

SPARC

SUMMER PROGRAMS AND
AUXILIARY REVENUE COLLABORATIVE

National Conference
October 1-4, 2023

A person is standing on the edge of a large, layered rock formation, looking out over a vast landscape. The sky is filled with soft, golden light from a setting or rising sun, with scattered clouds. The foreground and middle ground consist of rugged, reddish-brown rock formations and green vegetation. In the distance, rolling hills and mountains are visible under a hazy sky.

Hotel Valley Ho
Scottsdale, Arizona

SPARC SCHEDULE AT A GLANCE

Thank you for attending the SPARC National Conference and welcome to sunny Scottsdale!

We are thankful for the opportunity to be together in person for our seventh annual conference. Over the past four years, SPARC has continued to grow and transform itself as we serve independent schools and their auxiliary program leaders.

Our strength and impact has increased through our engaged membership which now numbers over 200 schools and 500 individuals. We continue to expand our professional development offerings and resources as we look to provide value to our members and to elevate the professionalism in our field. Your experience at this conference contributes a clear identity to our profession and unifies our collective belief that we all play a critical role in the success of our schools. As you can see from this year's program, we have grown and expanded the range of topics and speakers, while also engaging additional Sponsors who support our work.

It is my hope that by collaborating with independent school and business leaders from across the country, we will all be inspired and better prepared to accelerate growth in our own summer and auxiliary programs. I encourage you to make the most of your conference experience by fully participating in each of your sessions, asking questions of your colleagues, and building a network of support that you can draw from throughout the year.

I hope you enjoy your visit to the Valley of the Sun and are reenergized upon your return home. Please watch your email in the coming week for a survey. Your feedback will be essential in the development of our 2024 conference experience!

Nat Saltonstall
Executive Director, SPARC

Welcome to SPARC. Following, you will find an overview of the conference schedule, the location key and a map of the hotel property. Details on each event begin on page 8.

- | | | |
|-------------------------------|-----------------------------|---------------------------|
| M Main Place Courtyard | I SoHo Room I | R Sky Line Rooftop |
| L Lobby | II SoHo Room II | I Dunes Room I |
| L Palm Court Lawn | I Valley Ho Room I | II Dunes Room II |
| P Poolside | II Valley Ho Room II | S Sahara |
| | | T Tropicana |

SUNDAY, OCTOBER 1

1:00-4:00pm Pre-Conference Workshops

- Earn Your SPARC MBA **I**
- SPARC 10-Step Process for Successful Program Development **II**
- Enhanced Leadership: Essential Strategies for Successful Auxiliary Program Management **S**

4:00-6:00 Registration **L**

5:00-6:30 Welcome Reception **L**

Sponsored by SPARK business academy

MONDAY, OCTOBER 2

7:00-8:30am Registration **M**

7:30-8:30 Breakfast **M**

8:30-9:15 Welcome to SPARC **I II**

9:15-10:15 SPARC Ignite Keynote – Samuel James **I II**

Sponsored by CampBrain

10:15-10:45 SPARC Connections **M**

Refreshments with Sponsors and Colleagues

11:00-12:00 SPARC Session 1

- Top 23 Tips for Your 2023 Auxiliary Adventure **I**
- Modern Marketing Messaging with Diversity, Equity, and Inclusion **II**
- Building a High-Functioning Team **I**
- Embracing Chaos: Art Exploration in Extended Day **II**
- Wellness and Work: How Can We Find the Balance? **T**

12:15-1:15 Lunch on the Lawn **L**

Sponsored by NationsClassroom

1:30-2:30 SPARC Session 2

- Leadership, Storytelling, and You **I**
- "Pardon the Interruption" SPARC Edition **II**
- Navigating the Wild Wild West of Facility Rental Programs! **I**
- 5 Hacks to Create Visually Appealing and Engaging Content **II**
- Putting Students in the Driver's Seat: Opportunities for Voice and Choice in Auxiliary Programs **T**

2:45-3:15 SPARC Connections **M**

Refreshments with Sponsors and Colleagues

SPARC SCHEDULE AT A GLANCE

3:30-4:30 Roundtable Discussions
Problems and Solutions **P**
Top Marketing Tips from Summer 2023 **I**
New Ideas for Non-Tuition Revenue **II**
Auxiliary Program Staff Hiring, Training, Evaluation, and Culture **I**
Elevate Your After School Programs **II**
Current Best Practices for Facility Rentals **M**
Head of School and CFO Connection **P**

5:00-6:30 Sky Line Rooftop Reception **R**
Sponsored by VAC Enrichment

6:30 Dinner on Your Own

7:00-10:00 Karaoke Night
The Grapevine Restaurant and Bar
Sponsored by Gazebo

TUESDAY, OCTOBER 3

6:30-7:30am Sunrise Yoga **R** or **Fun Run** **L**
Sponsored by Amerasport

7:30-8:30 Breakfast **M**

7:30-8:30 Introduction to New SPARC Member Management System and Online Community **I**

