

SSATB: Comparative and Competitive Admissions Programs



The Bush School

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HAWKEN

Heather Daly

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Cleveland, OH



CASTILLEJA
SCHOOL

Jill Lee

Director of Admission and
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Castilleja School
Palo Alto, CA

LATIN
SCHOOL of CHICAGO

Colin Lord

Director of Enrollment
Management and Financial Aid
The Latin School
Chicago, IL



Takeaways

- Power of collegiality
- You are not alone
- Stakes are high



	<p>Polly Fredlund</p> <p>Director of Admissions and Financial Aid The Bush School Seattle, WA</p>	<p>Heather Daly</p> <p>Assistant Head of School for Enrollment Management Hawken School Cleveland, OH</p>	<p>Jill Lee</p> <p>Director of Admission and Financial Aid Castilleja School Palo Alto, CA</p>	<p>Colin Lord</p> <p>Director of Enrollment Management and Financial Aid The Latin School Chicago, IL</p>
Years in Admissions	15 years	20 years	35 years	21 years
Other Schools	<ul style="list-style-type: none"> - Hathaway Brown - NCS - Forest Ridge 	-Santa Catalina	<ul style="list-style-type: none"> -Mills College -Wheaton College 	<ul style="list-style-type: none"> - Choate - Hamilton College - Binghamton University

Year founded	1924	1915	1907	1888
Size of School	629	1022	438	1150
Grade Levels	K-12	PS-12	6 through 12	PK-12
Size of Senior Class	62 students	114 students	67 students	116
Day/Boarding	Day	Day	Day (previous day/boarding)	Day
Co-ed / Single Sex	Co-ed	Co-ed	All girls	Co-ed

Ninth Grade Tuition	\$31,045	\$28,565	\$40,930	\$31,735
Financial Aid Budget	\$2.6 million	\$6.9 million	\$2.8 million	\$3.7 million
Number of students on financial aid	20%	39%	20%	13%
Endowment	\$17 million	\$58 million	\$55 million	\$48 million
Operating Budget	\$17 million	\$25 million	\$22 million	\$42 million

<p>Number of staff</p>	<p>6 staff</p>	<p>7 staff</p>	<p>4 staff</p>	<p>5 staff</p>
<p>Website & Application Program</p>	<p>Whipple Hill (website), Ravenna (application)</p>	<p>Whipple Hill (website), inResonance (database and application)</p>	<p>Finalsite (website) inResonance (database), Ravenna (application)</p>	<p>Whipple Hill but transitioning to Finalsite (web) and Ravenna (application)</p>
<p>What are the qualities or values that best describe your admissions program</p>	<p>We are a student centered program that gets to know students throughout the process; we are creative in our outreach and work to develop meaningful relationships with all constituencies; This year we are focused on developing systems around process and planning</p>	<p>"High-touch", personalised process for students and families; collaborative, team-based staff; data-driven; always looking for ways to improve what we do</p>	<p>Highly professional and personal with strong customer service component. High marks from families for warmth and care of admission team.</p>	<p>Data driven innovation with an emphasis on customer service. We are also acutely aware of issues around equity and access. We focus on protecting the integrity of a transparent process where all are treated with respect.</p>

Overview

- Competition Set
- Admissions Committees
- Student Visits
- Strategic Planning / Initiatives

Competition Set



"It wasn't our first choice of schools, but we had a Groupon for it, so what the hell."

Student Visits

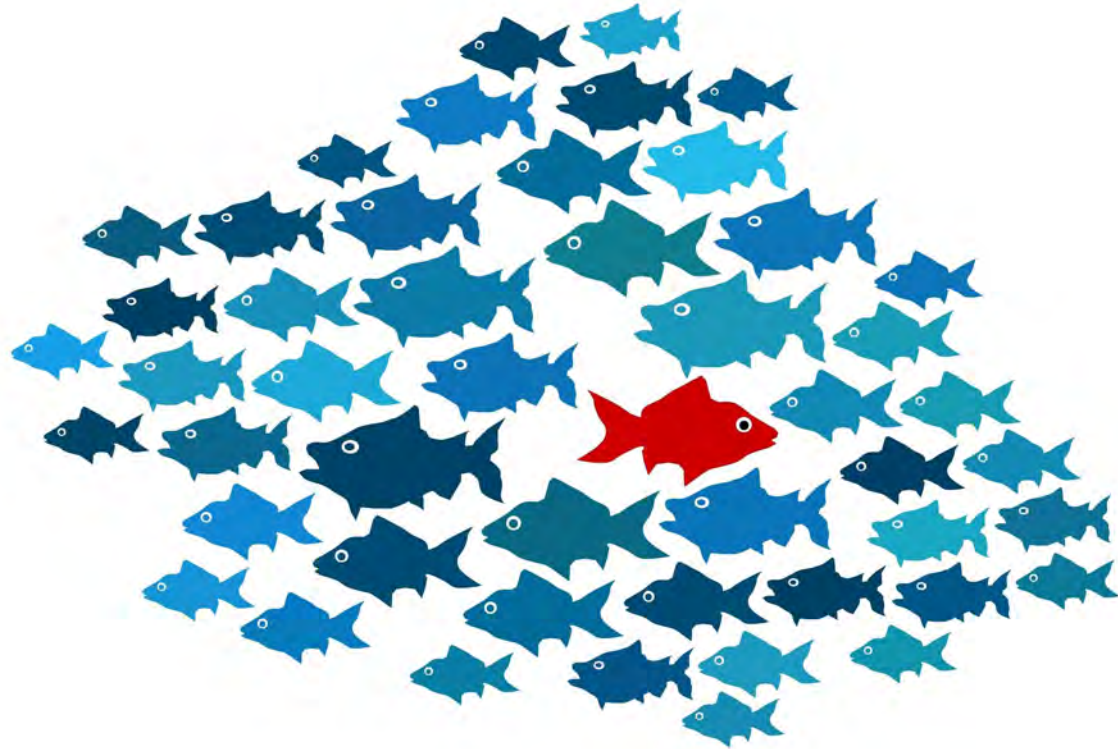


"Now, remember, be the yourself we talked about."

Admissions Committees



Strategic Planning/Initiatives



Questions and Comments



Closing Thoughts

