

*"In all my prayers for all of you, I always pray with joy because of your partnership in the gospel from the first day until now, being confident of this that He who began a good work in you will carry it on to completion until the day of Christ Jesus."*

Philippians 1:4-6



# Advancement Conference 2009

Quality Inn - Woodstock October 14 2009  
Holiday Inn - Trenton October 15 2009

## Working together; Partners in Christian Education

From its beginnings, the cause of Christian education has relied deeply on key partnerships—the first most obvious partnerships being the homes and churches of the families who joined the cause of Christian schooling. These were essential to the early success of Christian schooling. Today we recognize the challenges we face are different, that traditional loyalties have changed and we acknowledge that we must continually be involved in reviewing how are Christian schools provide for the nurture of the children entrusted to us.

The OACS Advancement Conference recognizes the important partnership that we have together as schools. We know that there is so much more that we can do together than we can do alone. Coming together for a day as persons interested in the advancement of Christian schools provides an arena of support and encouragement along with an opportunity to discuss the work being done in schools in this area.

To enhance this we have provided a number of excellent topics and workshops for you again this year. Our keynote speaker will present a challenge message on how the changing culture has affected our schools while our workshops will provide both short-term and long-term solutions to some of the

advancement and recruitment challenges we face individually. In keeping with your comments from the past, we will also provide opportunity for you to interact with each other about the challenges and achievements of your local communities.

As always, it is my encouragement to you to come with a few representatives of your school. It has been our experience that the excitement and learning that comes on such a day is much more easily translated into action if it is carried back to the school by a group rather than an individual.

I look forward to seeing you at the conference in October!

Ray Hendriks  
OACS Director of Advancement

Ontario Alliance  
of Christian  
Schools



Achieving Together What We Cannot Do Alone



# Agenda

*Achieving Together  
what we cannot do Alone*

## MORNING SESSION

8:15 am - REGISTRATION

9:00 am - DEVOTIONS

9:20 am - KEYNOTE: Dr. Adrian Guldemond

**How does Christian schooling fit with the secular workplace?**

In the first of three presentations on the future of Christian education, Dr. Guldemond will illustrate the principles of marketing by analyzing examples of the 20<sup>th</sup> century Christian school promotion strategies.

## BREAKOUT SESSION

10:30 am - BREAK

11:00 am - SESSION I

1. Working with CSS
2. Working together with the local church: a church ambassador program.
3. Round Table: How does Christian Schooling fit with the secular workplace?
4. Working with a changing culture: How well is your school responding to the current educational marketplace.

## AFTERNOON SESSION

12:00 pm - LUNCH

1:00 pm - SESSION II

1. Working with CSS
2. Working together with the local church: A church ambassador program.
3. Working with the Internet: Using your website more effectively.
4. Working with local business ideas: a business approach to marketing

2:00 pm - SESSION III

1. Working with CSS
2. Working with the Internet: Using your website more effectively.
3. Working with a changing culture: How well is your school responding to the current educational marketplace.
4. Working with local business ideas: a business approach to marketing

# Workshops

## ***Working with a changing culture: How well is your school responding to the current educational marketplace.***

The challenges Christian schools face are many. Changing demographics, a consumer mentality, home schooling, enrollment issues, delivery of high quality programs, changing parental expectations, rising costs and declining loyalty face school leaders and boards on a daily basis.

- How does a school identify its prospects for future growth and improvement?
- Do schools wait for the formal S.Q.A.P. process to focus on continual improvement or should it be an ongoing annual process?
- What categories and what set of rubrics would be beneficial to schools that want to focus annually on continuous improvement?

This session will attempt to answer these questions and provide you with a template to help your school identify your current situation and set direction for future improvement.

## ***Working together with the local church: A church ambassador program.***

Building relationships with local church leaders and congregations is essential to the growth and future viability of many of our Christian schools. This workshop will identify and examine some of the barriers to these relationships that currently exist within the broader Evangelical community, and consider the role staff, parents and students can play in helping to develop positive relationships between church and school.

Practical, "real life" examples of relationship building will be provided, and the concept of "partnerships" will be discussed in depth.

## ***Working with local business ideas: a business approach to marketing***

As owner of two Domino Pizza franchises in the Peterborough region, Allan Hill has become engaged in the life and culture of the community. He has used a thoroughly-integrated and comprehensive approach to marketing his business in the local community. He has demonstrated a true understanding of many of the themes that undergirded the "good neighbor" activities that have been encouraged for our schools. He has transferred his experiences to Rhema Christian School in Peterborough where he has been involved with the Board, Development, Marketing and Fundraising committees.

This workshop will highlight many facets and techniques of a small business marketing plan and how those can be used by schools to more effectively market themselves including the importance of branding, reputation and integration into the local community.

## ***Working with CSS:***

Kick start your Planned Giving and Endowment Program: Avoid false starts and pitfalls.

Introduction to the new *CSS Resource Manual and Workbook* - A step by step approach from concept, through approval and case statement, to workable action plans

## ***Working with the Internet: Using your website more effectively.***

Every school today knows that more and more often their first impression is being made from their website; and, in an effort to capitalize upon that, most have invested time and money to their website development and upkeep. But your website isn't just a digitized phone book ad or bulletin insert that is sent out without any response. Your website presence is made to provide you with feedback! Would you like to know the answer to any of the following questions: How many, and from where, are people looking at your school? If you started an international program this year, would you like to know if the international community is checking out your school? Would you like to learn what perspective parents are really interested in learning about your



school (are you sure your mission statement is number one to them)?

Using free, easy to set up and use software, Chris van Donkelaar will show you how to start listening to your website, some of the interesting things you can learn about your community (and your school) and suggest some ways this data might help effect an effective school website for the future.



# Advancement Conference 2009

## Registration

Each registrant is asked to go to the [www.oacs.org](http://www.oacs.org) to register online or complete this form and return to the OACS by fax.

### Please complete the following:

School Name	City
First Name	Last Name
Home Address	City
Email Address (Important for confirmation)	Postal Code
	Home Telephone Number

### Please register me for the conference

- in Woodstock ( October 14, 2009)
- in Trenton (October 15, 2009)

### Registration fees are:

**OACS Member Schools - \$195.00/person**

**Non-Member Schools - \$325.00/person**

After 2 registrants from your school each additional registrant will be \$100.00/person

### Workshop Selections

	First Choice	Second Choice
Session 1	_____	_____
Session 2	_____	_____
Session 3	_____	_____

### I am a:

- Board member
- Administrator
- Communication Director
- Advancement Director
- Committee member
- Development Director
- Other \_\_\_\_\_

The school will be invoiced by the OACS. Registration deadline is October 1st. Cancellations must be received by October 3rd and will be subject to a \$25 administrative fee. No refunds will be issued after this date.

**FAX to 905-648-2100 Attention: Conferences**

