



Alabama, Tennessee, Mississippi Regional Meeting
The Webb School
October 28-29, 2026

Wednesday, October 28

1:00 PM – 1:15 PM

Welcome!

Glynn Below, Director of Admission, Randolph School

Taylor Docking, Director of Advancement & Enrollment Management, Indian Springs School

Andrea Hutchinson, Assistant Director of Admissions, The Webb School

Alex Winnicker, Director of Enrollment Management, The Webb School

Sarah Wilson, Executive Director, Tennessee Association of Independent Schools

Matt Bruner, Director of Member Services, Alabama Association of Independent Schools

1:15 PM – 2:15 PM

Welcome — Why Value? Why Now? Why You?

Framing the day: in a landscape where every school claims excellence, the professionals who can articulate value, their own and their school's, are the ones who move enrollment.

Janice Crampton, Executive Director & CEO, AISAP

2:15 PM – 3:15 PM

Making Value Visible: Helping Families See the Value of an Independent School Education

Taylor Docking, Director of Advancement & Enrollment Management, Indian Springs School

3:20 PM – 4:20 PM

Communicating Value: Where are Your Gaps?

This activity will dive into 5 key moments in your prospective or returning family's decision journey. We will analyze them from our Randolph perspective and then put the exercise in your hands to focus on your school's opportunities for growth in the Admission/MarCom world.

Glynn Below, Director of Admission, Randolph School

Elizabeth Crampsey, Director of Marketing and Communication, Randolph School

4:30 PM – 4:45 PM

Day 1 Wrap Up

Janice Crampton, Executive Director & CEO, AISAP

5:30 PM – 6:30 PM

Happy Hour

Glass Hollow Table & Tavern

123 South Side Square, Shelbyville, TN 37160

6:30 PM – 8:30 PM

Dinner

Glass Hollow Table & Tavern

123 South Side Square, Shelbyville, TN 37160

Thank you to our exclusive sponsor:





Alabama, Tennessee, Mississippi Regional Meeting
The Webb School
October 28-29, 2026

Thursday, October 29

8:00 AM

Optional tour of Webb Campus

9:00 AM

Check-in and continental breakfast

9:30 AM – 10:00 AM

Welcome!

Dr. Polly Parker, Head of School, The Webb School

Janice Crampton, Executive Director & CEO, AISAP

10:00 AM – 10:45 AM

Value They Can Afford: What Are We Asking a Family to Believe is Worth the Price

The Value - Price Gap + The Affordability Conversation

Janice Crampton, Executive Director & CEO, AISAP

10:45 AM – 11:30 AM

Our Value to Our Offices and Relationships

Kelly Emerson, Associate Director of Admission, Randolph School

11:30 AM – 12:30 PM

Lunch

12:30 PM – 2:00 PM

Boarding School/Day School - Peer Consultancy

2:00 PM – 3:00 PM

The Value You Take With You: Share Out, Wrap Up & What's Next

Janice Crampton, Executive Director & CEO, AISAP