

Heather L. Hoerle

Heather Hoerle has been deeply involved in the activities of independent schools since graduation from college. After working in admissions and as a teacher at George School and Westtown School, her alma mater, Hoerle became an associate director at The Association of Boarding Schools (TABS) - a national marketing consortium of boarding schools – where she honed her skills as an editor and writer of an award-winning directory and newsletters and was a spokesperson for the organization.

Hoerle began her career with NAIS as the Director of Admission and Marketing Services in 1993. She solidified her reputation in the independent school world when she taught independent school administrators at annual summer and fall institutes and created and analyzed reports and benchmark studies on school attrition, enrollment/retention costs, and admission challenges. She also conducted a national poll on independent education and developed and produced other NAIS marketing reports and literature.

As Vice President, Member Relations Team, at NAIS for the past seven years, Hoerle oversees the advancement activities for the entire association (membership recruitment and retention, database, marketing, resource development, foundation relations, corporate relations and sponsorships, partnerships with other independent school associations, customer service, and the annual NAIS conference). She speaks often on the independent school circuit regarding issues she has been researching and involved with on a daily basis throughout her career.

Even outside of her work responsibilities, Hoerle remains connected to the educational world as an independent school board trustee, and as a volunteer at her child's school. She is also an active board member for a local women's club.

Lodging

Hilton St. Louis Frontenac
1335 S. Lindbergh Blvd., St. Louis, MO 63131
Voice: 314-993-1100 Fax: 314-993-8546
Reservations: www.hilton.com or
1-800-HILTONS

Directions to Chaminade College Preparatory School

425 S. Lindbergh Blvd.
Chaminade College Preparatory School is located 1 mile north of Hwy 40 on Lindbergh Boulevard. Take Highway 40 to the Lindbergh exit. Go north on Lindbergh to the school on your left.



Independent Schools of St. Louis
425 South Lindbergh Blvd.
St. Louis, MO 63131

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Independent Schools of St. Louis

Presents:

**A presentation and workshop for
Admission and Development Directors**

***Admissions, Marketing, Pricing
and Demographics Trends***

Featuring

**Patrick F. Bassett
President, National Association
of Independent Schools**

**Heather L. Hoerle
Vice President of Member Relations,
National Association of Independent Schools**

Wednesday, October 17, 2007

8:30am – 3:00pm

***Chaminade College
Preparatory School***

Patrick F. Bassett

Bassett began his career in independent schools in 1970 as an English teacher and lacrosse coach at Woodberry Forrest School (Virginia), an all boys boarding school. In 1980, he became headmaster of an all-girls school, Stuart Hall (Virginia), where he remained until 1989. From 1981 to 1989, Bassett served on the Executive Committee of the Virginia Association of Independent Schools (VAIS), and he was president from 1988-1989. From 1985 to 1989, he served on the board of directors of the National Association of Independent Schools (NAIS). He was named a Kellogg National Leadership Fellow from 1986-1989. Bassett became the head of Pomfret School (Connecticut), a coed, boarding-day high school, in 1989.

From 1993 to 2001, Bassett was the president of the Independent Schools Association of the Central States (ISACS). He also served on the board of directors of The Multicultural Alliance (1994-2000), on the board of The Council for Spiritual and Ethical Education (CSEE) since 1996, and on the board and Executive Committee of CAPE, the Council for American Private Education, since 2001. In addition, he joined the Advisory Board of The Klingenstein Center, Teachers College, and Columbia University in 2001. He is the author of numerous book chapters and articles.

Bassett currently serves as the President of the National Association of Independent Schools (NAIS), a position he has held since 2001.

The Program

Continental Breakfast

8:30am – 9:00am

Morning Program with Heather Hoerle

9:00– 11:30 pm

Admissions, Marketing, Demographics, and Affordability:

The Changing Landscape

An overview of issues relating to admissions, marketing, and demographics, and affordability, and the considerations the changing landscape presents for independent schools. The presentation will offer key research-based messages for promoting independent schools. Participants will trouble-shoot with possible solutions to the challenges.

Lunch

11:30am – 12:15 pm

Afternoon Program with Patrick Bassett

12:15 – 3:00 pm

Strategic Trends, Indicators, and Tools for Schools

This presentation provides an overview of the key trends that will impact schools in the next decade, including changing school-age demographics, the war for talent, the challenges of affordability and financially sustainable schools, the changing landscape of public schools, and the like. Pat Bassett will then demonstrate tools available on the NAIS website for member schools, including the Demographics Center and the School Financial Calculator.

To Register:

Spaces are limited. Please register by Friday, September 28, 2007. Participants will be accepted on a first-come, first-served basis.

Workshop Fees:

	ISSL Member School	Non-ISSL School
Per individual	\$185	\$225
Up to three persons	\$450	\$550

*The benefit of Team Attendance

We strongly encourage you to bring yours! Administrators from the same school will gain insight into how each can support one another's responsibilities and marketing roles

★Register online at www.independentschools.org or fill out the information below and mail or fax to the address at the right.

Name: _____

School: _____

Position/Title: _____

Address: _____

City/State/Zip: _____

Work Phone: _____ Ext. Number: _____

Email Address: _____

Will special assistance or meals be required? _____

Please Note: _____

Will shuttle from the Hilton St. Louis Frontenac be needed? _____

Independent Schools of St. Louis
Attn: Genie Newport
425 South Lindbergh Blvd.
St. Louis, MO 63131
Fax: (314) 567-4074

Direct inquiries can be made to:
Genie Newport
(314) 567-9229
gnewport@independentschools.org

Please make checks payable to:
INDEPENDENT SCHOOLS OF ST. LOUIS

Name changes and substitutions may be made up to three business days before the start date. Your registration will be confirmed after all fees are paid in full. No Refunds.