



Dear CAIS Community,

By now the summer is probably a distant memory, and you are very much engaged in getting to know this year's student body. As we all work at making our students feel welcomed, I can't help but think about the lesson learned from a recent survey of American families - the number one reason parents choose independent education is the personal attention to students.

How are CAIS schools demonstrating to families that we know each and every student? I see schools taking a two-pronged approach. First, we are focusing on students. Some schools are enhancing their advisory or house systems to strengthen individual attention to students; others are offering more specialized programs or developing learning strategies. Second, we are becoming more strategic in our communications. Some schools are increasing the individual communication to parents by requiring teachers to phone or email all parents in September; others are updating their websites and developing private portals for enhanced information. Whatever the strategy, the goal is to demonstrate and communicate value to students and their families.

CAIS is also committed to enhancing our communication this year. We learned from our Communications Directors that telling the story of the value of independent education is important. So this summer, we contacted over 30 University Admissions Offices, wrote to over 80 international schools that offer Canadian curriculum, and sent 95 parent letters outlining the importance of CAIS membership. This year, in addition to our weekly website updates (including my blog) and e-notifies, we are committed to producing a quarterly newsletter where all pertinent updates and action items can be found in one place.

This edition includes the following:

- The new Governance Guide
- Recent additions to our CAIS team
- The value of our national network
- An update on the proposed taxable benefit proposal
- Accreditation
- The CAIS Collaborative Boarding Project
- Social media
- Annual Heads and Chairs Conference
- Middle School Student Leadership Conference
- Leadership Institute

In our office, we love to hear from our members. As always, please feel encouraged to contact us anytime. We look forward to seeing Heads, Chairs and Business Officers at the October conference. And in the meantime, have a great start to your year.

Sincerely,

Anne-Marie Kee
Executive Director



Launch of the CAIS Governance Guide and Online Resource

Our national independent school organization values the constant and deliberate quest for excellence, and we recognize the vital leadership role that Governors play, in partnership with Heads, in the success of our schools. We want all of our schools to have strong Heads who focus on supporting the students of the present, but we also want strong Boards who focus on supporting the students of the future.

For the past year, CAIS has researched and developed a new Governance Guide that will be available for sale at the Heads and Chairs Conference in October. Order forms are available online to reserve your copies.

We will also be launching, in partnership with Finalsite our website provider, a Forum for Governors where they can ask questions in a private space for Board Members of CAIS Schools.

New Appointments at CAIS

This summer CAIS added three new members to our team:

Tim Putt – Director of Programs

Tim Putt joins CAIS as Director of Programs. Prior to CAIS, Tim served as *Head of Senior School and Assistant Headmaster* at Ashbury College, in Ottawa.

Tim holds undergraduate degrees in both Law and Education, and a Masters of Education with a focus on Teaching and Learning. In his 11 years at Ashbury College, he served as Director of Educational Technology, Head of Summer School, Assistant Headmaster of Daily Life and Planning, and Head of Senior School. Prior to joining Ashbury, Tim was a teacher and administrator in the Ottawa-Carleton District School Board.

Tim is leading our 16 accreditation reviews and working with the Athletic Directors and Student Leader Advisors to enhance our national student programs. If you have an idea or would like to participate, please contact him.

Val Pighin – Executive Assistant

Val Pighin joins CAIS as an Executive Assistant after having relocated to the Niagara Region from Barrie, Ontario. Val had spent over four years as an Executive Assistant and Tax Preparer within a small accounting firm. Her background includes work in administrative, financial and IT capacities. She is an honours graduate from Canadore College.

Val is your first contact if you call the office. She is looking forward to meeting you and answering your questions.

Chris Gaspic – Marketing Coordinator

Chris graduated from McMaster University with a BA (Honours) in English and History, and a Master's degree in history. In 2011, he completed his Post Graduate Certificate from McMaster University in Public Relations, receiving the Academic Excellence Award. Chris has worked in a number of fields, including the arts, education and lastly municipal government.

Chris' first goal is to enhance the presence of CAIS online so he is researching school websites to ensure that our CAIS logo appears. If you have any questions on how you can improve your online presence, please contact Chris.



The Value of our National Network

We were sad to see the announcement of the closing of Concordia High School in Edmonton after over 90 years of educating students. The question was asked, "What did CAIS do to help?"

For reasons of confidentiality, we cannot report everything we do to support CAIS schools in distress. But here are the sorts of things our Executive Director has done in the past when schools ask for advice:

- Communicate with Heads of Schools and Chairs of the Board
- Offer resources
- Connect leaders with colleagues across the country that have experience or expertise in critical areas
- Visit schools to meet with members of the Board and Leadership Team, sometimes bringing other colleagues to offer support.

In the case of Concordia, we received the following note:

"I just wanted to say thank you for all that you and your team has done to support us during this last year. I really appreciate all that you have done. CAIS is an amazing organization with a true vision and clarity in providing excellence in choices for independent education. The work that you do is so very important. I wish you and your team all the best in the future."

The good news is that schools use our CAIS office as a quiet partner... we just don't often tell you about this service.

Update on the proposed taxable benefit exception

CAIS has received a number of questions from members about the proposed legislation that is expected to be tabled in late September or early October in regards to the taxable benefits exception and its extension to elementary and secondary school **tuition**.

Tim Putt will attend the upcoming information session and provide an update to Heads by the end of the month.

