

The Five Conversations Enrollment Leaders and Business Officers Need to Have Today

It's never been more clear that independent school financial sustainability requires a strong partnership between the enrollment leader and the business officer. Whether these two key school leaders already collaborate effectively or there is room for improvement this actionable workshop will offer a framework for dialog and alignment. This session will also include insights from EMA's recent parent survey The Ride to Independent Schools.

Learning Objectives:

Participants will learn how to develop financial sustainability through a strong partnership between the enrollment leader and the business officer.

Presenters:

Peter Baron, Chief Member Relations Officer, Enrollment Management Association (EMA)

Peter is responsible for the creation and oversight of EMA's external programs as well as its membership promise. He oversees EMA's marketing and communications, member recruitment and retention, and outreach functions, as well as its leadership training programs, research, and other related strategic initiatives. With a career spent in product development, sales, relationship development, and marketing, Peter's success has been built on listening to schools' and families' needs. Peter joins EMA from Blackbaud, where he served as a member of the K-12 executive committee and led the business development of its K-12 partner network, working with schools, associations, and other partners to increase the value of Blackbaud products across the entire school community.

Prior to his work at Blackbaud, Peter served as the chief evangelist at WhippleHill, a cloud-based software provider to independent schools, where he developed and implemented the organization's inbound marketing strategy. He is also the founder of edSocialMedia, a community-driven site dedicated to exploring the role of social media in education, and AdmissionsOuest, an online resource connecting independent schools and families via a range of social media-inspired tools.

Peter has also served as the vice president of sales at inResonance, a company that provides data and web solutions for independent schools. Peter has served as a trustee for Wolfeboro, The Summer Boarding School, and participated on the Executive Committee of The Association of Boarding Schools' (TABS) North American Boarding Initiative. He is a graduate of Brewster Academy, Skidmore College (BA), and Tufts University (MAT).

Hans Mundhal, Senior Director of Professional Development, Enrollment Management Association (EMA)

Hans Mundahl has been an educator since 1995 when he first stepped into the classroom as a Fulbright exchange teacher in the former East Germany.

Since then Hans has done just about every job possible at an independent school from teacher to administrator. Most recently Hans was the head of school at a K-8 day school in central New Hampshire. Hans's spare time is usually spent with his family but he is also passionate about the outdoors and protecting the environment.

Field of Study: Business Management and Organization

Prerequisites: Basic knowledge of independent school finances

Advanced Preparation: None

Program Level: Update

Delivery Method: Group Live

Participants will earn 1 CPE credit.