

# Collegial Competitors:

Working in a Consortium



# ISAAD

(Independent Schools  
Admission Association of Dallas)

- Started 20+ years ago
- 16 schools total
- Co-ed, single sex, learning different, faith-based + secular, etc.
- Tuition ranges: \$7,850 – \$30,000+
- Enrollment ranges: 200 – 1,300 students
- General timeline:
  - Application process begins September (year prior)
  - Decisions shared in March (year prior)



Independent  
Schools  
Admission  
Association  
of Dallas

## Featured ISAAD Schools



### Alcuin School

Coed; Day PS(18 mos.)-12  
6144 Churchill Way  
Dallas, Texas 75230  
972-239-1745  
[www.alcuinschool.org](http://www.alcuinschool.org)



### Cistercian Preparatory School

Boys; Day 5-12  
3660 Cistercian Road  
Irving, Texas 75039  
469-499-5400  
[www.cistercian.org](http://www.cistercian.org)



### Dallas International School

Coed; Day PS-12  
6039 Churchill Way  
Dallas, Texas 75230  
972-991-6379  
[www.dallasinternationalschool.org](http://www.dallasinternationalschool.org)



### The Episcopal School of Dallas

Coed; Day PS (3yrs)-12  
4100 Merrell Road  
Dallas, Texas 75229-6217  
214-358-4368  
[www.esdallas.org](http://www.esdallas.org)



### Good Shepherd Episcopal School

Coed; Day PS-8  
11110 Midway Road  
Dallas, Texas 75229-4118  
214-357-1610  
[www.gsesdallas.org](http://www.gsesdallas.org)



### Greenhill School

Coed; Day PS-12  
4141 Spring Valley Road  
Addison, Texas 75001  
972-628-5910  
[www.greenhill.org](http://www.greenhill.org)



### The Hockaday School

Girls; Day PS-12; Boarding 8-12  
11600 Welch Road  
Dallas, Texas 75229-2999  
214-360-6520  
[www.hockaday.org](http://www.hockaday.org)



### Lakehill Preparatory School

Coed; Day K-12  
2720 Hillside Drive  
Dallas, Texas 75214  
214-826-2931  
[www.lakehillprep.org](http://www.lakehillprep.org)



### The Lamplighter School

Coed; Day PS-4  
11611 Inwood Rd.  
Dallas, Texas 75229  
214-369-9201  
[www.thelamplighterschool.org](http://www.thelamplighterschool.org)



### Parish Episcopal School

Coed; Day PS-12  
4101 Sigma Road  
Farmers Branch, Texas 75244  
75244 972-239-8011, ext. 2750  
[www.parishepiscopal.org](http://www.parishepiscopal.org)



### Shelton School

Coed; Learning Differences-Day PS-12  
15720 Hillcrest Road  
Dallas, TX 75248  
972.774.1772  
[www.shelton.org](http://www.shelton.org)



### St. John's Episcopal School

Coed; Day PS-8  
848 Harter Road  
Dallas, Texas 75218  
214-328-9131  
[www.stjohnsschool.org](http://www.stjohnsschool.org)



### St. Mark's School of Texas

Boys; Day 1-12  
10600 Preston Road  
Dallas, Texas 75230-4047  
214-346-8700  
[www.smtexas.org](http://www.smtexas.org)



### St. Philip's School

Coed; Day PS-6  
1600 Pennsylvania Ave.  
Dallas, TX 75215  
214-421-5221  
[www.stphilips1600.org](http://www.stphilips1600.org)



### Ursuline Academy of Dallas

Girls; Day 9-12  
4900 Walnut Hill Lane  
Dallas, TX 75229  
469-232-1800  
[www.ursulinedallas.org](http://www.ursulinedallas.org)



### The Winston School

Coed; Learning Differences Day 1-12  
5707 Royal Lane  
Dallas, Texas 75229-5536  
214-691-6950  
[www.winston-school.org](http://www.winston-school.org)

# 2016-17 Academic Year ISAAD Totals

- 4,763 total applications
- 2,210 total number of accepts
- 46.39% Admission Rate
- 90.2% – 21.67% ISAAD Range of Admission Ratio



# Why play nice?

## Consortium Benefits for **Schools**

- Historical record of institutional knowledge
- Shared testing / teacher recommendations
- Confirm / deny rumors
- Enrollment management assistance and sharing
- Navigate new ideas, concepts, software, solution, process etc.
- Promote overall independent school market / share expenses
- Power in numbers → Tuition Assistance decision
- Professional network
- Happy hours!!!!





# Why play nice?

## Consortium Benefits for **Families**

- Common dates (when possible) make process easier and more equitable
- Shared testing / teacher recommendations
- Independent schools appear less elitist when working together
- Private School Preview
- More accurate representation of schools due to agreed-upon “rules of engagement” from schools (aka no hot-boxing or phone-a-thons)



# Perception vs. Reality

## Consortium Obstacles

- Lack of Common Application (differing database systems, budgets, etc.)
- Schools have wide range of missions and audiences
- Schools and market will change and evolve → former feeder schools shift to more of a competitor
- Difficult to “enforce”, more of a “gentleman’s agreement”
- Within an atmosphere of trust, “outliers” can upset the apple cart





# Wrap Up

- Q & A
- Contacts:
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  - Cindy Newsom – [newsomc@esdallas.org](mailto:newsomc@esdallas.org)
- Resources:
  - [ISAAD bylaws](#)
  - [PSP booklet](#)
  - [CATS webpage](#)
  - [www.dallasprivateschoolpreview.com](http://www.dallasprivateschoolpreview.com)