Accreditation

This year, CAIS will complete a record number of accreditations, including some schools that will undergo a review for the first time. Our association schools share a commitment to ongoing improvement through accreditation, and we are excited that so many of our schools value the process.

CAIS is also pleased to confirm that the Office of the Inspector of Independent Schools for the BC Ministry of Education has agreed to an exploratory collaborative evaluation pilot project with Crofton House in the fall of 2013. The objectives of the two reviews are somewhat different – while both CAIS and the Ministry ensure compliance, CAIS also values a reflective and analytical school improvement process. We are excited by the potential to create efficiencies for member schools. CAIS already has a **No Duplications Policy** but this pilot collaboration will see the two Visiting Committees review the school at the same time.

In the next couple of years, CAIS accreditation reviews will include well over 200 peer reviewers. So we need your help! If you are a strategic thinker interested in contributing to a member school's improvement process, and you have the full support of your Head of School, we encourage you to **apply on-line**.



The CAIS Boarding Project

CAIS is making progress on promoting Canada and boarding, both internationally and domestically. On Thursday October 18, from 2:30 p.m. to 4 p.m. Heads, Chairs and Business Officers of Boarding Schools are invited to attend a presentation regarding the Boarding Project's progress and next steps. The session will include a presentation from our marketing partner, LiQuid, including the launch of our brand new infographic video that will dispel myths about the boarding experience and offer insights into a 21st century boarding school education in Canada. We look forward to sharing the momentum of our Collaborative Boarding Project on October 18.

Tim Putt, CAIS Director of Programs, will represent CAIS at the fall NEMR Roundtable Marketing Meeting at DFAIT. A full report of the meeting will be shared with all CAIS Boarding Project member schools by the end of the month.

Please check out our increasing online presence. Come participate, learn and share with CAIS Boarding School social media initiatives. Topics include parenting, school updates, timely articles and much more.

- You can **subscribe** to our **YouTube channel**
- **Follow us** on Twitter **@caisboarding** or;
- **Like Us** on Facebook at **facebook.com/caisboardingschools**

Annual Heads and Chairs Conference

This year's annual conference for Heads and Chairs, chaired by Jim Power and Patti MacNicol of Upper Canada College, will be in Toronto starting on Thursday, October 18. This year, our theme is "**Sustainability and Strategy**" and for that reason, the Conference Planning Committee decided to extend a special invitation to the Business Officers. In addition to our solid line-up of speakers, the Committee wants to ensure that all attendees engage in meaningful discussions of strategy implementation. To that end, we have asked that all of our 95 schools send a team of three – their Head, Chair and Business Officer - and we will schedule time in sessions to meet in similar school groupings.

The panel discussion with financial experts chaired by Steve Paikin on Friday morning promises to set the tone for the conference and focus the participants on the importance of financial sustainability and strategy. Participants will spend the rest of the sessions engaging in strategy discussions. Susan Wright is conducting a survey of our member schools in advance of the conference on strategic plan implementation challenges and opportunities, and we ask that all Heads, Chairs and Business Officers participate - check your email.

Should your school have a new Board Chair this year, please forward all contact details to **Val Pighin** so we can extend an invitation to attend the new Heads and Chairs dinner on Wednesday, October 17 and an all day workshop on Thursday, October 18.

If you have not done so already, Heads, Chairs and Business Officers can register **here** for the conference.

CAIS Middle School Student Leadership Camp 2012

Our CAIS Leadership task force team is excited about hosting our "first ever" CAIS Middle School Leadership Camp being held this fall at Onondaga Camp in beautiful Haliburton, Ontario, from Wednesday, September 26 until Saturday, September 29, 2012.

The theme of this year's inaugural conference is The Power of Positive Leadership (P2L)! We have gathered influential guest speakers and great motivational leaders from across the country to enlighten, entertain and assist you and your school in promoting, Positive leadership skills for your Middle School students and faculty.

To date, registration for our **Middle School Leadership Conference** has surpassed our goal! If your school has not yet registered, we are still accepting a few more schools **here**.



CAIS Leadership Institute

The Summer Leadership Institute was a big success with two new modules (Coaching and Brain Research) and two new forums (Athletic Directors and Communications). We had record attendance with over 170 people including colleagues from seven provinces.

The 2013 Spring Leadership Institute will be held at **Havergal College**, Toronto, Ontario from Saturday, March 2 to Sunday, March 3. Choose one of two modules:

- 1) Brain Research
Taught by **Dr. Karen Gazith**, Director of Education at the Bronfman Jewish Education Centre and an adjunct professor in the department of Educational and Counselling Psychology at McGill University.
- 2) Finance
Co-taught by the Chief Financial Officer of St. Andrew's College, **Beth McKay** and Head of Operations and Chief Financial Officer at Holy Trinity School, **Chris Stafleu**.

Whether you are a first time attender or even a graduate of the program, you are encouraged to join your CAIS **colleagues**.

KeeNote Blog

Each week, in addition to posting current articles on education and independent schools (See Thomas Friedmans' recent "New Rules" **article**, Anne-Marie writes a blog on research and insights on education, administration and parenting.

Recently, she introduced the 12 new CAIS Heads and linked to their Welcome Letters. Check out their introductions and photos (and in one case a video!) **here**.

Contact Us

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CAIS Sponsors

CAIS is grateful to have the Platinum and Gold level support of the following companies at the upcoming Heads, Chairs and Business Officers conference.

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