



2021 AUXILIARY PROGRAMS CONFERENCE

Tuesday, February 2

7:45 am – 8:15 am

Coffee Connections

Grab a cup of coffee and join your colleagues for an informal meet and greet before the conference begins!

8:15 am – 9:00 am

Break

9:00 am – 9:50 am

How Building Automation, Logistics, and Communications Create Successful Programs

Planning for a successful event on campus requires a lot of coordination from several departments, including trades, maintenance, housekeeping, security, and auxiliary. This session will review some of the keys to successful event planning used by Woodward Academy, a Pre-k-12 independent school in Metro Atlanta with more than 2,600 students. Topics will include the coordination and control of lighting and HVAC in reserved spaces, space setup and tear down, cleaning and sanitizing, and communications with building owners, school security officers, and the greater school community.

- **Leo Barrios, Jamy Juhan, Tom Owenby, & Mark Seal**

9:50 am – 10:00 am

Break

10:00 am – 10:40 am

It Takes a Village

In this session we will identify all resources and assets on your campus to optimize programming. In this era of STEAM and STREAM, are their hidden treasures on your campus that could be turned into programming gold? Could Summer & Auxiliary Program Directors work collaboratively with Facility and Maintenance personnel for programming on campus that solves a problem? Students would get the benefit of a STEAM/STREAM project while maintenance and facilities personnel would get the chance to engage in student life and be part of the village that sets our schools apart. (Ideas here include a minor construction project like the construction of outdoor seating, production of bio-diesel to help fuel campus vehicles, or even vehicular maintenance. How many kids these days know how to change a tire or their oil, for example?)

- **Jeff Malloy & Karen McClelland**

10:40 am – 10:45 am

Break / Networking

10:45 am – 11:25 am

Auxiliary Programs Quick Hits

Listen to three knowledgeable presenters discuss three separate Auxiliary Programs topics, including: "Can I Have Your Leftovers?", "How to Run an Effective CIT Program", and "Best Practices for Safely Sharing/Posting/Using/Retaining Student Images."

- **Mandy Chan, Yvette Dukes, & Danielle Tripp**

11:25 am – 11:35 am

Break / Networking

11:35 am – 12:05 pm

New Strategies to Enhance Your School Store in Normal and COVID Times

How can we use brick and mortar school stores/cafes to build community spirit in COVID and normal times? What are online opportunities - Revel, Shopify, or other methods - that can be implemented? Listen to colleagues pitch their new ideas, from pop-up stores in the parking lot to partnering with vendors or CustomInk to help leverage opportunities.

- **Jeff Malloy, Karen McClelland, Dan O'Neil, & Ryan Williams**

12:05 pm – 12:10 pm

Break / Networking

12:10 pm – 12:45 pm **Roundtables**

During this session, attendees will choose one of the following topics to discuss:

- Operating During COVID
- Faculty Appreciation
- After-School Clubs in COVID Times

Wednesday, February 3

7:45 am – 8:15 am **Coffee Connections**

Grab a cup of coffee and say good morning to your colleagues before day 2 begins.

8:15 am – 9:00 am **Break**

9:00 am – 10:10 am **Virtual Campus Tours**

Join us for three interactive campus tours! During this session, attendees will take part in all three of the following virtual campus tours:

- Eagles Landing School Store at Oak Hall School
- Fox Den School Store at Sidwell Friends School
- How We Made Extended Day COVID-Friendly at Oak Hall School

10:10 am – 10:20 am **Break / Networking**

10:20 am – 10:40 am **Roundtables**

During this session, attendees will choose one of the following topics to discuss:

- Best Ways to Promote Summer Camps & Programs Internally and Externally
- COVID Safety Protocols
- Innovative Lines of Revenue

10:40 am – 10:45 am **Break / Networking**

10:45 am – 11:20 am **How to In-House Your School's SEO**

There is a lot of confusing misinformation floating around the internet when it comes to search engine optimization. Do keywords still matter? What's a rich snippet? Why set up Google Webmaster Tools? Should I trust this nice prince from Nigeria looking to help me generate backlinks? We've all read the same blog articles and attended the standard search engine optimization seminar. This is something different. We're going to debunk the myths and give you actual strategies that you can put to work immediately.

- **Peter Ross**

11:20 am – 11:30 am **Break / Networking**

11:30 am – 12:15 pm **Delivering Quality In-Person Programming While Managing a Flexible Budget**

Join Jeff Malloy and Dan O'Neil as they present how they successfully ran in-person Day Camp programming this past summer, the challenges they ran into, what they learned, and how they are approaching Summer 2021. Jeff and Dan welcome your tough questions, darts, and suggestions with the goal of everyone walking away with a better understanding of the challenges faced with on-campus programming in the current state.

- **Jeff Malloy & Dan O'Neil**