8:45-9:45 SPARC Session 3
New to the Game? A Three-Year Guide to Expand and Streamline Your Auxiliary Programs Department **I**
Entrepreneur or Summer Director? The Decision is Yours! **II**
The Story in Your Camp Data: 4 Steps to Discover Actionable Insights **I**
Personalized Camps: How They Started, Why They Stuck **II**
Jump In! The Water is Fine! **P**

9:45-10:45 SPARC Connections **M**
Refreshments with Sponsors and Colleagues

11:00-12:00 SPARC Session 4
Teamwork...How to Actually Make the Dream Work **I**
Zero to Sixty in 90 Days: Getting Started with a Summer Marketing Plan **II**
Optimization: When Strategy, Planning, and Action Come Together **I**
How To Influence Change That Makes a Significant Impact! Building a New or Redesigned Summer Program **II**
What's Your System for That? **T**

12:00-1:00 Lunch on the Lawn **L**
Sponsored by NationsClassroom

1:15-1:45 2023 Excellence in Auxiliary Awards **I** **II**

1:45-2:45 SPARC IGNITE SESSION – Integration or Independence? Which Serves Auxiliary Program Leaders Best? **I** **II**

3:00-4:00 SPARC Session 5
(HS)2 and Horizons: Using Summer Months to Heighten Equity and Access at Your School **I**
Boost Staff Training and Safeguard Your Camp's Reputation **II**
A Leader's Scrapbook: Models and Recipes for Leading, Learning, and Managing **I**
Summer Offerings that Hook Students in Grades 7-12 **II**
Claiming Respect for Auxiliary Programs **T**

4:15-5:15 Roundtable Discussions
Top 10 Failures **P**
What Does DEIJ Mean for Your Staff? **I**
Entrepreneurs Unite! New Program Ideas and Opportunities **II**
What's Next? Summer/Auxiliary Directors Career Planning **I**
Auxiliary Program Data, Metrics, and Dashboarding **II**
Rethinking Enrollment Practices to Meet Demand **M**
School Store Solutions **P**

5:15 Dinner and Evening on Your Own

WEDNESDAY, OCTOBER 4

7:30-8:30am Breakfast **R**

8:45-9:45 SPARC Session 6
How to Start a Successful School Pop-Up Shop in 6 Months! **I**
Take the Cool Kids Hat Off—Building Staff Culture to Achieve Amazing Results **II**
The SPARC Compass: An Effective (and Easy!) Wayfinder for Auxiliary Leaders **I**
Bridge the Gap: Advancing DEI with Auxiliary Programs **II**

9:45-10:15 SPARC Connections **M**
Refreshments with Sponsors and Colleagues

10:15-11:15 SPARC Session 7
SPARC Your Vision with SPARC Tools **I**
Leading from Within: Empowering Non-Directors for Auxiliary Program Success **II**
The Role of After School in Building Community **I**
Celebrate What You Do with Speed Share Advice **II**

