

Admission, Recruitment, and Attrition Prevention

This conference will FOCUS on:

- Everything you need to know about “thinking admission”
- Developing a comprehensive admission program
- The proactive approach to planning and implementing recruitment and attrition prevention strategies
- Actions to take based on findings from the PEJE Day School Peer Yardstick™

In this conference, you will LEARN to:

- Create a proactive admission calendar for your school and follow the admission cycle
- Develop an action plan to implement immediately
- Formulate an outreach strategy for targeted market niches
- Train your “admission ambassadors”
- Measure your success
- Develop appropriate acceptance criteria
- Analyze what is absolutely necessary to include in print material and what is less important
- Compare your school’s website with others and use the web for effective recruiting
- Cultivate relationships with “feeder” organizations
- Differentiate what to share with your board and what not to share with them

WHO SHOULD ATTEND

This three-day, cumulative conference is appropriate for professionals at Jewish day schools with primary responsibility for the admission function (full-or part-time, admission director, Head of School, other professional).

This seminar is not appropriate for board members or other volunteer leaders.

About PEJE Conferences

PEJE Conferences enable day school professionals and lay leaders to access expertise and resources while networking with colleagues from throughout the day school field. Integral to PEJE’s mission of growing day school enrollment, the conferences promote collaboration, generate knowledge, and enable the sharing of best practices.

About PEJE

The Partnership for Excellence in Jewish Education, founded in 1997 by Michael Steinhardt and Rabbi Yitz Greenberg, is a collaborative of visionary Jewish philanthropists who seek to create a vibrant and sustainable Jewish future through strengthening the Jewish day school movement in North America, with a targeted goal of increasing enrollment in new and existing Jewish day schools.

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PEJE

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in Jewish Education

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תורים אלו עלמדי
חיינויות באמונה
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Teachers and school children —
precious jewels of our community
MIDRASH RABBAH, SONG OF SONGS

PEJE | Partnership for Excellence
in Jewish Education
Conferences

Admission, Recruitment, and Attrition Prevention

A comprehensive three-day seminar and workshop

with **Rheua Stakely**



*For Admission Directors, Heads of School, and
Other Jewish Day School Professionals
Managing Admission*

Choose
either
location!

Paramus, New Jersey
(Metro New York)

Skokie, Illinois
(Metro Chicago)

Sept. 11-13, 2006 | **Oct. 23-25, 2006**

FROM PAST CONFERENCE PARTICIPANTS

"As a parent volunteer doing outreach for my school, what I learned from Rheua convinced the board to hire me as a part-time Admission Director. I put into place her strategies and now, kindergarten enrollment has more than doubled. The board is currently considering making my position full-time."

"I have been involved with admission for many years and I found this seminar immeasurably worthwhile. **Rheua was energizing**; every issue and experience reflected what I deal with and needed to know, to better share with my administration and lay leadership. We are at a turning point and this seminar could not have come at a better time, both for me personally and for the Yeshiva."

"Not only met but exceeded my expectations. I was aware that our admission program was wanting but did not know how to make it better. The conference provided procedures that have worked in other places."

"Rheua is an outstanding speaker and will give you specific tactics of what to do to increase enrollment and keep students. Bring all your admissions and recruitment materials with you to the conference and she will critique them."

ABOUT RHEUA STAKELY

Rheua Stakely is a nationally recognized consultant with expertise in independent school admission, recruitment, attrition prevention, and financial aid. After working in admission and financial aid at Phillips Exeter Academy for 12 years, she formed her own consulting company. Over the past 18 years she has worked with more than 150 schools and nonprofits, including dozens of Jewish day schools coast to coast. Rheua is a frequent speaker at PEJE conferences. In addition, Rheua has coaching and performing experience as a tennis pro, a nationally ranked squash player, and an amateur musician. She has learned about thinking quickly in difficult situations while climbing the Matterhorn, Mont Blanc, Kilimanjaro, and other mountains around the world.

Admission, Recruitment, and Attrition Prevention

Paramus, New Jersey (Metro New York)
 Monday-Wednesday, September 11-13
 8:45 am-5:00 pm
 (Conference ends 3:00 pm on Wednesday)

*Optional Monday kosher dinner and evening program
 Dinner on your own Tuesday – kosher restaurants are close by*

The Jewish Community Center of Paramus
 304 East Midland Avenue
 Paramus, NJ 07652
 201-262-7691

Participants are responsible for their own travel and hotel arrangements. A block of hotel rooms has been reserved at the Comfort Inn & Suites, 211 Route 17 South, Paramus, New Jersey. Reserve your room with the hotel directly by calling 201-261-8686; mention PEJE Group #100080 to receive the special rate of \$95/night (taxes not included) for single or double occupancy. The hotel rate includes complimentary breakfast. We will provide transportation to/from the JCC of Paramus. Directions and transportation information from Newark Airport can be found online as part of the registration form.

This conference is presented in cooperation with:



THE PARTNERSHIP
 FOR JEWISH LEARNING AND LIFE
 MetroWest, NJ
 info@thepartnershipnj.org
 Bring Jewish Learning to Life.



Skokie, Illinois (Metro Chicago)
 Monday-Wednesday, October 23-25
 8:45 am-5:00 pm
 (Conference ends 3:00 pm on Wednesday)

*Optional Monday kosher dinner and evening program
 Dinner on your own Tuesday – kosher restaurants are close by*

Double Tree Hotel and Conference Center
 9599 Skokie Boulevard
 Skokie, IL 60077
 847-329-4361

Participants are responsible for their own travel and hotel arrangements. A block of hotel rooms has been reserved at the Double Tree Hotel and Conference Center. Reserve your room with the hotel directly by calling 847-679-7000; mention PEJE Group to receive the special rate of \$109/night (taxes not included) for single or double occupancy. The hotel rate includes complimentary breakfast. Directions and transportation information from O'Hare or Midway Airports can be found online as part of the registration form.

This conference is presented in cooperation with:

Community Foundation for
 Jewish Education of
 Metropolitan Chicago



The Board of
 Jewish Education
 of Metropolitan Chicago

HOW TO REGISTER

Register online at www.peje.org Credit Card payment only.

The conference fee of \$350 includes all snacks and luncheon meals (glatt kosher or cholov yisroel), materials, and a certificate of completion. Optional kosher dinner and evening program on Monday available for an additional \$45.

*Space is limited, so act fast!
 Registration ends two weeks prior to start of conference.*

Questions? Please contact Mark Blechner, Coordinator of Regional Conferences and Events, at mark@peje.org or 617-367-0001 ext 144.