

JANUS CONSULTING DEVELOPING PERFORMANCE PEOPLE

JANUS CONSULTING

THE 2022 NATIONAL CONFERENCE
FOR REGISTRARS AND DIRECTORS
OF ENROLMENT IN INDEPENDENT
SCHOOLS

THE EXECUTIVE REGISTRAR

CONTEMPORARY
ROLES AND FUTURE
DIRECTIONS

HOTEL WINDSOR

SPRING STREET, MELBOURNE

THURSDAY, SEPTEMBER 8 AND
FRIDAY, SEPTEMBER 9, 2022



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THE EXECUTIVE REGISTRAR: CONTEMPORARY ROLES AND FUTURE DIRECTIONS

Today's Registrar now has a more complex relationship with management, colleague and each prospective parent and student. Just as a secretary is now assuming the responsibilities of an Executive Assistant, the Registrar's responsibilities are becoming more complex, authoritative and decision-oriented, more aligned with an Executive's portfolio.

DAY 1 THURSDAY SEPTEMBER 8, 2022

8.30 am REGISTRATION

8.40 am WELCOME

9.00 am THE KEYNOTE PRESENTATION: THE EXECUTIVE REGISTRAR

A brilliant team relationship has developed over eleven years, pre and post COVID, a strategic practice, **incorporating local and international initiatives**, in

- Communications
- Operational initiatives
- Establishing and measuring targets, and in
- Reporting and feed-back.

Rebecca will discuss how they set expectations, established trust and mutual support, and developed policies and practices that have been responsive to the complexity of needs the Registrar has to manage especially in times so subject to complex change.

PRESENTER

Rebecca Carolan, Head of Enrolments, Ravenswood School for Girls, Sydney, NSW.

9.30 am THE STUDIO

The Conference will break into syndicates to discuss the role and its evolving responsibilities.

"What am I expected to do now? What should I be expected to do? What additional authority and resourcing do I have with which to manage these new expectations? To whom should I report, the Principal or the Business Manager? What are my major KPI's? Why?"

The role is in flux: rapidly evolving. Yet, we know there are some highly successful and effective Teams of Two, who have very few "Who said?" moments. We know too how the role is expanding in responsibility, significance and recognition. What are the evolving roles and responsibilities the Registrar is being expected to take up? What light have the Ravenswood Team thrown on its evolution and on contemporary best practice?

**Introduced by
Geraldine Wilson**,
Janus Consulting.

10.00 am THE PLENARY

What new roles is the registrar now managing? Can we detect a direction in which the role is evolving? What effects has the Corona Virus had on enrolments, waiting-lists and parental expectations about vaccinations, on-line learning, fee discounts etc?

Each syndicate will have nominated a spokesperson. Each spokesperson will report to the Conference. Bec will then report to all the evolving directions they have detected after listening to the syndicate reports. If time permits, the conference will be opened to questions.

10.45am MORNING TEA

11.15am THE REGISTRAR'S FUNDAMENTAL PLATFORM: A CHARTER OF OPERATIONS

The Charter of Operations is a customised, negotiated operational blueprint that clarifies policies, roles and responsibilities and KPI's. Such a Charter would also contain a clear statement of assistance that may be negotiated. This presentation will examine a prototype for such a Charter.

PRESENTER

Emily Savery, Hillcrest Christian College. QLD.

12.30pm LUNCH

1.15 pm USING ACCURATE, ANALYTICAL, COMPARATIVE DATA

"The Top 10 Keys to Manage & Grow Enrolments - Online"

Want to unlock the secret factors designed to create 'raving fans' and increase demand for placement? With families online more than ever before, learn the 10 keys every school should embrace in order to turn future families in to great brand ambassadors. We will cover how to leverage the latest automation technology so you can add more hours back to your day. Discover how instant analytics can help you make more informed decisions about new strategies for management and growth. You will come away with great non-negotiable tips to improve your pipeline, manage enrolments better than ever before and give your school an immediate surge.

PRESENTERS

Steven Smith, Director of Admissions, Prince Alfred College, SA and **Greg Campitelli**, Enquiry Tracker, VIC.

