

## 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.

## PEJE Partners

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PEJE

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PEJE | Partnership for Excellence  
in Jewish Education  
Conferences

# Marketing Your Day School Effective Strategies for Promoting Your School Internally and Externally



with  
**Charles D. Snowden, Jr.**  
ISM Senior Consultant

*For Heads of School, Board Chairs, Admission Directors,  
Development Directors, Directors of Advancement/  
Marketing, and Board Members*

**Sunday-Monday, January 7-8, 2007**

UJA Federation  
of New York

Made possible with the generous support of  
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## Who Should Attend?

Anyone who is responsible for relating with the school's internal (current families) or external (potential families) constituents, including:

### Heads of School

*who want to learn how to support their school's marketing efforts*

### Admission Directors

*who want to learn new recruitment strategies*

### Development Directors

*with marketing responsibilities, such as publications, communications, advertising*

### Directors of Advancement/Marketing

*who seek to improve the delivery of their school's message*

### Division Heads and General and Judaic Studies Directors

*who want to understand the role they play in marketing their schools*

### Board Members

*with an interest in marketing and a desire to learn what their marketing role can be*

School professionals who have attended an Admission, Recruitment and Attrition Prevention seminar with Rheua Stakely will find that this seminar complements their learning and is not repetitive.

## Follow-Up Coaching

Schools that attend both days of the seminar will be eligible to apply for a grant for follow-up coaching with a marketing expert in order to apply what is learned to their specific needs. Details will be shared at the seminar.

## About Charles (Chip) Snowden

Chip joined ISM in 1993, bringing with him 20 years of experience in private-independent school administration. As a Senior Consultant at ISM, Chip specializes in conducting Institutional Assessments, Market Analyses, Board Workshops, Development Consultations and Management Structure Analysis. He has conducted over 100 consultations, working one-on-one with private-independent schools. He has provided on-site consulting in more than 30 Jewish day schools and organizations in thirteen states and Canada. In addition, Chip has presented workshops for PEJE, AVI CHAI, and AMODS.

# Marketing Your Day School Effective Strategies for Promoting Your School Internally and Externally

Sunday, January 7 1:00 pm -5:30 pm

Monday, January 8 9:00 am-5:00 pm

**Jewish Community Center in Manhattan**

334 Amsterdam Ave. @ 76th St. • New York, NY

*Sunday's program is designed for both lay leaders and school professionals. Monday's program, while open to all, focuses primarily on the role of professionals.*

- Is your school giving a confused message? Is the internal audience hearing something different than the external one?
- Are you able to communicate what differentiates your school from the competition?
- Is your school's website a communications road block? Does it reach both current and potential families?
- Are your publications (viewbook, newsletter, annual report) mostly words?
- How deep is your applicant pool?
- Do families call and you never hear from them again?
- Do you know what you should do next to enhance admission and enrollment?

Address these questions and learn proven ways to help you market your school and enhance your school's recruitment and re-recruitment/retention activities. We will close with an exercise to show you how you can take home skills to move your marketing efforts to a higher level.

Participants should bring a copy of their school's brochure/viewbook, newsletter, and an advertisement about the school.

## How to Register

Register online at [www.peje.org](http://www.peje.org).

The conference fee of \$35 includes registration, lunch on Monday and all snacks (glatt kosher or cholov yisroel), and materials. Full registration is required of all participants, even those attending on Sunday only. *Registration deadline is December 21, 2006.*

In the event of inclement weather, registered participants will be informed of alternate plans. Please include cell phone information when registering.