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## Letter from the President

Dear friends of Independent and Private education:

During the past 5 months, a committee of the MISF Board of Directors has been working to develop a new strategic direction and plan for MISF. This journey has involved a great amount of input and feedback from our many stakeholder groups: funders, member schools, donors, partners and nonmember schools. On September 20, this plan was presented and approved by the MISF Board of Directors. This new direction, developed using agile planning, provides a clear focus, priority and intentionality to our work - all toward our overarching goal of 100% member retention. Attendees at our School Leadership Conference saw the plan first-hand, and [that presentation can be found here](#). We are preparing a webinar that will further delve into the focus of our work. We welcome your thoughts and comments on our direction to better serve our member schools and to further support from the community.

Our School Leadership Conference was another grand success. This is a wonderful opportunity for school leaders to connect and convene as a cohort and develop strong relationships with other leaders. A special thank you to our planning committee of Pete Van Der Puy (Chair), Joel Landskroener, Barry Lieske, Wyayn Rasmussen and Kari Zellmer Staples. Thank you also to the [many sponsors](#) that support this conference to make it affordable and accessible to our schools. Keep your eyes out for the dates for 2018 and make plans to join us for our highest rated offering of each year.

There are several upcoming events on the [calendar](#), so make plans to join us - in person or online.

Thank you for your support, commitment and belief in MISF and our continued mission.



Tim Benz, CFRE  
President

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Follow me on Twitter  
[@misfprez](#)

## **MISF Admissions and Marketing Seminar/Webinar**

**Open to all MISF member and nonmember  
private and independent schools.**

**Jayne A. Dow Larkin**

**"People, Conversations & Relationships: Creating bonds  
that drive enrollment and engagement.**

**Thursday, October 26th, 2017**

**11:30 a.m. to 1:30 p.m.**

**Location: Carondelet Catholic School  
(Upper Campus)**

**Take advantage of this opportunity to earn  
CEU Credits!**

**[Click Here to Register for the Seminar/Webinar!](#)**

**~ Jayne will be presenting live at  
Carondelet Catholic School  
or join us by Webinar ~**



Jayne A. Dow Larkin

Jayne believes in the power of creativity to connect people. She has spent nearly twenty years as a consumer evangelist helping blue-chip brands like BMW of North America, Citibank, Sprint, Dell, Target, and Pampers create meaningful experiences that bring value in unexpected ways at creative agencies, including: Fallon, Goodby Silverstein & Partners, TBWA/Chiat Day, Critical Mass, Y&R; and, her own insight & strategy consulting firm, MeJayne Consulting. As the co-author of several groundbreaking studies on mobile advertising, Jayne has been privileged to share her work at industry conferences and forums around the globe.

\* "The Global Mobile AdReaction Report", Millward Brown's global study that explored consumer expectations and creative effectiveness in mobile advertising. Published in December 2012.

\* "Reciprocity, Rewards and Real Break-through: The Role of Value in Mobile Advertising." Commissioned by Session M, this study sought to understand how audiences define value in mobile; where marketers and researchers should play in the value continuum; and, how to balance the benefits and the challenges of a value-based exchange in mobile. Published in June 2013.

\* "Understanding the Role of Mobile & Social in Consumer Shopping Experience." Commissioned by Facebook, this real-time, in-the-moment study provided insights to the mobile & social moments that matter most while shopping. Published in January 2014.

Jayne has a B.S. in Psychology from the University of North Dakota and completed a post-graduate study on Advertising & Account Planning in the UK.

### **Seminar/Webinar Content**

"People, Conversations & Relationships: Creating bonds that drive enrollment and engagement."

Jayne will share with us the fundamental truths about the Millennial Parent - their motivations, their wants and their needs - and guide us through a straight-forward process of thinking about and understanding your school's unique story in such a way that it connects and inspires action.

### **Date, Time and Location**

Date: Thursday, October 26th, 2017

Time: 11:30 a.m. - 1:30 p.m.

Location: Carondelet Catholic School (Upper Campus)

We will be using their Social Hall at Christ the King Catholic Church located at 5029 Zenith Avenue South, Mpls. The Parking lot is between York Avenue and Zenith Avenue behind the church building.

### **Seminar Cost**

- MISF member school staff: FREE\* for first staff; \$25 per person for additional staff. ([Click here to see if your school is a member of MISF.](#))
- Nonmember school staff: \$65 per person
- Registration for the Seminar includes a lunch and all presentation materials

### **Webinar (Space limited)**

- MISF member school staff: FREE
- Nonmember school staff: \$25

**[CLICK HERE TO REGISTER!](#)**

**Register through Thursday, October 19th!**



\*CANCELLATION/NO-SHOW POLICY: Registration fees paid are nonrefundable; however, they may be transferred to another staff member (including board members, committee members, volunteers, or any individual affiliated with your school community). Cancellations for unpaid registrants who notify MISF less than 48 hours of the seminar or do not show up to the event will be charged as follows: MEMBERS - \$20; NONMEMBERS - \$25.