3.00pm AFTERNOON TEA

3.30pm THE PANEL: THE EXECUTIVE REGISTRAR- YOUR INTERESTS, ISSUES, AND TAKE-BACKS

**4.45pm
DRINKS**
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WHAT ARE

- the responsibilities and accountabilities now becoming increasingly common,
- these new expectations, expressed as KPI's,
- the resources available to facilitate these expectations,
- the common parental demands resulting from the Corona virus, and
- the opportunities to ameliorate the role's intrinsic stressors,

especially in terms of the increasing enrolment demand from returning ex-pats and parental expectations about quality on-line learning, vaccination and fee discounts.

DAY 2 FRIDAY SEPTEMBER 9, 2022

9.00 am

THE 'EXCEPTIONAL' CHILD: THE DIVERGING FAMILY: THE DIFFICULT CONVERSATION

"Up until now, the schools our son has attended could not tap into his talents. We have been told by several educational psychologists that we have an exceptional child. We are at our wit's end. What does the school do for our child? We want to be assured by the school that you will be accountable for the work you do with our child."

Parents do think that at least one of their children is exceptional, often with good reason. Their reasons vary from the credentialled to the intuitive and the exceptionality can vary from the academic to the physiological. The laws of discrimination no longer tolerate a laissez-faire approach to exceptionality. What is proper process for the Registrar when the question of exceptionality

arises? This sensitive issue will be discussed in terms of a proposed

- academic exceptionality
- dyslexic exceptionality
- gender transitioning exceptionality.

Are there limits to the exceptionality one school community can or should be expected to carry

PRESENTER

Ben Foley, Clifford Gouldson Lawyers, QLD.

9.40am

THE STUDIO ON EXCEPTIONAL CHILDREN

10.00 am

TAKE-BACK

10.25am

MORNING TEA

10.45pm

MANAGING OCCUPATIONAL ISOLATION, DISAPPOINTMENT AND STAYING "MENTALLY FIT": AN INTERACTIVE SEMINAR

Can I cope better with challenge? With disappointment; mine or that of a prospective student or family? This interactive seminar looks at managing some of the common and unique challenges registrars can face. Specific strategies will be discussed.

The session will be facilitated by a registered psychologist. The goal of the session will be to promote resilience and mental fitness to face the complexities of the Registrar's role.

PRESENTER

Holly Pryor, Psychologist, Bodycare Workplace Solutions.

11:30am

Q AND A

12.00 NOON

CONFERENCE CONCLUSION

12:15pm

NETWORKING LUNCH

1:00pm

FAREWELL

CONFERENCE FEES AND REGISTRATION

The conference fee for the two days and including the cost of a buffet lunch and morning tea on both days will be:

Early Bird Conference Fee

\$1250 (not including GST)

Full Fee Conference Fee

\$1450 (not including GST)

A credit note from a previous Janus Consulting Conference or Masterclass, postponed due to government regulation, can be used.

The 'Early Bird' concession will apply to all enrolments received by **4pm, Thursday, July 7, 2022**

It will also apply to all second and subsequent enrolments received from the one school at any time before enrolments close. The final date for enrolment will be **Friday, September 2, 2022**.

A cancellation policy.

Cancellations before Thursday, July 7, 2022 will receive a full refund less 20% for administrative expenses. Cancellations after July 7, 2022 will not warrant a refund. Should the latter arise, Janus will accept a substitute delegate.

Delegates are expected to comply with the National Cabinet requirements, including full vaccination, that apply at the time of the Conference.

In the event of the Conference being foreclosed due to government restrictions for whatever reason, your registration fee may be **either**

- 'rolled over' at full value until a date when the conference may be re-presented, **or**
- refunded with a deduction for administrative expenses, **or**
- if, for good reason, this conference may not be presented, your fee, less a deduction for administrative expenses, may be refunded.

