PINE CREST

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EXPEDITION
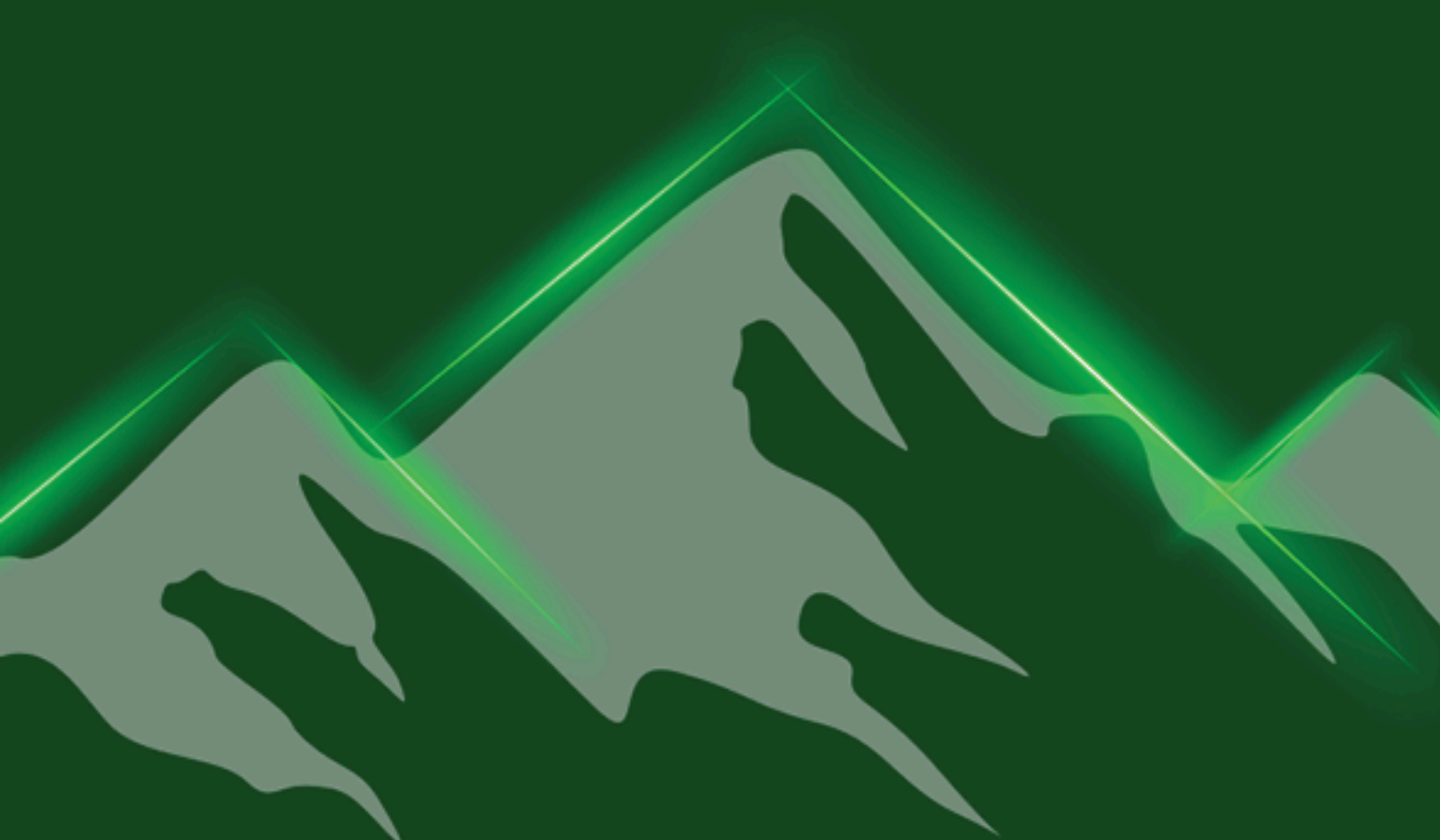
Community Engagement/Auxiliary Programming Expedition

Overview:
- Through Pine Crest neXt programming, schools can attend a two-day, highly specialized, intensive *Community Engagement/Auxiliary Programming Expedition* strategy lab. The Expedition aims to provide faculty and administrators from other schools with insights into our program and practical guidance on creating engaging auxiliary programs aligned with their school's missions. Interested schools should schedule an initial consultation to access the innovation foundation of their current curriculum/program and identify their specific needs and goals.

