

**Mennonite Educators Conference
February 6-8, 2020
National Conference Center**

UNLEASHING CURIOSITY - IGNITING HOPE

THURSDAY, February 6

- 3:00 – 10:00 p.m. Registration
- 5:30 – 6:30 p.m. DINNER
- 6:45 – 9:00 p.m. General session
- 7:00 – 7:20 p.m. Welcome & Intro to Conference
- 7:20 – 7:37 p.m. Worship & Music – Wes Shuttleworth & Jared Stutzman
- 7:37 – 7:45 p.m. Pecha Kucha #1
- 7:45 – 8:15 p.m. **Keynote #1 – Rachel Swartzentruber Miller**
Identifying, owning and implementing your brand: An enrollment growth strategy with a role for everyone
With the headwinds facing private education, “enrollment growth” and “admissions strategies” seem to be the buzzwords of today. Many faculty, staff and administrators are scratching their heads, asking, "What more can we do?" Perhaps the answer to this question is less about external strategies, and more about internal ownership of your brand. I know what you’re thinking: I’m going to ask you to do more with the already too few hours in your day. Nope, I’m just going to ask you to do what you already do...more publicly. The corporate world shows us that the rollout of any new product requires an "all hands on deck" approach with seamless branding that runs much deeper than a fancy logo. What can we learn from this model, and how can our current curriculum, class projects and extracurriculars showcase our outcomes and values to our constituents? We must all be brand ambassadors, recruiters, and "owners" of our wonderful institutions in order to catch the attention of our constituencies. Through concrete examples and achievable goals, your department, your class, your team will learn how to put your school's strengths on display.
- 8:15 – 9:00 p.m. Hub with Rachel Swartzentruber Miller
- 9:00 p.m. REFRESHMENTS
Learning Camps sign-ups

FRIDAY, February 7

6:30 – 8:00 a.m. BREAKFAST

8:30 – 8:50 p.m. Worship & Music - Wes Shuttleworth & Jared Stutzman

8:50 – 9:00 p.m. Pecha Kucha #2

9:00 – 9:45 p.m. **Keynote #2 – Kristin Anderson**

Unleashing Your Personal Power – Part one

The amalgamation of decades of research from multiple sources clearly demonstrates that the educator and the instructional leader are the greatest influences on student achievement, and that what we do instructionally supersedes anything a child may come to school with. If we truly choose to own this well-proven and empowering fact, then we must also embrace the notion that educators are indeed infinitely powerful. What if we truly tapped into and released that force? What if we realized what we are truly capable of? In this session, participants will learn about the many benefits to fostering one's belief in their individual capabilities, suggest possible sources to access and strategies to use to increase their self-efficacy, and receive tools to embed these concepts into their daily practice in order to fully unleash their personal power.

9:45 – 10:00 a.m. REFRESHMENT BREAK

10:00 – 11:30 a.m. **Unleashing Your Personal Power – Part two**

10:00 – 11:30 a.m. **Admission Track – Rachel Swartzentruber Miller**

Calling all Admissions and Marketing staff! Come connect with your fellow admissions and marketing colleagues for a time mutual resourcing. Topics may include admissions and marketing best practices, recruitment strategies-international and domestic, financial aid, community engagement, brand identity, the campus visit, social media, data management and so much more. This time will give admissions and marketing professionals a safe space to share what is working well, what problems they may need help solving, or how this collective group may provide support and professional development to one another long after the conference wraps.

11:30 a.m.-1:00 p.m. LUNCH

- 1:15 – 1:25 p.m. Pecha Kucha #3
- 1:25 – 2:30 p.m. **Unleashing Your Personal Power – Part three**
- 2:30 – 3:00 p.m. REFRESHMENT BREAK
- 3:00 – 3:45 p.m. Learning Camps
- 4:00 – 4:45 p.m. Learning Camps
- 5:00 -6:00 p.m. FREE TIME
- 6:00 – 7:30 p.m. DINNER

SATURDAY, February 8

- 7:00 – 8:00 a.m. BREAKFAST
- 8:30 – 8:50 a.m. MSC Business and Announcements
- 8:50 – 8:57 a.m. Pecha Kucha #4
- 8:57 – 9:15 a.m. **Igniting Creativity in teaching: What Research Has to Say
– Peter Wiens & Paul Yoder**
During the 2018-2019 school year the presenters conducted a survey of nearly 400 teachers from Mennonite Schools Council schools. This session will examine teacher responses to survey questions in the context of the conference theme. The presenters will explain how the survey was conducted and initial findings from the data that was collected. Lessons for MSC school educators will be included.
- 9:15 – 9:45 a.m. Hub with Paul Yoder and Peter Wiens
- 10:00 – 10:45 a.m. Worship and Music - Closing and Sending
- 10:45 – 11:30 a.m. Pack up and Check out / School Group Meetings
- 11:30 a.m.-1:00 p.m. LUNCH