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## STEM SCOOP



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### Second Biennial Joint Conference Capturing Imaginations. Building Skills.

Convened by: [Ignite Afterschool & SciMathMN](#)

#### DATE AND TIME

Wed, Nov 29, 2017, 8:00 AM -  
Thu, Nov 30, 2017, 5:30 PM

#### LOCATION

University of Minnesota - Continuing Education and Conference Center  
1890 Buford Avenue  
Saint Paul, MN 55108

[Click here](#) for more information about the conference, submitting presenter proposals, and registration!

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Minnesota State - IT Center of Excellence hosts the 6th annual  
**Minnesota Aspirations in Computing Awards**  
honoring high school age young women for their  
computing-related interests and early achievements

#### Know a 9-12<sup>th</sup> grade high school girl who should apply?

Encourage her to apply September 1 - November 9, 2017  
at [www.advanceitmn.org/aspirations-in-computing-awards](http://www.advanceitmn.org/aspirations-in-computing-awards)

Prizes include scholarships, tech devices, cash rewards, and  
summer paid internship/job shadowing opportunities and more!

Questions? Contact Minnesota State - IT Center of Excellence [Russell.Fraenkel@metrostate.edu](mailto:Russell.Fraenkel@metrostate.edu)

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#### Minnesota Competitions and Programs

Many competitions, out-of-school programs and field trip opportunities are posted at the [Mn-STEM website](#)  
and listed in the Reach for the Stars Catalog of Programs and Activities.

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## 2017 School Leadership Conference

More than 60 school leaders joined us at this year's conference.



We are making presentation materials available to member schools who weren't able to attend. To access these materials, [log into the website](#) and head to the Resources menu, then click "School Leadership Conference Materials."

If you assistance with the website, email Michele Skare at [mskare@misf.org](mailto:mskare@misf.org).

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## Nonpublic Fall 2017-2018 Report Form



The Nonpublic Fall Report Form, which nonpublic schools should complete by November 17, 2017, is available on the [MN Department of Education website's Nonpublic page](#). Check this page for other forms and reports related to funding opportunities and rates for nonpublic schools.

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## 2017 MEA Conference

This year's MEA Conference will be held on Thursday and Friday, October 19th and 20th. The conference is free and open to the public on Thursday 10/19. New this year is that Friday 10/20 is open to Education Minnesota members only. [Click here for more information](#).

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## Mission Advancement Workshop: The Role of Board Leadership



### The Role of Board Leadership

Workshop Date: Thursday, October 12, 2017 (9:00-11:00 am)

Presented By: Schuyler Lehman, Founder and CEO of Mission Advancement

**About the workshop** > Board members of most nonprofit organizations define their roles in many different ways and almost none have the complete picture of the role they could play. The most successful organizations are led by board members who don't micromanage the activities but, rather, serve as the hands and feet of the development operation. MAP will define the ideal role of a board with particular emphasis on a board's role in supporting the development office.

The workshop is complimentary, and will be held at The Doubletree - Bloomington/Minneapolis South 7800 Normandale Blvd / Minneapolis, MN. [Click here for more information](#).

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## 2017 Blue Ribbon Schools Announced

The 2017 Blue Ribbon Schools, including 292 public schools and 50 private schools have been selected and are [listed here](#). CAPE (Council for American Private Education) manages the private school component of the program. More information about the program is [available here](#).



The October 2017 Edition of the CAPE Outlook is now available online. [Click here to read and download this newsletter](#).

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## 2018 United States Senate Youth Program Applications Available

Applications are now available for the 2018 United States Senate Youth Program (USSYP). Each year, all 50 states and the District of Columbia select two high school juniors or seniors to participate in the USSYP. The delegates receive a \$10,000 undergraduate college scholarship and will attend a one-week, all-expense paid trip to Washington, D.C., from March 3 to 10, 2018, where they will learn about the Senate and meet with political leaders. Students must be in grade 11 or 12 and hold an elected office (student government, civic, community, etc.) during the 2017-18 school year to be eligible.

Minnesota's application deadline is October 13, 2017. [More information and an application can be found here](#).

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## Lunch & Learn Seminars

MISF's Lunch & Learn Seminars are opportunities for K-12 independent school professionals and staff to connect and engage in idea sharing to help schools enhance the offerings they provide students and families.

Admissions, marketing, development, and technology staff are exposed to practical, hands-on tools presented by experts from local and national organizations who share valuable information about current trends.



[Bookmark our Lunch & Learn Page](#), and check back often for the latest information.

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MISF | 651-297-6716 | [info@misf.org](mailto:info@misf.org) | [www.misf.org](http://www.misf.org)

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