11:30-12:00 SPARC Onward **I** **II**

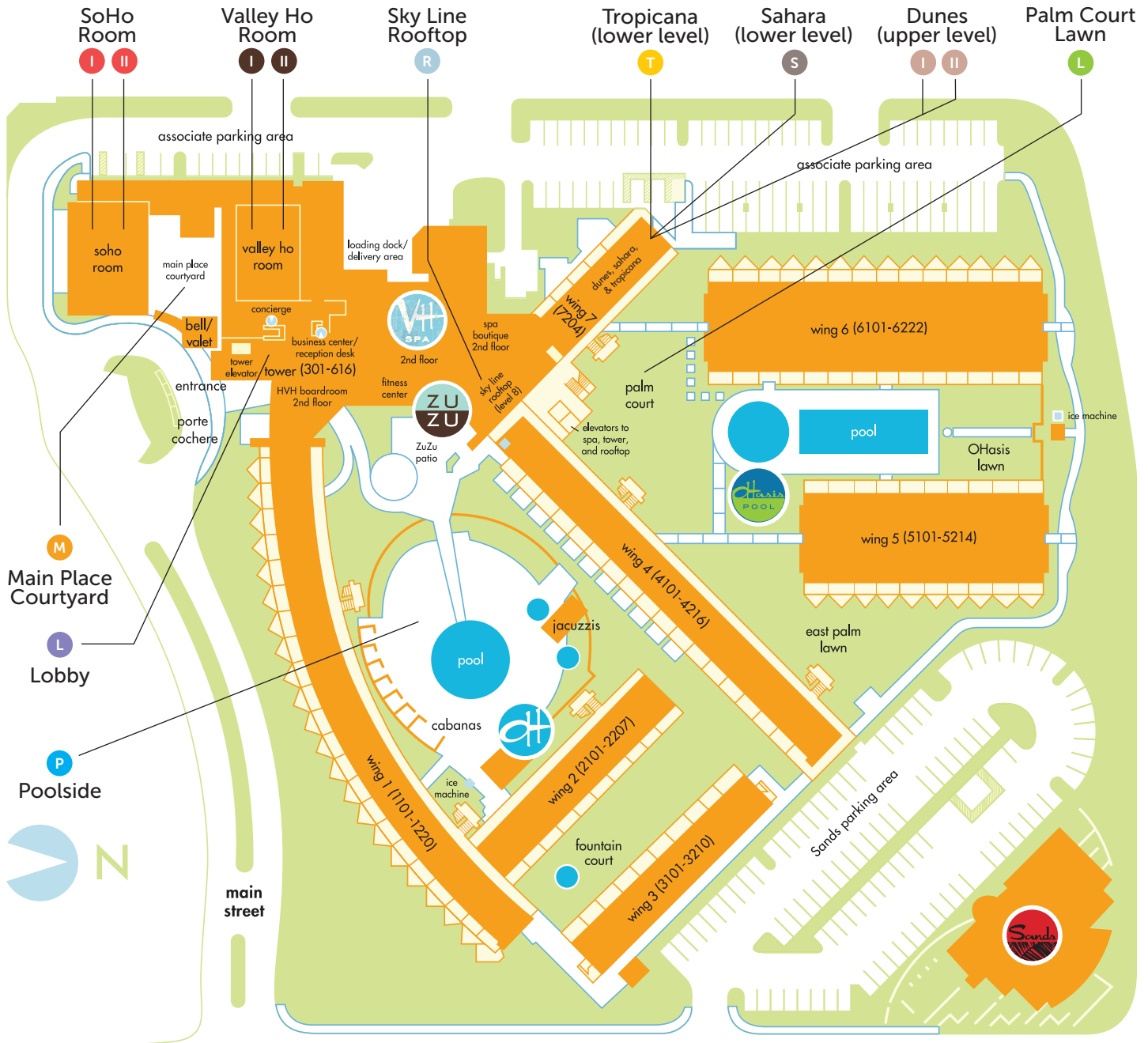
12:00 Conference Concludes

SPARC VENUE MAP

Hotel Valley Ho exudes mid-century marvelous architecture, vibrant colors, and modern flair. The hip place to stay and play, Old Town Scottsdale's renowned shopping, dining, nightlife, art galleries, and culture are just down the street. Admire panoramic views of Camelback Mountain and Downtown Scottsdale atop the seven-story Tower.

For information on area attractions and events, we recommend the following websites:

- hotelvalleyho.com/hotel/around-hotel
- visitarizona.com
- tripadvisor.com/Attractions-g31310



HOTEL
Valley Ho

Pre-Conference Workshops:

Sunday, October 1, 1:00-4:00pm

Earn Your SPARC MBA (Master the Business of Auxiliary) ❶

Bob Rojee, Senior Advisor, SPARC

Take a deeper dive into the “Business” of Auxiliary/Summer programs. In this 3-hour session, we will review basic financial understanding, build a budget using a SPARC Financial template (that you can take home), and we will dive deeper into strategies and processes to maximize your bottom-line growth. Effective budgeting processes, lean initiatives, and strong entrepreneurial practices will support a foundation for long-term financial success. In addition, we will use a SPARC Executive Summary template (that you can take home) that will help guide us through building the summary of a business plan for a new initiative.

SPARC 10-Step Process for Successful Program Development ❷

Karen McCann McClelland, Director of Auxiliary Programs, Sidwell Friends School; and Senior Advisor, SPARC

Are you looking to launch a new summer program or a new school year initiative? This workshop will help bring your ideas to life. Join us for an interactive 3-hour session where we will dive into the SPARC 10-Step Process for Program Development. Before the session begins on October 1st, we will send you a pre-session worksheet so that you can reflect on what new program idea or concept you would like to use as your case study for the workshop. The goal will be to have a working Action Plan that you can refer to throughout the conference and build upon so that when you return back to your school you have a detailed Business Plan and timeline.

Enhanced Leadership: Essential Strategies for Successful Auxiliary Program Management ❸

David Sullivan, Senior Advisor, SPARC

Auxiliary and summer directors have a very unique leadership role in schools and the programs they lead and are gaining greater recognition as key levers for schools to pull to advance strategic priorities and deliver on the mission. Directors are often in charge of a large domain with a lot of responsibility, yet they are also positioned somewhere in middle management or at least report to someone else. Auxiliary and summer program directors are also often unique in the necessity for them to interact with all facets of the school (i.e. facilities, security, academic depts., athletics, etc.). Unlike other roles in a school, auxiliary and summer have to be both entrepreneurial and budget-conscious—earning the money that they spend—which creates both challenges and opportunities in leading programs. This workshop will be heavy on conceptual frameworks for thinking about leadership, understanding your style of leadership, and planning strategically. A “scrapbook” of recipes, models, and tools for being an effective manager and team leader will be shared. Claim your rightful place by leading in, leading up, and leading the way!

Presenting SAMUEL JAMES Musician, Journalist and Storyteller

Monday, October 2
9:15-10:15am, SoHo Ballroom



Samuel James is a musician, journalist and storyteller. His work with *The Moth* includes Mainstage storyteller, interviewer, Radio Hour host, and contributor to the books *The Moth Presents: All These Wonders* and the NYT bestselling *How to Tell a Story: The Essential Guide to Memorable Storytelling from The Moth*. As a musician, James has toured internationally for more than fifteen years, performing in the Black American Folk Tradition. He has released seven albums, scored film soundtracks and museum exhibits. James’ long-running column *Racisms* can be currently found in *The Bollard*. He’s also the creator and host of the history podcast *99 Years*. Recently, National Public Radio’s “This American Life” featured a story told by Samuel accompanied with his original music.