Purpose and Customization:
- Community Engagement/Auxiliary Expedition is personalized for each school.
- It is a strategy lab for a small group of educators and school leaders to collaborate with the Community Engagement/Auxiliary 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 experience.
- The collaboration includes:
  - Two days of training and strategy development at Pine Crest focused on developing robust revenue-generating auxiliary programs.
  - Five 1 hour virtual sessions focused on curriculum development
  - 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 Community Engagement 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, and offer guidance.

● The *Community Engagement/Auxiliary Programming Expedition* strategy lab is designed to equip educational leaders with the knowledge, skills, and mindset needed to foster innovative auxiliary programs at their schools. Participants will explore non-tuition revenue sources, including various aspects of after-school and summer programming 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.

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

● **Consulting on Non-Tuition Revenue Opportunities**
   Let us guide you through organizing possibilities for non-tuition revenue at your school. This session will analyze how to set up auxiliary programs at your school, using the business model and internal structure necessary to succeed.
● **Introduction to non-tuition revenue ideas; Brainstorm ideas for your school**
   What possibilities exist at your school for non-tuition revenue? While sharing how we enhance the community and raise non-tuition revenue (NTR), this session will explore ways that would work for your school. The session will end with a list of feasible NTR ideas with a list of priorities.
● **Develop a Purpose Statement and Vision Goal**
   The primary purpose of Community Engagement/Auxiliary Programming needs to be explored. Is your intention to generate revenue, provide programming for school families,

funnel school admission, be a community resource, etc.? This session will end with a purpose statement aligning with the school's mission and priorities.

- **Develop a plan to achieve the vision goal, including structure and reporting**

  What is needed to accomplish this goal? This session will be tailored to your school's Community Engagement/Auxiliary Programming goals. Where does the programming fit best, and to whom will it be reported? Developing an organizational chart, job descriptions, and timeline to start programming is needed.

- **Implementation of programming steps for success**

  Let's consider the steps to start this process. Once a plan is in place, a timeline will be established to begin programming. Policies and guidelines will be written, and a pricing model for programming will be developed. This session will end with a list of what is needed to be successful.

- **Explore resources needed to accomplish goal (staff, space, support, software, advertising, marketing)**

  This session will explore what resources are available and needed to implement programming. Space and staff are required. Where will programming take place? We will discuss registering students and designing accountability with attendance for staff and students. We will also address presenting options to families, price structure, and sharing information with the community.

Once a cohesive vision and plan for Community Engagement/Auxiliary Programming has been established, additional sessions can be added.

- **After-School Programming**

  We will explore after-school programming for your school with Extended Day and Enrichment opportunities.

  - **Extended Day**
    This session will cover how best to implement Extended Day options for Lower and Middle School students.

  - **Enrichment**
    This session will explore programs taught by faculty and vendor partners and the logistics of offering what families would like to see after school.

  - **Special Events**

This session will explore special events after the school day.

- **Summer Programming**

  Explore the possibilities of Upper School courses for credit and non-credit, as well as summer camp opportunities.

  - **Upper School**

    Possible options include for credit and/or non-credit options.

  - **Summer Camps**

    Explore different possibilities of summer camps for your school.

- **Additional Non-Tuition Revenue Ideas**

  What areas are possible with your school to support non-tuition revenue and leverage the Community Engagement/Auxiliary office.

  - **Campus Store**

  - **Student Parking**

  - **Rentals**

  - **Fees from lessons, activities and clubs**

- **Community Engagement**

  At Pine Crest, alumni engagement is connected to the Community Engagement/Auxiliary office.

  - **Alumni Connections**

  Alumni Connections is responsible for local and regional events, as well as Alumni Reunion Weekend. (Donor solicitation is conducted through the Philanthropic Engagement office.)

Outcome: Educational leaders will conclude their experience with the **Community Engagement/Auxiliary Programming Expedition** strategy lab feeling prepared to take the next step toward creating a robust variety of non-tuition revenue opportunities to support the school. They will leave Pine Crest with actionable items to move forward with a wealth of resources to support their auxiliary work.

Additional hours may be necessary to develop protocols, utilize software, develop handbooks, and department succession planning.

Draft Schedule: Day 1

Time	Location	Event
9:00 a.m.	Parking Garage	Arrive on 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.	FTL Campus	Observing After-School Programs
4:30 p.m.	Parking Garage	Depart Campus

Draft Schedule: Day 2

Time	Location	Event
9:00 a.m.	Markham Center	Arrive on 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.	FTL Campus	Observing After-School Programs
4:30 p.m.	Parking Garage	Depart Campus

For inquiries, next steps, and registration information regarding scheduling the Community Engagement/Auxiliary Programming Expedition for your school, please contact:

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- Ms. Jana Blackwell, Executive Director of Community Engagement at jana.blackwell@pinecrest.edu