



MAESA WINTER CONFERENCE 2009

On February 19 & 20, 2009 more than 90 school heads, rectors, chaplains, admission and development administrators, division heads, and school board, vestry and trustee representatives from more than 25 Episcopal schools and dioceses attended a two-day conference hosted by MAESA entitled

“Strategic Visions for Episcopal Schools”. *On the first day Dan Heischman discussed the topic “What is Episcopal, What should be Episcopal, about our Curriculum?” The second day featured many presenters and panel sessions covering a range of topics which included: The Episcopal Identity of Our Schools: Present Day Realities and Challenges for the Future: Marketing – Branding and Internal : Strategic Planning – Developing and Funding the Vision: and Enrollment.*

Feedback from all the participants was overwhelmingly positive and appreciative to have this conference presented during these very trying times for the overall economy, as well as for Episcopal schools.

MAESA will be presenting another “*Strategic Vision*” conference featuring Michelle Singletary, of the Washington Post, discussing “*Financial Literacy – What Does That Mean to an Institution?*” on February 18, 2010. MARK YOUR CALANDARS NOW – you won’t want to miss it!