Presenting
NAT SALTONSTALL
Executive Director, SPARC



DAVID SULLIVAN
Senior Advisor, SPARC

Tuesday, October 3
1:45-2:45pm, SoHo Ballroom

**Integration or Independence?
Which Serves Auxiliary Program
Leaders Best?**

As the Executive Director and Founder of SPARC, **Nat Saltonstall** is a recognized leader in the field of independent school summer and auxiliary programming. Over the past 30 years, Nat has developed and directed high performing summer programs at multiple independent schools while also elevating the industry through his work on behalf of all schools. Nat is a frequent presenter on the topic of auxiliary programming at conferences and leads SPARC with the same enthusiasm that first inspired him to dedicate his career to independent schools.

While **David Sullivan** has served on the faculty of independent schools for many years, his career in education began as a teacher at a summer program. Over his 35+ years in schools, including two decades as a head, David has successfully turned around struggling schools by improving programs and financial sustainability—especially through leveraging summer and auxiliary programs. A former chair of an independent school accrediting association, David is interested in how organizations improve, clarify and attain strategic objectives, and develop leadership at all levels.



**2023
EXCELLENCE IN AUXILIARY
AWARDS**

Each year, SPARC recognizes individuals and organizations for their exemplary work and outstanding contributions to the field of independent school auxiliary programs. Recipients have demonstrated excellence in one or more of the following areas:

- Distinguished leadership within the field of auxiliary programs at the school, local, or national level characterized by strategic vision, integrity, collaboration, and innovation
- Commitment to dynamic, high-quality educational practice
- Innovation, creativity, and success in auxiliary program design
- Significant contributions to the advancement of diversity and inclusion within auxiliary programming
- Exemplary service to the SPARC community through being a role model, supporter, or mentor to peers.

This year, we're excited to be awarding 3 Excellence in Auxiliary Awards to members of the SPARC community.

Past Award Recipients

2022 Excellence in Auxiliary Award Recipients

Jana Blackwell, Executive Director of Community Engagement, Pine Crest School

Kate Vizen, Director of Auxiliary Programs, Inly School

2021 Excellence in Auxiliary Award Recipients

Karen McCann McClelland, Director of Auxiliary Programs, Sidwell Friends School



From left: Jana Blackwell, Nat Saltonstall, Kate Vizen

CONFERENCE TRACKS

Use the key below as a guide to identify sessions within a track that best fit your interests.

Tracks include:



Business and Operations



Marketing and Communications



Leadership and Staffing



Program Design

SPARC Session 1: Monday, 11:00am-12:00pm



Top 23 Tips for Your 2023 Auxiliary Adventure I

Are you looking for new adventures but don't know where to start? Join two veteran auxiliary 'tour guides' as we provide you with 23 tips for an adventurous end to 2023. With a focus on school year opportunities but some summer fun thrown in, hold on to your hats and grab your 'backpack' as we fill it with program and special event ideas. With our customized packing lists, we will give you unknown travel tips and pitfalls to avoid as we explore the scenic route and the sometimes unbeaten path. As an adventurer, are you first class or economy? Checked luggage or carry-on? We will provide itineraries and maps for all different size tour groups. As always on our 'flights', beverages and snacks will be served once we reach the appropriate altitude. Please put your tray table in the upright position and buckle up for a fun ride!

Dan O'Neil, Director of Auxiliary Programs, Congressional School

Karen McCann McClelland, Director of Auxiliary Programs, Sidwell Friends School; and Senior Advisor, SPARC



Modern Marketing Messaging with Diversity, Equity, and Inclusion II

"Diversity is being invited to the party; inclusion is being asked to dance." —Verna Myers

Imagine how a child approaches the doorway to a room full of new people and new activities. The first thing the child examines is how they are recognized, welcomed, and accepted by the group. At this doorway, the child then decides to cautiously venture forward, enthusiastically run inside...or walk away in silence. Your marketing outreach and online registration is the doorway for prospective families to your camp program. Ask yourself: does your marketing strongly or subtly influence them to move towards or away from your camp? Do new visitors feel unsure about their place in your place...or do they feel valued and accepted from the beginning? Every summer participant/camper wants to feel they belong—not only invited to dance but accepted to dance like nobody's watching.

Lee Bear, Senior Marketing Strategist, CampBrain

Katie Ryan Kantz, Director of Summer, Durham Academy



Building a High-Functioning Team I

Building a summer leadership team can have an exponential impact on your summer program success, but where do you begin? How do you build a high-functioning team? How do you move a team from functioning to high functioning? In this session, you will leave with skills that will allow you to create a high-functioning team or to improve the way your current team supports your summer programs. Come discuss the value add for being deliberate in building, supporting, and relying on your summer leadership roles.

