



Leading Forward: 2026 Directors Summit

Lead the Team | Navigate the Institution | Strengthen the Pipeline | Understand the Family | Data Use | Prepare for What's Next

DAY ONE Nov 4, 2026

11:55–12:00 | Welcome

12:00–12:55 | SESSION 1

Leading People & Managing the Institution: What Only a Director Can Do

Janice Crampton, Executive Director & CEO AISAP

The role of the admissions/enrollment director is evolving beyond managing the admissions cycle. Today's directors are increasingly expected to lead people, shape institutional strategy, and serve as a critical bridge between admissions/enrollment, and school leadership.

This session explores how directors can move from balancing the immediate demands of the enrollment calendar with the long-term work of building sustainable teams, strengthening institutional alignment, and influencing the future of their school.

1:00–1:55 | SESSION 2

Leading Enrollment Teams Through Professionalization and Change

Adriana Matzke, Chief Admissions and Enrollment Officer, Columbus Academy

As the profession evolves, so must the way enrollment teams are led, developed, and evaluated. This session focuses on building professional practice culture, setting expectations, developing talent, and managing performance in complex environments.

We will discuss how to lead experienced teams through change without disengagement, fear, or loss of momentum.

2:00–2:10 | Break

2:10–3:05 | SESSION 3

Pulling Back the Curtain: How Enrollment Leaders Build Community-Wide Business Literacy

Angela Brown, Partner, Educators Collaborative

While enrollment teams manage delicate market compression, yield strategy, and revenue demands, internal stakeholders often only see the final output. Leading effectively today demands that enrollment directors pull back the curtain and educate the entire school community on how the business of enrollment actually operates.

This session equips enrollment leaders with communication and leadership tools necessary to demystify enrollment complexity across campus. Learn how to translate high-level market data into accessible, high-impact conversations that elevate internal business literacy. You will walk away with an actionable strategy to lead cross-departmental alignment, articulate your school's business realities without causing alarm, and foster a community that fully grasps the incredible skill and strategic effort required to sustain your institution.

3:10–4:10 | SESSION 4

Building Your Leadership Dashboard: What Should a Director Know?

Alexis Sommers - Director of Enrollment Management & Financial Aid, Newark Academy

Troy Burki - Director of Institutional Research, Newark Academy

Effective leadership requires more than knowing how many students are in the pipeline. Directors need a clear view of the metrics, trends, and signals that reveal the health of the enrollment operation and inform decision-making. This session explores the essential elements of a director-level leadership dashboard, helping you to move beyond reporting numbers to interpret what the data means and what action it should drive.

DAY TWO Nov 5, 2026

11:55–12:00 | Welcome

12:00 –12:55 | SESSION 5

Accreditation as a Marker of Leadership and Impact

Alan Smiley, Executive Director, Association of Colorado Independent Schools

Accreditation is often viewed as a compliance exercise, a self-study to complete, data to gather, and a visiting team to host. Yet, it can also be a powerful opportunity for enrollment directors to demonstrate how their work advances the school's mission, sustainability, and community.

This session explores accreditation from the enrollment director's perspective, including what accreditors look for, how to use self-study to surface opportunities and build institutional alignment, and how accreditation can serve as a meaningful differentiator in a competitive independent school landscape. Directors will leave seeing accreditation not simply as a requirement, but as an opportunity to demonstrate value and elevate the role of enrollment.

1:00–1:55 | SESSION 6

A Seat at the Table: How Admissions/Enrollment Directors, Heads of School, and Boards Lead Together

Bethany Di Napoli, Executive Director, ISCA

Steve Bristol, Head of School, Chapin School

Ingrid Palmisano, Chief Enrollment Officer, Miami Country Day School

Directors help deliver the results that keep a school financially sustainable and true to its mission. Heads of School, boards, and finance leaders provide the strategy, resources, and oversight that make those results possible.

In this one-hour conversation, Heads of School, governance and finance leaders, and a chief enrollment officer will candidly explore how these roles work together—and what happens when they don't.

This is a no slides, honest conversation about leadership, partnership, and having a seat at the table.

2:00–2:10 | Break

2:10–3:05 | SESSION 7

Data That Directors Can Actually Use: The Math Behind the Mission

Joe Alford, Director of Institutional Research and Strategic Partnerships, Marin Academy

Chica Hutchins, Director of Admissions and Enrollment Strategy, Marin Academy

Data is only valuable when it helps directors make better decisions. This session explores how to use enrollment data to assess whether you're attracting the right prospects, achieving student and revenue goals, and understanding what to do next.

We'll examine forecasting, yield, melt, retention, financial aid, net tuition revenue, cost per enrollment, and data storytelling, with a focus on turning information into actionable insights and institutional decisions.

3:10–4:10 | SESSION 8

Now What? Turning Learning Into Leadership Action: A Conversation with Colleagues

Janice Crampton, Executive Director & CEO AISAP

The real work begins when you return to school. This informal, facilitated conversation gives directors space to reflect on what they've learned, what challenged their thinking, and what they want to do differently.

Janice will guide a candid conversation about what resonated, what matters most, and how to turn new ideas into meaningful leadership action.