The strategic landscape for enrollment is changing: many factors are disrupting the competitive landscape; customers are becoming less loyal, and their expectations are shifting. At the same time, the past two decades of tuition growth have created an accessibility gap for many of our prospective families. As a result, enrollment strategy encompasses more and broader concerns than the last century’s “admissions funnel” — and schools need Heads of School prepared to think and act strategically about enrollment success.

Join us in Charleston on July 20-23, 2020 at the Belmond Charleston Place Hotel for three days of learning, inspiration, and actionable strategies.

https://go.enrollment.org/heads

**FEATURED SESSIONS**

**1:1 Consultation With Industry Experts**
Whether you need guidance on mentoring your admission director, advice on mergers, or input on branding, our 1:1 consultation time is an invaluable opportunity to work directly with industry thought leaders in a private setting to address your specific needs.

**Deep Dive With Cohort Groups**
As a head of school it can sometimes be hard to find a place for advice and support. Our cohort group model not only provides for a shared space to dialog about keynote sessions, share ideas and strategies, and make the most of the learning, but also allows participants to form a network that will continue long after the institute.

**Actionable Keynote Sessions**
As we selected our keynote topics and presenters we had a simple mandate: find the most experienced and creative practitioners in the field and ask them to share actionable strategies you can apply in your school.

**Attendees**
Anticipated attendance: 40 heads of school from independent schools around the US and Canada