Melissa Curtis, Director of Auxiliary Programs, The Hockaday School



Embracing Chaos: Art Exploration in Extended Day II

What makes art fun? Doing it the way we want to: color the grass pink, build houses out of cardboard, tie all manner of things onto a string, and invent worlds. Auxiliary Programs are uniquely positioned to create space for children to develop their artistic curiosity, imagination, focus, and self-confidence—at their own pace. In this session, learn how Shorecrest envisioned and implemented choice-based art exploration within their Extended Day program for Lower School students. We will share strategies to introduce materials, supervise their use, and find solutions to tricky problems. Come away with a plan to help your students explore materials, create the fantastic projects they envision, and "absorb" the problem-solution question as they go along.

Dominique Hamm, Director of Auxiliary Programs, Shorecrest Preparatory School



Wellness and Work: How Can We Find the Balance? T

Because auxiliary directors do it all, we can experience burnout and anxiety, and develop unhealthy habits. Living and working through the pandemic has added another layer to the complexities of our work. Where does that leave the auxiliary director? How do we continue to provide that which is so beneficial to our communities and not feel completely overwhelmed by the scope of our work? In this session, learn about how Gordon School thoughtfully considered these questions with their newly expanded auxiliary program department. We'll discuss the ways we approached summer 2023, including the addition of our school counselor to the camp leadership team, to successfully balance wellness and work for the team and the department.

Jenny Alario, Auxiliary Programs Director, Gordon School

SPARC Session 2: Monday, 1:30-2:30pm



Leadership, Storytelling, and You I

Stories are how we understand our paths, our purposes and ourselves. From the embarrassing anecdotes our parents told about us as children to what our loved ones will say when we're gone, we live a story. Storytelling is how you understand others, but of equal importance, it's also how others understand you. A key element of leadership, good storytelling can be the difference between fruitful

SPARC SESSION DETAILS

teamwork, barely holding that team together or falling short in the end. Join Samuel James in a SPARC Breakout Session designed to help you lead the way with your story.

Samuel James



"Pardon the Interruption" SPARC Edition II

Join us for an Auxiliary take on the popular sports talk television show, "Pardon the Interruption" (PTI), with two of your sports-enthusiased Aux Veterans. Bob and Dan are excited to talk shop, challenge each other and banter their way through a variety of topics related to Summer Camp, Afterschool, and the Role of Auxiliary/Summer Directors. We look forward to audience participation and interactions as we tackle a wide range of topics in a unique, fast-paced, and engaging session.

Bob Rojee, Senior Advisor, SPARC

Dan O'Neil, Director of Auxiliary Programs, Congressional School



Navigating the Wild Wild West of Facility Rental Programs! I

It is no secret that the traditional independent school business model is extremely dependent upon student tuition revenue. This reality has left many schools over-exposed in times of financial distress. As a result, many schools have been driven to explore new revenue streams in the hope of diversifying their financial position while also creating a brighter financial future for their organization(s). Renting campus space to outside constituents has increasingly become one such avenue of exploration. Opportunity awaits for those who are willing to navigate this landscape, but beware, as the journey is not without danger and unforeseen challenges. Come hear the story of the Bolles School and its many successes and failures trying to navigate this new financial landscape through its facility rental program.

Drew Upchurch, Director of Auxiliary Programs, The Bolles School



5 Hacks to Create Visually Appealing and Engaging Content II

Unlock the potential of your phone as a powerful marketing tool. Editing and enhancing photos, discovering trends through social channels and organizing your ideas to create an impactful presence online are literally in your hands. In this session you will learn how to make your photos more vibrant, balanced, and visually appealing, ensuring they stand out on social media. Do you know which app is best for deleting unwanted background objects? Should you use filters to enhance photos? Join us to learn about what's trending on Instagram and how to use your content with trends and challenges to boost engagement while reaching a wider audience. Learn how the pros do it using just a smartphone. Bring 5 photos and/or videos to this interactive session where you learn and create visually and engaging content through hacks and apps to elevate your school and camp communities.

Laura Walker, Director, Summer Day Camps, Charlotte Latin School

Julie Gomez, Director of Auxiliary Programs, Lake Highland Preparatory School



Putting Students in the Driver's Seat: Opportunities for Voice and Choice in Auxiliary Programs T

Looking for simple, yet impactful, opportunities to give students more voice and choice in your auxiliary programs? Join us as we share how our school intentionally puts students in the driver's seat as co-designers and co-creators of enriching experiences with school communications, extracurricular clubs, the arts, student internships and community service events. Analyzing opportunities such as social media takeovers, structures for student-proposed clubs, leadership challenges and data-based decision making, participants will identify strategies to amplify student voice and representation and to increase student engagement in program design and promotion.

Tracy Berry-Lazo, Deputy Director, American School of Guatemala

Franciso Quiñonez, Dean of Student Life, American School of Guatemala

SPARC Session 3: Tuesday, 8:45-9:45am



New to the Game? A Three-Year Guide to Expand and Streamline Your Auxiliary Programs Department I

Auxiliary Programs have often been treated as the melting pot for all programs that don't have an official owner, but it's time to change that ideology and view your department as the glue that holds all divisions and departments together in the school. If you're new to the position or see opportunity for growth, this session will help you set out a three year plan to expand and partner with the various stakeholders in the school community. Come ready to learn and discuss new strategies, effective partnerships and untapped areas within the school community.

