

**Thursday, September 15 ~ 8:30 a.m. to 2:30 p.m. • MICDS**  
**Enrollment Management for the Admission Professional**

Enrollment management goes beyond a fancy name for admissions. This day-long session will challenge attendees to focus on the key areas of enrollment management and core sustainability issues around which they revolve. Join this full-day seminar with “the consummate enrollment management educator,” Christine Baker of The Baker Group. Ms. Baker will lead a workshop on enrollment management strategies for admission professionals. During the workshop Ms. Baker will engage you in active discussion around issues of: enrollment management, marketing, collecting and analyzing data, forecasting trends, and reporting to the board.

While enrollment management is a newer practice in the independent school world, it is an institutional process and systematic approach adopted by many colleges and universities over the past 30 years. The relevance of enrollment management for independent schools has been intensified as the uncertain economic conditions and shifting demographics in recent years have presented independent schools with significant school budget challenges.

Topics will include admission office essentials, the significance of a community wide enrollment management effort, the importance of research, dashboard indicators to live by and approaches to Board meetings.

**Christine H. Baker**, Founder and Principal Consultant of the Baker Group Chris has over 25 years in the admission profession. As former Director of Admission at Milton Academy, a K-12 day-boarding school in Milton, Massachusetts, and a college admission professional at Boston College and Babson College, Chris is most known for her comprehensive approach to market research-based decision making and enrollment management strategy development. During her tenure in the admissions field, Chris has played an instrumental role in a number of the profession’s strategic initiatives. Most recently, she played a pivotal role in the formation of the Association of Independent School Admission Professionals (AISAP). In 1995-96 she assisted Applied Education Research in the creation of the Independent School Admission Survey. Chris has been involved in discussions on national admission testing issues, serving on the Education Records Board (ERB) Advisory Board. She also helped the Secondary School Admissions Testing Board explore and implement its’ writing sample. Chris’ current project is being editor for NAIS’ book on enrollment management that is expected to be in print by the end of this year.

**Location:** MICDS is located at 101 North Warson Road. From Highway 40 and Lindbergh Blvd., travel north on Lindbergh to Ladue Road. At the intersection of Ladue and Lindbergh Blvd. turn right (East) on Ladue Road to the first intersection of Warson and Ladue Roads. Turn north on Warson Road. Olson Hall is located at the main entrance of MICDS on the west side of Warson Road. Parking should be available in front of Olson Hall. Find the Presentation Room by ascending the front steps of Olson Hall. The Presentation Room is located on the first floor on the west side of the north corridor.

**Program Fee:** The cost of attendance is \$125.00 per person.

	ISSL Member Schools	Non-member Schools
<b>Chris Baker Workshop</b>	<b>\$125.00</b>	<b>\$150.00</b>
Thursday, September 15, 2011		
Registration Deadline: Thursday, September 8, 2011		

**To Register For Chris Baker Workshop**

Register online at [www.independentschools.org](http://www.independentschools.org) or fill out the information below and mail to the address at the right.

Name: \_\_\_\_\_

School: \_\_\_\_\_

Position/Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Ext. Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Independent Schools of St. Louis  
Attn: Genie Newport Guilliams  
425 South Lindbergh Blvd.  
St. Louis, MO 63131

Direct inquiries to:  
Genie Newport Guilliams  
(314) 567-9229  
[gnewport@independentschools.org](mailto: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.

