

2020 MISBO-SAIS Academy: Operational Leadership

Crowne Plaza Atlanta Perimeter at Ravinia | 4355 Ashford Dunwoody Road, Atlanta, GA 30346

Sunday, January 26

04:00 pm – 07:00 pm Registration

06:00 pm – 07:00 pm Opening Reception (Exhibits Open)



Monday, January 27

08:30 am – 09:00 am Breakfast (Exhibits Open)

09:00 am – 09:15 am **Welcome**

09:15 am – 10:15 am **Balancing Budget & Program**

This session will integrate the seemingly conflicting objectives of implementing a strategic financial vision, meeting current operational needs, and getting buy-in from your school community. Topics will include elements and development of a financial strategy, budget development in a strategic financial environment, and successful communication with your budget holders.

- **Toni Boyd, Vice President for Finance and Operations, The Westminster Schools**

10:15 am – 10:45 am Break (Exhibits Open)

10:45 am – 11:45 am **Telling Your Story: Financials, Dashboards, & Metrics That Matter**

There are fundamental challenges to the independent school operating model, one being schools' ability to charge enough to support operations. This financial puzzle is made more complex by an unclear value proposition in the marketplace. But who is responsible for relaying that value proposition? Is it just value based? Which measures help justify that proposition in the market? In this session, we will explore which financial measures are used, which ones are important to help support your value proposition, and how to capture them. Lastly, we will work together to build a dashboard that relays important information to constituents, helping them to continue selling your institution to customers!

- **David Adams, Director, Stifel, Nicolaus & Company, Inc.**

11:45 am – 12:45 pm Lunch (Exhibits Open)

12:45 pm – 02:00pm **The Intersection of Leadership Styles & Shaping School Culture**

This session will explore how individuals in an independent school can help to shape their school culture - and the way various leadership styles, which are themselves comprised of combinations of emotional intelligence elements, can be leveraged to enhance facets of school culture.

- **Patrick Schuermann, Director, Independent School Leadership Master's Program, Peabody College at Vanderbilt University**

02:00 pm – 02:30 pm Break (Exhibits Open)

02:30 pm – 03:30 pm **Capital Renewal & Replacement 101**

Your school's facilities impact the quality of environment for students, faculty, and staff; your brand; and short term/long term costs to the campus. This session will look at the variety of ways in which independent schools can maintain and improve the physical plant over the long term. Topics covered will include terminology and definitions, variables that drive higher/lower reinvestment in the physical plant, accounting treatments, and more.

- **Dennis Palmer, Senior Vice President/COO, Building Solutions**

03:30 pm – 4:00 pm Break (Exhibits Open)

04:00 pm – 05:00 pm **Q&A / Table Top Discussions**

05:00 pm – 06:00 pm Reception (Exhibits Open)

Tuesday, January 28

08:30 am – 09:00 am Breakfast

09:00 am – 10:15 am ***The Well-Oiled Machine Has Many Hidden Parts: Governance, Faculty, Calendar***

The what, the who, and the when represent the guard rails placed on the successful operations of independent schools. The calendar can be your best friend or your worst enemy – could the same be said about the board and the faculty? Let's answer that one together!

- **Damian Kavanagh, Executive Director, MISBO**

10:15 am – 10:45 am Break

10:45 am – 12:00 pm ***Beyond Getting In: The Business of Enrollment***

Independent school leaders are facing incredible challenges to address institutional sustainability in light of changing consumer expectations and cost-conscious educational options emerging in the marketplace. The demand for providing access and affordability to our independent schools is greater than ever before. This session will include an overview of the financial trends and educational choices affecting independent schools, offering strategies to help leadership teams position their institutions in a market of rising competition.

- **Kristen Carey Power, Sr. Director of Membership and Business Development, The Enrollment Management Association**
- **Dave Taibl, Director of Membership & Business Development, The Enrollment Management Association**

12:00 pm

Conference Adjourns / Grab & Go Snack