Joe Ali, Director of Auxiliary Programs, University School of Milwaukee



Entrepreneur or Summer Director? The Decision is Yours! II

Ever feel like you are running a business out of your school? It's probably because you are doing just that. Meet this panel of entrepreneurs also known as summer directors. These highly engaging seasoned professionals will discuss their challenges, opportunities, and strategic growth as they develop their positions. You will walk away feeling inspired and ready to develop your strategic plan for your school's second business.

Laura Walker, Summer Director, Charlotte Latin School

Katie Ryan Kantz, Director of Summer, Durham Academy

Jamy Juhan, Director of Summer Programs, Woodward Academy

Lee Bear, Senior Marketing Strategist, CampBrain



The Story in Your Camp Data: 4 Steps to Discover Actionable Insights I

Follow along with a Summer Camp Case-Study and see how the step-by-step process reveals sweet spots and missed opportunities in programming, marketing and more. You'll see the method and examples of real life statistical analysis including registration and lead data.

Eric Wittenberg, Co-Founder and CEO, The Camp Stack

SPARC SESSION DETAILS

Personalized Camps: How They Started, Why They Stuck **II**

COVID brought about many challenges, and also some new ideas. In the summer of 2021, when some families were still being cautious about the pandemic, we offered Personalized Camps where groups of 6-12 students could get together, pick a theme, and have their very own camp with just their friends. This option was popular enough that we decided to keep it. Come see how it works and why it stuck around.

Tracy Hayes, Assistant Director of Extended Learning, Carolina Friends School

Jump In! The Water Is Fine! **P**

Let's go for a deep dive exploration into all things waterfront (pools and natural bodies of water). Participants will analyze risk management, discover the possibility of waterfront rentals, and learn about unique programming opportunities. This session will be discussion-oriented and hosted poolside to embrace the aquatic environment.

Laura Brunet, Director of Auxiliary Programs, Saint Mark's Episcopal Day School

Morgan Smith, Director of Auxiliary Programs, Saint Edward's School

SPARC Session 4: Tuesday, 11:00am-12:00pm

Teamwork...How to Actually Make the Dream Work **I**

"Teamwork makes the dream work!" Easier said than done. Karen McCann McClelland, Director of Auxiliary Programs at Sidwell Friends, and Laura Kelly, CEO of The Handwork Studio, have worked the last year studying and implementing tools and assessments to understand how their teams think, operate, and work so they can be better leaders, meet the team where they are and offer support for personal growth. Join us to discuss what they are doing and how it is making the dream work.

Laura Kelly, CEO & Founder, The Handwork Studio

Karen McCann McClelland, Director of Auxiliary Programs, Sidwell Friends School; and Senior Advisor, SPARC

Zero to Sixty in 90 Days: Getting Started with a Summer Marketing Plan **II**

As an Auxiliary Director, you wear many hats, and marketing can often take a back seat. But what if we told you that marketing is more about formula than skill or creativity? In this one-hour session, we'll give you our tried-and-true framework for launching camp in 90 days. When your marketing efforts are thoughtful, consistent and organized, you'll excite your current families, attract new ones, and impress your business office. Leave disjointed marketing behind and plug & play our strategies to launch 2024 with confidence.

Jaclyn Porpiglia, Senior Strategist, 20 Mile Marketing

Julie Gomez, Director of Auxiliary Programs, Lake Highland Preparatory School

Optimization: When Strategy, Planning, and Action Come Together **I**

Most people think that having a strategic plan means that they have a strategy in place. Or even an implementable plan. Guess what: you don't. There are three components to a successful strategic plan: the plan itself, an overall strategy, and the most fundamental and most overlooked: your organizational readiness. In this session, participants will learn the difference between these three components and why they matter, especially in the context of balancing auxiliary objectives with organizational priorities. When a good strategy is implemented with a good plan by people who are ready, you get a great result.

David Sullivan, Senior Advisor, SPARC

How To Influence Change That Makes a Significant Impact! Building a New or Redesigned Summer Program **II**

Join us as three Auxiliary Directors who have recently launched a new Summer Camp or have reimaged an existing program will share their expertise. Launching or restructuring a program in the auxiliary and summer space is often the school equivalent of launching a start-up or restructuring a company. Program design elements are core, but so are marketing, recruitment of talent, understanding of profitability, culture change, etc. Our panel will discuss the strategies and the necessary steps, and missteps, they took to achieve immediate success.

