

Day 2: Institutional Advancement and Strategic Marketing

This session will explore the realities of executing on a strategic plan which will ensure a strong and stable position in the market. Success requires a convincing value proposition, an understanding of the demographics of your market, a high impact Board of Trustees, and a cohesive and focused Leadership Team.

Learning Objectives:

Participants will learn how to execute a strategic plan and to recalibrate when basic assumptions change; how to collaborate with senior leaders; a deeper understanding of the value proposition and its impact on prospective and current families.

Kathleen Hanson, Senior Consultant & Principal, Marts & Lundy

Kathleen Hanson, a former Independent School Advancement professional joined the firm of Marts and Lundy in 2010 as a Senior Consultant and Principal and leader of the Schools Practice Group.

Most recently, Kathy served a 10-year tenure as Vice President for Advancement and Planning at the Baylor School in Chattanooga, TN. Baylor is a day-boarding school of 1200 students in grades 6 through 12. Prior to Baylor, Kathy was Vice President for Advancement at The Fessenden School in Boston, MA, and the Director of Institution Advancement at Kent Place School in Summit, NJ.

Kathy is a former member of the Board of Directors of The Association of Boarding Schools and also a former member of the CASE Board of Trustees as well as a six year term Board member with the Enrollment Management Association.

Kathy and colleague Jeff Wack developed the Marketing Institute for Independent Schools, which is in its 20th year, and has served over 1000 independent school professionals. In addition, Kathy served as Editor of the NAIS Marketing Handbook, which was released in February 2013.

Kathy's current client base includes independent schools across the country, where she serves as counsel in all areas of advancement as well as strategic planning.

Kathy and husband, Dale, reside in Chattanooga, TN.

Field of Study: Communications and Marketing

Prerequisites: Basic knowledge of independent school finances

Advanced Preparation: None

Program Level: Update

Delivery Method: Group Live

Participants will earn 5 CPE credits.