



PINE CREST

neXt

# EXPEDITION

ADMISSION AND ENROLLMENT



## **Admissions and Enrollment Expedition**

### **Overview:**

- Through Pine Crest neXt programming, schools can attend a two-day, highly specialized, and transformative *Admissions and Enrollment Expedition* strategy lab. This intensive experience is designed for admission professionals and school leaders seeking to refine their approach to enrollment management while aligning with their school's mission and values. The Expedition aims to provide admission professionals and leaders from other schools with insights into our program and practical guidance on creating a robust admissions department and annual recruitment and enrollment plan aligned with their school's missions. Participants will gain exclusive insights into Pine Crest's proven methodologies and practical tools for building a dynamic admissions department and crafting a comprehensive annual recruitment and enrollment strategy. The Expedition emphasizes mission-driven leadership, cross-training, and succession planning as critical elements of a resilient and adaptable enrollment program.
- To ensure a tailored experience, schools are encouraged to schedule an initial consultation to explore their unique needs, challenges, and goals, setting the stage for a customized and impactful engagement.

### **Purpose and Customization:**

- The Admissions and Enrollment Expedition is personalized for each school.
- It is a strategy lab for a small group of admission and school leaders to collaborate with Pine Crest School's admissions team. Ideally, a team of 4 to 6 members from one school should participate.

- Attendees will engage in a two-day kickoff training at Pine Crest with a fully innovative immersion admission and enrollment experience.
- The collaboration includes:
  - Two days of training and strategy development at Pine Crest focused on developing a robust admissions and enrollment department and strategies.
  - Five 1 hour virtual sessions focused on recruitment and retention strategies, annual planning, and enrollment management.
  - Two days for follow-up sessions at your school. Participating schools will revisit the content covered in the initial training. They will engage in discussions with the Admissions Department to share their experiences, challenges, and successes since the training was completed. The Pine Crest team will provide feedback on implementing the participating school's program. They will address questions, troubleshoot challenges, offer guidance and outline next steps.
- The *Admissions and Enrollment Expedition* strategy lab is designed to equip admission and school leaders with the knowledge, skills, and mindset needed to foster innovative admissions programs at their schools. Participants will explore various programming aspects through immersive experiences, practical workshops, and interactive sessions. The strategy lab is unique for each institution. Each participating school will be offered customized sessions focusing on leveraging the unique strengths, resources, and context of each school. Participants will identify ways their institution can contribute to developing a program that can help their institution make positive and innovative progress.

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**Examples of Program Sessions (*Sessions will be customized to fit the needs of each school.*)**

- *Data-Informed Admissions:* The U.S. is expected to reach "peak high school graduate" numbers in 2025, when around 3.9 million young people will graduate. Due to a birth rate drop after the 2008 recession, schools should be planning for a decades long dry spell that's being referred to as the "enrollment cliff" or "demographic cliff." Using both

external demographic data with the school's internal data, the session will work to create a forecasting model to protect against enrollment shifts in the coming years and accompanying strategies to implement at each stage of the admission funnel.

- *Implementing a Strategic Enrollment Management model and plan:* This session will help guide your school to developing a framework that supports a comprehensive understanding of your enrollment landscape and delivers a ready-to-implement strategy that is goal-oriented, actionable, measurable, and aligned with your school's priorities. The framework will outline the essential steps in the planning process designed as a living document to serve as an adaptable resource.
- *Admission Marketing and Key Messaging for Recruitment and Retention:* There are a number of external trends affecting admissions and enrollment worthy of tracking as schools examine and forecast enrollment goals for the coming years. Public schools experienced a loss of 1m students in enrollment post-pandemic. Unconventional schools, including microschools, charter schools, and homeschooling, continue to experience high demand. It's one thing to know why families come to your school, and it's another to know how to keep them coming. This session evaluates your school's current external messages and works to design compelling language for interviews, campus events, and admission marketing materials.
- *Mission-Drive Strategies for Enrollment Leadership:* Shifting demographics presents significant challenges for admission and enrollment teams, requiring strategic leadership to navigate. This session will prepare enrollment leaders with the knowledge, skills, and tools needed to manage their teams effectively while staying mission-driven. Participants will explore strategies for problem-solving, communication, and team management, along with practical approaches for onboarding, training, and ongoing professional development. This session will emphasize the critical importance of cross-training and succession planning—not as optional strategies, but as essential practices. Participants will learn how these approaches can not only address operational needs but also boost employee engagement, morale, and retention, ensuring their teams remain resilient, motivated, and aligned with the school's goals.
- *Developing Powerful Prospective Family Events:* Review and analyze with data points of your prospective family events and the related communications outreach. Family

expectations have changed in terms of their expectations for a highly personalized event. Build memorable events that yield prospects. In this session, our team will work with you to build prospective family events and tailored event messages pre and post events at each stage of the funnel designed to move families through the next stage.

- *Presenting Admission and Enrollment to the Board:* Board meetings offer a valuable opportunity to showcase achievements, align on goals, and address areas for growth. With a clear strategy and the right data, these presentations can inspire confidence and drive productive conversations. Effectively sharing your school’s story and performance metrics demonstrates that your enrollment and marketing strategies are on track for success. The session will focus on developing a template for dynamic board presentations, identifying which data points and metrics are critical to share and highlight. What you choose to present not only tells your school’s story but also reflects your department’s impact and priorities.
- *Assessment Reimagined:* We know from research that strong EQ is a better predictor of success than IQ. We will identify best practices on how to evaluate the soft skills, also known as “the missing piece”, that are most important for success at your school. We will use the core five (self-awareness, self-regulation, motivation, empathy, and social skills ) as a springboard to identify characteristics of successful students at your school and learn how to build activities into your admission process to evaluate these skills.

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### Draft Schedule: Day 1

Time	Location	Event
9:00 a.m.	Parking Garage	Arrive in Campus
9:15 a.m.	Markham Center	Session 1
10:30 a.m.	Markham Center	Break
10:45 a.m.	FTL Campus	Tour of School
12:45 p.m.	Endelson Conference Room	Lunch

1:45 p.m.	Markham Center	Session 2
3:00 p.m.	Parking Garage	Depart Campus

### **Draft Schedule: Day 2**

Time	Location	Event
9:00 a.m.	Markham Center	Arrive in Campus
9:15 a.m.	Markham Center	Strategy and Program Planning
12:15 p.m.	Endelson Conference Room	Lunch
1:15 p.m.	Markham Center	Strategy and Program Planning
2:30 p.m.	Markham Center	Discuss Takeaways & Next Steps
3:00 p.m.	Parking Garage	Depart Campus

For inquiries, next steps, and registration information regarding scheduling the Admissions Department Expedition for your school, please contact:

- Dr. Lisa Ockerman, Vice President of Academics and Strategic Initiatives at [lisa.ockerman@pinecrest.edu](mailto:lisa.ockerman@pinecrest.edu)
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