



# 2022 AUXILIARY PROGRAMS CONFERENCE

## Full Schedule

### Sunday, February 6

4:00 – 5:00 **Registration**

5:00 – 6:00 **Welcome Reception**

Reconnect with old friends and meet new colleagues as you are welcomed to Orlando and the conference! Drinks and appetizers will be served.

### Monday, February 7

*Complimentary Breakfast Available in Hotel Restaurant*

8:00 – 8:30 **Coffee Connections with Sponsors**

Connect with conference sponsors in a casual environment before the day's sessions begin. Grab a cup of coffee and learn about their products and services that can help you and your school!

8:30 – 9:30 **Welcome & Opening Session**

#### ***Loving and Leading Your Team through Social/Emotional Development***

Social/emotional learning is a core part of school culture and building engagement, influencing attitudes, and habits that impact individual and organizational growth. In the context of professional development, it means creating environments of trust, meaningful experiences of instruction and dialogue, and consistent feedback loops. In this session we will explore principles and activities to effectively utilize social/emotional learning to advance as a healthy school that is able to achieve greater joy and success.

- **Scott Barron**  
Chief Reinvention Officer, School Growth LLC

9:30 – 9:45 **Break with Sponsors**

9:45 – 10:45 **Session**

#### ***The Evolution of Creating Effective Outdoor Learning Spaces***

This session will discuss practical ideas for building effective outdoor education spaces in the phases that work best for you. We'll talk about the activities you want to execute and suggest furnishings and equipment to support those activities. We'll also discuss essentials for bringing students outside on a shoestring budget and offer paths to build your outdoor spaces from there.

- **Greg Nelson**  
Learning Spaces and Customer Pathfinder, School Outfitters

10:45 – 11:00 **Break with Sponsors**

11:00 – 12:00

**Session**

***When You Assume...***

Do you remember how this saying goes? Assumptions in communication with our staff, supervisors, facilities, HR, and other departments lead to costly and time-consuming headaches that can be avoided in the first place. Even if it seems obvious or straightforward, make certain that you don't assume anything. In this session we will discuss specific examples of the cause and effect of inadequate communication along with easy steps to ensure the communication line is open and accessible for all. Learn what communication styles work best for which departments. Help ensure a misstep is avoided, or at minimum, that the fault lies elsewhere!

- **Corey Coleman**  
Director of Auxiliary Programs, Porter-Gaud School

12:00 – 1:00

**Lunch**

1:00 – 2:00

**Session**

***Legal Considerations for School Auxiliary Programs***

Auxiliary Programs are extensions of the school and often have similar (or sometimes expanded) legal obligations. In this program, we will discuss the importance of having good employee and enrollment contracts and handbooks; that you are addressing criminal background check processes properly; that you are paying your camp counselors and other employees consistent with state and federal law; and that you understand COVID obligations, including vaccination issues, quarantines, and confidentiality regarding COVID information. You also need to ensure that all employees are properly trained on addressing ADA accommodation issues, student/adult boundaries, reporting child abuse concerns, and managing bullying or other inappropriate behavior appropriately. If handled properly, your good practices may cause a family to enroll in the school's day program during the school year. If not handled properly, you could be faced with unfortunate claims.

- **Suzanne Bogdan**  
Partner, Fisher Phillips LLP

2:00 – 2:45

**Round Table Discussions**

Come with your questions and challenges! Learn from your peers and come prepared to share your best practices and success stories.

2:45 – 3:00

**Break with Sponsors**

3:00 – 4:00

**Session**

***Best Practices with Vendor Programs***

Vendor programs have the potential to add high-demand programming, additional revenue, and - if not managed carefully - headaches and frustrated parents, students, and staff. In this session we will discuss best practices for vetting, contracting, and managing vendor programs in after school care and summer camps.

- **Jamy Juhan**  
Director of Summer Programs, Woodward Academy
- **Jasmine Wakeel**  
Director of Auxiliary Programs, Pace Academy

## Tuesday, February 8

Complimentary Breakfast Available in Hotel Restaurant

8:00 – 9:00 **Coffee Connections with Sponsors**

9:00 – 10:00 **Session**

### ***ROI of Summer & Auxiliary Enterprises***

If you are short on time, you can dry off a dew-wet field with a helicopter - but under what circumstances would you really need to? I will be happy to tell you about it when we talk about the hunt for the elusive alternative revenue streams. The ROI of your auxiliary operations is only partly about the money; the rest is community outreach and putting more branded t-shirts into circulation and doing it all in a safe and risk tolerant way.

- **Damian Kavanagh**  
President, MISBO

10:00 – 10:15 **Break with Sponsors**

10:15 – 11:00 **Round Table Discussions**

Come with your questions and challenges! Learn from your peers and come prepared to share your best practices and success stories.

11:00 – 12:00 **Session**

### ***How to Measure the ROI of your Marketing Strategies***

There are myriad different ways to market your school's programming and all of them require time and money. In this session, we will review data from dozens of mid-sized companies to determine where exactly you should be aligning your resources. Using these successful businesses as our guide, we'll analyze their approach to marketing online and identify a few of the most effective marketing strategies. Perhaps most importantly, we'll have this discussion within the context of a marketing plan so you'll be able to take home a comprehensive framework for use with your program.

- **Peter Ross**  
Founding Partner, 829 Studios

12:00 **Grab & Go Lunch**