**EMA AC 20**

Virtual Conference Highlights

We wanted to meet in person. We booked a space to gather in Chicago. We planned a full week of learning and networking. Then, a pandemic took the wheel and the gears came to a grinding halt. With our member schools struggling to pivot in every aspect of their process—from admissions to operations—we knew we needed to hold our conference more than ever before and jam-pack it with the resources and tools every staff member needed in this crucial time. Unfortunately, travel and in-person meetings were no longer options. So, we had to go big but stay home. We took our moonshot and launched our first ever EMA Virtual Annual Conference: **AC20 Reimagine Enrollment!**

By moving our conference online, we were able to make the learning and networking available to every member of attending schools for one low price and extend the learning beyond the typical week-long conference. With over 3,500 attendees, 75 sessions, 12 sponsors, and learning that lasts an entire year, **AC20 was our most successful conference to date.**

**Session Highlights**

- Conference attendees joined the **Reimagine Discussion Group** to discuss strategies shared in the free course and how to put them to use.

- Internationally recognized DEI consultant **Dr. Derrick Gay** discussed diversity, equity, and inclusion for school leaders during **AC20**’s most popular session: Creating Anti-Racist Schools—It was so popular it required a second event!

- **Wasfia Nazreen**, National Geographic Explorer and Adventurer, shared stories of adventure and inspiration during a moving keynote and Q&A session.

- **Dr. Nathan Kuncel**, Professor of Industrial-Organizational Psychology, informed the audience on ways to remove bias in the admission process and reimagine enrollment during his keynote.

- **Deval Patrick**, U.S. presidential candidate and former Governor of Massachusetts, offered lessons on leadership for independent schools.

- **Hank Bramblet**, Director of Boarding Admission at McCallie School (TN), won the **AC20 App Leaderboard** contest for being the most active poster, including his screen selfies featuring his vast coffee mug collection.

- The swag was out of this world!

- **Hans Mundahl** kicked off **AC20 Live Week** with a screen selfie in the **AC20 App**.

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**Annual Conference Review**

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EMA AC20 Award Winners

Congratulations to our three community members who were nominated by their peers for excellence in enrollment management. These outstanding professionals made tremendous contributions to their schools and to the field of enrollment management, and we’re honored to shine a spotlight on them.

Please join us in congratulating the 2020 winners!

William B. Bretnall Award

Kate Briscoe  
*Director of Admission, Seattle Country Day School (WA)*

The Bretnall Award, named for distinguished educator and first association program director William Bretnall, is given each year to a leader and educator who has made significant contributions to the field of admission.

Everett E. Gourley Award

Michael Kinnealey  
*Director of Admission, The Governor’s Academy (MA)*

The Gourley Award, named for former Director of Admission and Assistant Headmaster of the Asheville School Everett Gourley, is given each year to the educator whose interest in students and concern for colleagues is an inspiration to those who serve in admission.

The Rising Star Award

Felicia Neil  
*Enrolment Manager, International Students, Lakefield College School (ON)*

The Rising Star Award, developed by the Admission Leadership Council and a subcommittee of EMA’s Board of Trustees, honors educators with 10 or fewer years of experience who have distinguished themselves and/or their schools in the field of enrollment management.

Did you miss the conference? No worries.

With the flexibility of a virtual conference, we’re able to provide the content on demand. Just head to [ac.enrollment.org](http://ac.enrollment.org) today to enroll your entire school for access to all on-demand content in the AC20 learning center.

3,556 attendees  
75 sessions  
12 sponsors

Most popular session: Creating Anti-Racist Schools with Dr. Gay