

SEPTEMBER 26, 2009
SATURDAY, 9AM - 4PM

HOPKINS SCHOOL
NEW HAVEN, CT



SIXTH ANNUAL



Conference for Trustees

You're invited to join your colleagues for a day filled with PRACTICAL ADVICE and information, with keynote vision and strategy presentations, and small-group breakout sessions with experts in the fields of governance, leadership, strategic planning, development, law, marketing, financial oversight, and long-range financial planning.

These sessions all offer opportunities to share problems, ideas and SOLUTIONS.

This conference could be the most important networking event your trustees will ever attend...a conference that will forge new relationships between those who govern some of America's best schools, and provide a network of support as a great "take-away" benefit.

This program has been developed with major support from:

FLIK INDEPENDENT SCHOOLS BY CHARTWELLS
FRED C. CHURCH INSURANCE
WEBSTER BANK

8:30

CONTINENTAL BREAKFAST AND REGISTRATION

9:30—10:30



SCHOOL GOVERNANCE IN TOUGH ECONOMIC TIMES

Pat Bassett, President, National Association of Independent Schools (NAIS)

More and more, trustees are getting the message that an independent school education is too expensive. That price impediment issue is commanding most of their time and attention. How can trustees be helpful to their schools in these tough economic times while also being sensitive to the new stresses on Heads, Admissions and Development officers? In the process trustees also need to find new ways to partner with and support these key people in their school.

10:45—12:15

MORNING BREAKOUT SESSIONS

A.1 TRUSTEESHIP 101/201: GOVERNANCE / NEW TRUSTEE ORIENTATION

Patrick F. Bassett, President, National Association of Independent Schools (NAIS)

This presentation begins with an overview of the basic concepts of independent school governance, including the roles and boundaries of the four major players: the board, head of school, faculty, and parent body. Sample board policies and benchmarks inform the presentation.

A.2 TRENDS IN FACILITY DESIGN

Coleman Casey and Panel from Shipman and Goodwin, LLP, Hartford, CT

This panel will cover evolving trends in facility design, construction and maintenance that schools must know for their next project. Shipman & Goodwin lawyers will discuss alternative energy options, purchasing methods to reduce energy costs and programs and methods to make existing and new facilities more energy efficient. The panel will also cover so-called green building requirements and best practices. Finally, the panel will identify practical ways to minimize the potential for claims on a project and emerging trends in contracting and dispute resolution. A question-and-answer session will follow.

A.3 THE BOARD'S ROLE IN DEVELOPMENT IN DIFFICULT ECONOMIC TIMES

Tim Hogen, Development Consultant, Hogen Associates

What should every independent school board do to set strategy for, oversee, support, and (at times) execute the school's institutional advancement activities which we lump together as "Development"? What should a competent board NOT do? What must each trustee know, and do as an individual, to fulfill her / his responsibility for development? This seminar-type session is aimed both at trustees who serve on Development committees, and all others who would like to learn more about how boards can govern effectively in this area.

A.4 THE IDEAL BOARD-HEAD RELATIONSHIP

Douglas Lyons, Executive Director, Connecticut Association of Independent Schools

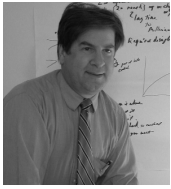
The relationship between a board and its head of school is often identified as the factor most critical in determining the success of a school in meeting its goals and serving its students. An essential element in that relationship is mutual understanding of the roles and responsibilities of the head and board. This session will explore the factors that contribute to an ideal Board-Head relationship.

A.5 THE BOARD AS MANAGER OF SCHOOL ASSETS

Michael Guido, Managing Director, Commonfund

Two of the most important determinants of successful endowment management are the trustees' policy decisions related to asset allocation and spending rates/methods. A review of Commonfund's most recent Educational Benchmarks Study will help demonstrate how the asset allocation decisions impact investment returns and programmatic contributions. Commonfund's Allocation Planning Model will be used to demonstrate the effect different asset allocations and spending decisions have on portfolio growth and the likelihood of maintaining the real or inflation-adjusted spending power of an endowment over long periods of time.

12:30—2:00



LUNCH KEYNOTE ADDRESS

MARKETING AN INDEPENDENT SCHOOL IN DIFFICULT ECONOMIC TIMES

Jeffrey T. Wack, President of JT Wack & Company, LLC

Will challenging times finally cause schools to adopt improved marketing practices? Jeff will highlight trends in the drivers of demand for independent schools, and discuss advancing schools by managing the 5Rs of contemporary marketing -- reputation, recruiting, retention, relationships, and revenues.