REGISTRATION

You may register in two ways, by email or by telephone to register using a Credit Card. So, either

email

info@janusconsulting.com.au

or telephone

M: 0414 295 048

Early Bird Fee

(\$1250 plus \$125 GST) \$1375

(avail. until 4pm July 7, 2022)

Full Conference Fee

(\$1450 plus \$145 GST) \$1595

Name
Address
Email
Telephone
School

CREDIT NOTE CLAIM

Name
School
Conference

PRESENTERS



Greg Campitelli **Enquiry Tracker, Melbourne**

Greg Campitelli is one of the most experienced marketing professionals in the Education system in Australia. He has spent over thirty-five years working across both the education, sport and not-for-profit sectors. Greg is the publisher of the The Catholic Schools Guide, widely acknowledged as the leading Guide to Catholic education in Australia. He is also Director of Campitelli Consultancy which provides marketing and philanthropy services for the not-for-profit, sport and education sectors. He is co-founder of Enquiry Tracker, a new software product developed exclusively for the education sector. Greg was a long serving teacher; Year 7 level coordinator and later Director of Development and Board member at one of Melbourne's oldest colleges. Greg has worked closely with schools around Australia and has spoken at many National and International Conferences as well as running professional development seminars.



Bec Carolan **Head of Enrolments, Ravenswood School for Girls, NSW**

Bec Carolan has a sound understanding of what it takes to lead the Enrolments team at Ravenswood School for Girls.

She has managed International

Enrolments and held the position of Executive Assistant to the Principal and Manager of International Enrolments. In her current role she has been able to form a unique working union with her Principal - the key to their exceptional success. Bec's passion for International students led to the combined role of Executive Assistant and Manager of International Enrolments. Having grown up in Thailand, Bec was able to develop her understanding of other cultures and hone her skills in this area, helping to provide a level of compassion and understanding for her position in recruiting students from abroad. In early 2019, she was promoted to the position of Head of Enrolments at Ravenswood School for Girls. Ravenswood has experienced record new enrolments since early 2019.



Steven Smith **Director of Admissions, Prince Alfred College, SA**

Steven's first career was as a secondary school teacher of the humanities at two independent schools. He did a course in computers in the classroom which led to him to undertaking school's administration work as well as teaching computing and History. He left teaching in the mid 1990s to start his own digital consulting business and then was a Director at KPMG - he wrote websites for the Australian Government and advised large and small businesses on digital matters. He recently returned to the education sector as Director of Admissions at Prince Alfred College where he is working to digitise enrolment and marketing practices.



Ben Foley

Ben is Special Counsel Education and Workplace Law at Clifford Gouldson Lawyers. He brings with him a very niche skill set with a strong legal background in addition to 10 years Executive experience at a Queensland GPS school where he

managed the School's Enrolments and Marketing Offices, the School's International Student Program, and the Bursary Program. By their very nature, education institutions are different to other businesses. Through his significant senior 'hands on' education sector experience, Ben has a comprehensive understanding of how education institutions operate, the regulatory issues they face and the many complex workplace law issues that are common place. He also has an intimate understanding of the importance of 'community engagement' within education institutions and the many awkward legal issues that frequently arise with families and other key stakeholders and how these should be managed from a legal and practical perspective.

Ben is regularly invited to speak at legal seminars specific to the education sector. Through his significant industry experience, he prides himself in being able to deliver practical and relevant legal advice that people in the education sector can understand and implement.



Holly Pryor

Holly is a registered psychologist and clinical psychology registrar who has a special interest in mindfulness, attachment theory, and Post-Traumatic Stress Disorder. Holly has worked with children, adolescents and adults in

a variety of settings, including with students, parents and teachers in independent schools. Holly believes in empowering individuals to cope with challenges and to improve their relationships, both in the workplace and in their personal lives.



Emily Savery **Emily Savery is the Enrolments Registrar at Hillcrest Christian College on the Gold Coast in QLD.**

With over 20 years' experience in the service industry, Emily's personal drive to exceed people's expectations and deliver a thorough and personal enrolment and onboarding experience has enabled the College to enrol record numbers of students in the last 5 years. Hillcrest Christian College has and is seeing rapid growth, this year reaching its highest enrolments in the school's history despite the financial impact of COVID-19 which had a major economic impact on the Gold Coast.

The College, under the leadership of Executive Head of College Jeff Davis, has embarked on an exciting journey of growth, innovation, and change in recent years and is redefining 21st Century education. In 2017 & 2018 Hillcrest Christian College was labelled one of the fastest growing Independent Schools in Australia and was also awarded The 2017 Innovative Schools Award by the Educator Magazine. In 2018 the College was named as one of the top 100 Most Innovative Schools in the world by Cambridge University.