Kristi Jacobi, Associate Director of Auxiliary Programs, St. Mark's School

Kate Vizen, Director of Auxiliary Programs, Inly School

Bob Rojee (Moderator), Senior Advisor, SPARC

Matt Rinkin, Director of Summer Session, Fountain Valley School

What's Your System for That? **T**

See how a well-designed spreadsheet can make you and your staff happier. This session is about solving puzzles, breaking down components of a problem, identifying "ins" and "outs", and standardizing your kid/human-centered systems you have at camp. Join for a case study of how Summer Fenn responded to a staffing issue and ended up revamping their process for planning electives. This session involves spreadsheets, but it's not about spreadsheets. It's about making a system that makes sense and reduces friction points. We will discuss some common questions to ask when thinking about systems such as:

- What information is needed in order to make decisions?
- How often does that information change? Each year? Each week?
- In what ways are we likely to grow or shrink?
- What is the problem or bottleneck?
- What options exist?

Marcie Glad, Spreadsheet Consultant, Help My Spreadsheets

Maggie Magnar, Director of Summer Fenn and Auxiliary Programs, The Fenn School

SPARC Session 5: Tuesday, 3:00-4:00pm

(HS)2 and Horizons: Using Summer Months to Heighten Equity and Access at Your School **I**

(HS)2 and Horizons are two distinct summer programs with one shared belief: summer is a prime time to heighten equity and access at independent schools. (HS)2 is a 3-summer, residential college access program for first-generation high school students. Horizons is a K-12 academic summer program that advances educational equity and inspires joy in learning. Public-purpose programs like this can help independent schools live out their missions, promote faculty and student leadership opportunities, and increase diversity. We arrive eager to share our models and teach our peers how to build programs of your own; let's use summer to open our doors wider and give more folks access to our incredible learning spaces.

Annie Oppenheim, Director, (HS)2 at Colorado Rocky Mountain School

Nick Favaloro, CEO, The Squared Network

Jose Oromi, Executive Vice President, Horizons National

Boost Staff Training and Safeguard Your Camp's Reputation **II**

A camp's reputation is its most valuable asset, and a well-trained staff is critical to safeguarding that reputation. Targeted, high-quality staff training is essential to creating a safe and enriching camp environment. Well-trained counselors and staff are at the core of a safe, healthy, and meaningful camp experience. Yes, criminal background checks and orientation programs for staff are vital, but is this enough? To supplement our robust camp orientation program, St. John's Prep enlisted ArxEd to help take our camp's training program to the next level. We will share how that collaboration made a difference and what we learned.

Mike Evans, Managing Director Strategic Programs & Auxiliary Services, St. John's Prep

Mike Mastrullo, Co-Founder, ArxEd

A Leader's Scrapbook: Models and Recipes for Leading, Learning, and Managing **III**

Creating conceptual models can be a helpful way to break down complexity into a simpler form to make things clearer and easier to understand. Models can be used to both shape programming as well as evaluate it. Recipes tend to be more linear, like checklists, that help navigate the way to a particular outcome: follow the recipe and the result is relatively certain. This session will share a "scrapbook" of models and recipes for supervision, decision making, evaluation, organization maturity and structure, instruction, etc. collected over 30+ years which range from simple conceptual drawings and metaphors to detailed flow charts. This workshop is designed to be very practical and supply you with a set of tools to help you lead, manage, and assess your program—but buckle up, it will be rapid fire. Some of the models and recipes may resonate and be readily applicable to your work while others may not, but hopefully you can walk away with a couple new things to try. Better yet, maybe you can share one with us as well.

David Sullivan, Senior Advisor, SPARC

Summer Offerings that Hook Students in Grades 7-12 **II**

Many summer programs focus on elementary-age students, but how might you expand your summer offerings into the higher grades? In this session we will share innovative courses and programs that have "hooked" that uncatchable demographic: students in grades 7-12. In this session, we will share courses and programs that have appealed to students in grades 7-12—and also some offerings that fell flat. From specialized camps to for-credit courses to internship style experiences, we will share programs that worked. By sharing successes and failures, we hope to inspire others to brainstorm new offerings that might work at their schools. We will build in time for session attendees to consider the interests of the middle and upper school students at their schools—and to consider how summer offerings for these students might further their school's mission and DEIBJ objectives. Hopefully, you will come out of this session with at least one great idea for a course or program that could be a hit with grade 7-12 students at your school.

Kat Yorks, Director of Summer at Lakeside, Lakeside School

Jim Patterson, Director of the Kutler Center and Summer Programs, Harvard Westlake School

Claiming Respect for Auxiliary Programs **T**

There are several approaches that independent schools take when it comes to inserting auxiliary programs into their organizational structure. All Saints Episcopal School in Beaumont, Texas brought on an Auxiliary Programs Director at the beginning of 2022 and followed several of the steps that SPARC defines as best practices. Travis Walker also created several opportunities that created greater appreciation for his role in his school community. Travis is going to share how Head of Schools, CFOs and Auxiliary Program Directors can take steps toward honoring auxiliary programs positions and create more respect for the position within their school community.

