



Breakout Session Descriptions

Tuesday, February 25, 12:30 – 1:45 PM

1) **Amplifying the Message of Excellence for Your Lasallian Ministry**

Philip De Rita, Director of Communications/Public Relations, District of Eastern North America, Eatontown, NJ

Solidifying their communications foundation, attendees will explore how to capitalize on projected social media trends and changes. Understanding the various constituents of the Lasallian educational community, attendees can contemplate how to create and amplify an authentic Lasallian voice through current social media channels and consider new avenues of engagement. With information moving at the speed of a tweet, social media presents specific challenges. Examining current frameworks, best practices and robust protocols ensure the head of school and their designees are the message authority, cultivating and protecting the ministry's reputation of Lasallian excellence.

2) **Beyond LEAP – An Opportunity For Online and Blended Learning In Lasallian Schools (Panel)**

Caterina Angelone, Chief Academic Officer, President, Catholic Virtual, Faith-Based Division, Hudson Global Scholars, Columbia, MD

Dr. Chris M. Fay, Principal, Christian Brothers High School, Memphis, TN

Jeffrey M. Howard, Principal, Mullen High School, Denver, CO

Charles Stembler, Principal, Calvert Hall College High School, Baltimore, MD

Join panelists for a discussion on partnership that can bring the benefits of online and blended learning to our Lasallian schools within a custom-branded portal. Opportunities for collaboration are just one of multiple advantages that can come from a creative partnership that honors and promotes our unique Lasallian heritage.

3) **Creating a New Data-Driven Financial Sustainability Reality for Your School**

Dr. Harry Bloom, Senior Vice President, Client Solutions, Measuring Success, Washington, DC

Given pressures to moderate tuition increases while enhancing perceived school value, it has never been more important for schools to systematically identify ways to ensure every dollar of expenditure is put to optimal use and every dollar of non-tuition revenue is maximized. In a hands-on workshop, Dr. Bloom will demonstrate how to use Level 3 Benchmarking and Financial Reengineering to systematically increase your school's affordability and sustainability.

4) **Keep the Lifeblood Pumping: A Comprehensive Approach to Enrollment Management**

Greg Dhuyvetter, Lead Consultant, Catholic School Management, a division of Christian Brothers Services, Romeoville, IL

Building and maintaining enrollment is a yearlong school-wide process. This workshop will couple practical principles with anecdotal evidence to explore best practices in admissions policies and practices.

5) **Orchestrating Conflict**

Dr. Tim Uhl, Superintendent, Montana Catholic Schools, Helena, MT

Dr. Uhl will share insights about sizing up, analyzing and managing school conflicts gathered during the writing of his upcoming book *Orchestrating Conflict: Case Studies in Catholic School Leadership*. Dr. Uhl will share scenarios and case studies, and participants are encouraged to bring a device for an online, interactive component.

6) **Transformative Trends Rooted in Mission**

Melpomeni N. Murdakes, Vice President, Ruotolo Associates, Englewood Cliffs, NJ

The field of advancement is ever evolving, building on the foundation of strengthening mission through meaningful engagement. This interactive session will explore the innovative strategies that are helping educational institutions across the country enhance and expand constituent relationships. Whether you are preparing for a campaign, facing enrollment challenges, or seeking to more fully live out your mission, you'll discover new resources for your school's advancement.

Tuesday, February 25, 2:15 – 3:30 PM

1) **Beyond LEAP – An Opportunity For Online and Blended Learning In Lasallian Schools (Panel) (Repeat)**

Caterina Angelone, Chief Academic Officer, President, Catholic Virtual, Faith-Based Division, Hudson Global Scholars, Columbia, MD

Dr. Chris M. Fay, Principal, Christian Brothers High School, Memphis, TN

Jeffrey M. Howard, Principal, Mullen High School, Denver, CO

Charles Stembler, Principal, Calvert Hall College High School, Baltimore, MD

2) **Demystifying Campaigns: A Guide for Major Gift Fundraising**

Kaitlin McTighe, Managing Director, Fundraising Division, Changing Our World, New York, NY

When should you consider launching a capital campaign and how can you set yourself up for success? How can you use your campaign to further engage your donors and bring new prospects into the fold? What do you do when your campaign goes public and funds suddenly stall? In this session, those questions and more will be answered by consultants from Changing Our World, a nonprofit and philanthropic consulting firm specializing in fundraising, corporate social engagement, and research and analytics.

3) **“I WANT to work HERE!” – Faculty and Staff Retention in a Lasallian School**

James Benson, LASSCA Vice President, Principal, DeLaSalle High School, Minneapolis, MN

Matt Keough, Principal, Christian Brothers Academy, Syracuse, NY

Andrew Kuffner, LASSCA Immediate Past President Pro Tem, President/Principal, La Salle Catholic College Preparatory, Milwaukie, OR

Join this panel of three administrators as they present on some recent successes that have led to increased faculty and staff retention. Learn about a variety of initiatives that have helped schools retain faculty and staff by building community and celebrating the vocation of the Lasallian mission. Please come prepared to be part of a discussion involving best practices and even some challenges to overcome.

4) New Realities and Imperatives in Enrollment Management: Challenging the Status Quo

Dr. Harry Bloom, Senior Vice President, Client Solutions, Measuring Success, Washington, DC

One third of independent schools at large are facing significant enrollment declines while another 1/3 of schools are struggling to stay even--and faith based schools are faring even worse. What is needed: a more proactive approach, including leveraging tailored prospecting data and market segmentation, creative research to identify "must communicate" value proposition messaging, and strengthening outreach channels to prospects. Accomplishing this will involve changes in organizational structure, competencies, and measures and rewards. Learn from Dr. Harry Bloom of Measuring Success how schools like Justin-Siena High School are challenging the status quo and growing their enrollment.

5) Setting Yourself Apart: Key Differentiators to Make Your School the Only Choice

Greg Dhuyvetter, Lead Consultant, Catholic School Management, a division of Christian Brothers Services, Romeoville, IL

In a crowded marketplace, a school must understand, articulate and communicate those key factors that influence choices. This workshop will examine 10 differentiators to make your school shine.

6) Succession Planning on Leadership (Panel)

Dr. Michael Daniels, Director, Office of Education, District of San Francisco New Orleans, Napa, CA

Dr. Scott Kier, Superintendent of Lasallian Education, Midwest District, Burr Ridge, IL

Alan Weyland, Executive Director for Mission and Ministry, District of Eastern North America, Eatontown, NJ

This panel discussion will focus on best practices for succession planning and continuing to build leadership. Bringing together their experiences and perspectives from the District level, they will share case studies of success and challenge. Lessons learned are lessons shared in this active dialogue. Come prepared to share and review your own succession plan and/or be prepared to leave with ideas on what makes for a good plan.