2:15—3:45

AFTERNOON BREAKOUT SESSIONS

B.1 PRINCIPLED DECISION MAKING (SPECIAL SESSION FOR BOARD CHAIRS ONLY)

Patrick F. Bassett, President, National Association of Independent Schools (NAIS)

This presentation addresses challenges faced by leaders of independent schools, in the context of decision-making models and increased calls for accountability by constituents. It focuses on "teaming" issues for administrative and board leadership. After an overview of "principled leadership" concepts, the NAIS president will screen several NAIS case studies for the group to "deconstruct" in terms of leadership/governance issues in play and ethical principles of good practice at stake, focusing on the board chair's role and guidance in each case.

B.2 WHAT EVERY BOARD NEEDS TO KNOW ABOUT ADMISSION AND FINANCIAL AID

AISAP Trustees: Rachel Beare, Dean of Enrollment, The Hotchkiss School and Christopher Tompkins, Headmaster, Perkiomen School

Now more than ever, there is a need for collaboration and partnership amongst those who oversee, manage or are impacted by the results of a school's enrollment management efforts. This session will: (a) Highlight and demonstrate how your Board and Senior Administration must work together in these times of economic stress and uncertainty, ensuring that they understand enrollment management globally and locally; (b) Discuss the role and importance of Financial Aid in the strategic view of your school; (c) Indicate what a Head of School, Board and Admission/Enrollment office must be thinking and doing with the Enrollment office and with the Board to be true to your school's mission and accountable to your bottom line.

B.3 THE BOARD'S ROLE IN DEVELOPMENT IN DIFFICULT ECONOMIC TIMES

Same as morning session A.3.

B.4 UNDERSTANDING YOUR SCHOOL'S FINANCIAL STATEMENTS

Christine Festa, CAIS Treasurer / John Toscano, CPA, J.H. Cohn, LLP

Your school's IRS Form 990 is on the Internet, where ANYONE can read it. Can you answer questions about it? This session will "walk you through" the major financial statements of independent schools.

B.5 RETURN ON INVESTMENT: WHY AN INDEPENDENT SCHOOL EDUCATION IS WORTH THE COST

Douglas Lyons, Executive Director, Connecticut Association of Independent Schools

In the past two decades, dramatic advancements in neuroscience have given researchers a better understanding of how children, adolescents and adults learn. Scientists are discovering how memory works and what contributes to, or interferes with good memory function. Two components of this research are particularly important for those who design environments for school-age (k-12) learners. These critical factors are: the role of emotion in learning and the impact of the total school experience in developing the ideal graduate, defined as the life-long learner.

Independent schools demonstrate a variety of organizing principles (single-sex, coeducational, secular and religious, boarding and day, Montessori, Quaker, etc). They share, however, a mission-driven, student-centered, non-bureaucratic model. This model has distinct advantages for students over the increasingly compliance-driven model that characterizes public education in the No Child Left Behind era.

Is an independent school education worth the cost? This presentation will offer information that may assist parents in answering that question.

B.6 THE INTERNET: NEW OPPORTUNITIES AND NEW CHALLENGES

Travis Warren, President & Founder, WhippleHill Communications

The web has become an amazingly social place. Social media and networking sites dominate the landscape of today's Internet. Schools, like governments, businesses and individuals can't afford to ignore the massive changes that are afoot. The impact of this shift is being felt by everyone; teachers, parents, students and administrators alike. This session will take a look at independent schools who are embracing--and in some cases struggling--with this new environment in their effort to raise understanding and prepare everyone for the world ahead.

Registration & Fees

\$180 for each school's initial registrant

\$120 each for the next 5 registrants from the school

\$100 each for every registrant beyond 6 from the school

Early Bird Discount: Register before September 15, 2009 and receive 10% off your school's total registration cost.

Register online at: www.caisct.org

Register by mail to: CAIS, P.O. Box 159, Mystic, CT 06355

Register by fax to: 860-415-0835

Questions

Call 860-572-2950 or visit www.caisct.org

Directions

Go to: www.hopkins.edu/admissions/directions/

CONFERENCE FOR TRUSTEES Registration Form

Please list name and title as you would like them to appear on your nametag. Multiple registrants from each school should use separate registration forms. Registration is encouraged and accepted on our website: <http://www.caisct.org>

Name: _____ Title: _____

School: _____ Tel: _____

Email: _____

Please choose one morning breakout session and one afternoon breakout session:

Morning A.1 A.2 A.3 A.4 A.5

Afternoon B.1 B.2 B.3 B.4 B.5 B.6

Please make checks (we cannot accept credit card payments) payable to CAIS and return to:

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P.O. Box 159

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