management. Discussion topics will include payment options and plans, cancellation policies, collection issues, scholarships, discounts, and developing an analysis of camper financials. We will offer unique ideas and best practices. Expect to question your camp’s current methods and share your great ideas.

- Josh Bradshaw, Business Development, CampBrain
- Jamy Juhan, Director of Summer Programs, Woodward Academy
- Donna Patton, Director of Campus and Programs, Christ Presbyterian Academy

- 11:45 am – 01:00 pm {lunch in Salon 6}

- 01:00 pm – 02:15 pm > **Internal and External Program and Staff Evaluation**

Analyzing and evaluating the quality of staff and programs, both internal and external, is crucial to retain and develop the best auxiliary programming for your school and students. These programs, and our staff that run them, have a key role in the branding and representation of our mission. Participants will learn to have a thorough and vigilant eye in determining the overall value of a program. Attendees will have an opportunity to discuss current situations or challenges in your own schools. Working together, we’ll consider the pros and cons of a particular program and determine if the return on investment is worth the time and effort involved.

- Corey Colman, Director of Auxiliary Programs, Porter-Gaud School
- Donna Patton, Director of Campus and Programs, Christ Presbyterian Academy

- 02:15 pm – 02:45 pm {break}

- 02:45 pm – 04:00 pm > **Understanding Risk by Creating a Culture of Safety in Your School**

This session will provide a focus on understanding how risks within a school’s auxiliary programs, camps, before and after-care, and other similar programs must be managed by applying good risk management skills and creating a culture of safety that not only protects all members of the school community but also the financial sustainability of the school and its reputation.

- Cheryl McDowell, Vice President, Education Practice Group, Bolton & Company

- 04:00 pm – 04:15 pm {break}



04:15 pm – 05:00 pm > **Mix and Match Discussion Groups**

Join attendees from the Athletic Directors Conference and the Finance Institute to discuss how different departments can work together for mutual benefit and the good of the school.

05:00 pm – 06:00 pm {reception + exhibits}

Tuesday, January 29

08:00 am – 09:00 am {breakfast + exhibits}

09:00 am – 10:15 am > **Financial Implications of School Security**

This session will offer a deep look how at security, risk management, and risk assessment can affect a school's financials. We will review cost-effective ways to improve security as it relates to culture, policies and procedures, training, and systems integration. We will also discuss the important roles heads of school, administrators, facilities managers, and operations directors play in the security of their school.

- **Dan Stephens, President, Invictus Consulting**

10:15 am – 10:45 am {break}

10:45 am – 12:00 pm > **Share Your Business: Internal and External Marketing**

What are the most effective advertising solutions for auxiliary programs? Should marketing be solely web-based or are print materials also needed? What can be done to spread the word beyond the school community? This will be a panel discussion with program directors on what has worked and what falls flat. Please bring examples of your own marketing materials to share with the group. Leave with fresh ideas and new ways to advertise your program.

12:00 pm

{adjourn + grab & go snack}

Speakers



Josh Bradshaw

Business Development, CampBrain

In his 10 years at CampBrain, Josh Bradshaw has experienced many aspects of assisting and supporting camps, having had roles in tech support, registration, and sales. Prior to CampBrain, Josh held numerous positions at Camp Wenonah for eight years, including boys section director, counselor, and office administrator. He is a "camp guy" with a passion for wanting to help camps succeed! Josh holds a degree in business administration and communication from the University of Maine.



Corey Colman

Director of Auxiliary Programs, Porter-Gaud School

Corey Colman holds a B.A. in business from Stetson University, an M.B.A. from Mercer University, and a health and exercise teaching certificate from Rowan University. Corey has served as an online instructor and student success coordinator at the Miller-Motte Technical College in Charleston, SC. He also has classroom experience as a health and exercise science teacher in the Ocean City School District in Ocean City, NJ. With previous experience as an advisor, coordinator, and instructor, he currently serves as the director of auxiliary programs at Porter-Gaud School in Charleston, SC.



Sarah Jenks

Director of Operations, St. Mary's Episcopal School

With a B.S. in journalism and public relations and a B.A. in business from the University of Tennessee at Knoxville, Sarah Jenks understands that the keys to success are knowing your niche and staying true to your mission. After joining St. Mary's Episcopal School in 2009, Sarah transformed the school's auxiliary program. By optimizing efficiencies and bringing teachers and administration on board, the program more than doubled gross revenue while providing additional income and increased benefits for faculty plus options for the expanded school community.



Jamy Juhan

Director of Summer Programs, Woodward Academy

Jamy Juhan holds a bachelor's degree in middle grades education from Clayton State University, a master's degree and specialist degree in middle grades education from the University of West Georgia, and an educational doctorate degree in curriculum and teaching from North Central University. She served as a member of the middle school mathematics faculty for 17 years prior to serving as the director of summer programs at Woodward Academy in College Park, GA.



Cheryl McDowell

Vice President, Education Practice Group, Bolton & Company

Cheryl McDowell has over 30 years of experience in insurance and risk management, specializing in educational institutions. She holds a variety of designations including Associate in Risk Management (ARM), Certified Insurance Services Representative (CISR), and Certified School Risk Manager (CSRM). Cheryl has developed a forensic audit process to help clients achieve their risk management goals, which includes an insurance coverage review, benchmarking, and best practices recommendations. She has served as a faculty member for the National Alliance for Insurance Education & Research and has spoken at NAIS, NBOA, SAIS, and MISBO conferences on topics ranging from the basics of insurance coverage to complex risk management strategies.



Donna Patton

Director of Campus and Programs, Christ Presbyterian Academy

Donna Patton spearheaded the growth of camps and auxiliary programs at Christ Presbyterian Academy in Nashville since the program's initial launch. Donna came to CPA after a career in sales and marketing. Through collaboration with the academic dean, the summer camp program has grown to accommodate over 1,000 campers between 2014 and 2018. Additionally, Donna has been an integral part of the expansion of after-school programs including dance studio classes for grades K-8. Donna holds a degree in public relations from Middle Tennessee State University.



Dan Stephens

President, Invictus Consulting

Dan Stephens has served in law enforcement for over 24 years and is an expert in intelligence threats. His background in tactical and instructional security offers valuable expertise for extensive on-site threat assessment and developing comprehensive plans to mitigate that risk. Dan has nine years of experience with SWAT teams, has acted as field training officer for two state police field posts, and was instrumental in the development and implementation of a statewide active shooter program. He is a certified ALERRT (Advance Law Enforcement Rapid Response Training) instructor and has trained state troopers and officers from numerous agencies on response tactics for active shooter events.