Travis Walker, Director of Auxiliary Programs, All Saints Episcopal School

SPARC Session 6: Wednesday, 8:45-9:45am

How to Start a Successful School Pop-Up Shop in 6 Months! **I**

This session will discuss how we started a school store via a pop-up shop model. We will discuss the path we took to get capital, design logos, get various permissions, partner with local companies, discover a POS system, pricing and more. In 2020, while the world experienced a massive shut down, GDS moved to a new campus. During this transition, our school spirit shop became virtual. At the beginning of the 2022-23 school year, our Aux Program realized how hard it was to obtain school branded items at the last minute or for a reasonable cost. In this moment we decided to take on a school spirit pop-up shop as a project. After meeting up with a group at SPARC National and attending a SPARC school store webinar, we started our process of building a new school store/pop-up shop. We started this project in November 2022 and had our first pop-up shop in April 2023. We are considering all of the options to build

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upon our current model. Hopefully hearing our story and learning about our process will help you add a school store to your Aux Programs department.

Jessica Hortman, Director of Internal Auxiliary Programs, Georgetown Day School

Graciela Ruiz, Auxiliary Programs Business Manager, Georgetown Day School

Take the Cool Kids Hat Off—Building Staff Culture to Achieve Amazing Results **II**

Have you ever been to Sea World to attend one of the attractions, the one with the killer whales? You would not be alone if you are amazed by those performances, and even more importantly, how impressive the trainers are who work with the whales to create the magic. Yet...some of us struggle to get our staff to fulfill even the basic responsibilities at our camp or afterschool program. How do we get our staff to take off the cool kid's hat to enjoy working and help support our mission and goals. We will discuss strategies, activities, and educational sessions you can use throughout the onboarding and training that will help you communicate messages and information more effectively. Building culture is a process and we will highlight some of the magic that the Sea World trainers use, among other strategies, to help you find more success.

Bob Rojee, Senior Advisor, SPARC

The SPARC Compass: An Effective (and Easy!) Wayfinder for Auxiliary Leaders **I**

Does your department jump from “busy season” to “busy season” throughout the year? Are you looking for a way to better manage projects, work loads, and new initiatives? How often do you find yourself trying to answer the question “What does your department do all year?” The SPARC Compass is a tool to be used independently by department leaders as well as in connection with other auxiliary professionals at SPARC's monthly Compass Roundtables. In this session, you'll observe how one school has piloted the Compass and then we'll walk through setting up your custom tool using Google Sheets. Roll up your sleeves and collaborate with colleagues to organize your Compass, share ideas on project seasons and cycles, and explore the potential of longitudinal work cycle data. You'll leave with a working tool and a cohort of colleagues that will help us all find the way.

Kristi Jacobi, Associate Director of Auxiliary Programs, St. Mark's School

Bridge the Gap: Advancing DEI with Auxiliary Programs **II**

How might we leverage Auxiliary Programs to support the DEI vision of the school and bridge gaps between vision and current reality through actionable steps? Explore opportunities for Auxiliary and DEI Directors to strategically synchronize programming with their school's DEI vision in ways that engage all stakeholders in building a more diverse, equitable, and inclusive community. Beginning with our school's DEI strategic roadmap, we will examine how Auxiliary Programs can address key issues in Student Life, Faculty

and Curriculum, School Policy, and Accountability through our innate interconnectedness with students, staff, and the community. As a group, we will explore ways in which our Auxiliary Programs can be a more effective vehicle for making tangible progress toward our schools' DEI visions.

Amy Gilchrist, Director of Auxiliary Programs, Ursuline Academy of Dallas

Maria Estela Ayala, Director of Community and Inclusion, Ursuline Academy of Dallas

SPARC Session 7: Wednesday, 10:15-11:15am

SPARC Your Vision with SPARC Tools **I**

Join SPARC Senior Advisors, David Sullivan and Karen McCann McClelland, as we demonstrate strategies to elevate your Auxiliary Programs. We will show you how SPARC tools can increase efficiencies, get stakeholder buy-in, and make actions intentional and effective. Define your SMART Goals with obtainable steps, frame your leadership and team meetings, and schedule out your various tasks. Reflect on your personal work, leadership and communication style and how to best optimize your time and energy. Walk away with your own tool kit as well as strategies to keep you accountable.

Karen McCann McClelland, Director of Auxiliary Programs, Sidwell Friends School; and Senior Advisor, SPARC

David Sullivan, Senior Advisor, SPARC

Leading from Within: Empowering Non-Directors for Auxiliary Program Success **II**

Join us for an insightful session where we explore innovative strategies to unlock the untapped leadership potential within the Auxiliary Department, specifically after school and summer programs. We will delve into the crucial role non-directors play in driving auxiliary program success, leveraging their unique perspectives and skills to enhance overall culture and revenue.

Sophia Braschnewitz, Associate Director, University School of Milwaukee

The Role of After School in Building Community **I**

After School programs play an important role in building and developing community within our schools. From cross-grade relationships to creative collaboration and SEL lessons, our programs are natural community builders. With more dual-income families in need of additional programming to attend our schools, how can we use our programs to make sure families and students feel connected during their whole time with us? Join this session to find out some of the changes we have made to help with the transition from classroom to after school, how we are elevating student voices, and how we are helping our families whose only touchpoints with the school take place before and after school feel connected to the community.

Euan Oswald, Director of Auxiliary Programs, Open Window School

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