

WORKING SMARTER

May 27-29, 2014



January 14, 2014

Dear CAIS Directors of Admissions,

Our registration for the 2014 CAIS Admissions Conference, taking place in beautiful wine country at the **White Oaks Conference Centre** at Niagara-on-the-Lake, Ontario, is now open.

The theme of this year's Admissions Conference is '**Working Smarter**' and is geared toward, not only directors but associates, officers and administrative staff as well. Every admissions office across the country, regardless of size, day or boarding, is continually searching for new innovative ways to work smarter. This conference will address admissions trends, enrolment management and will discuss the tools needed in order to work smarter in all areas of our admissions. It will also allow much time for networking and informal conversations with colleagues from across the country.

You will see from the attached agenda, the keynote speaker this year will be Chris Baker (<http://www.thebakergroup.com>) of the Baker Group. She will get us focused on enrolment management and frame the discussion for the two days at the conference. We will also have a chance to hear from Travis Warren, social media guru, Anne-Marie Kee, who will report from the CAIS, Janice Crampton, the Executive Director of AISAP, Marijke Bakker, Partner at Apple Financial Services and an expert in the importance of prioritizing and managing time. Each session will be followed by break out groups geared towards different roles in the admissions office to provide PD opportunities for all in your department.

In order for schools to send as many members of their admissions team to the conference as possible, we have worked hard to keep the cost of the conference as economical as possible. Each of the four schools represented on the planning committee have sponsored elements of the conference, as has Ridley College. The planning committee made the decision to reduce the amount of paper produced, mailings and to eliminate the unnecessary "conference swag". This, combined with the sponsorship and a surplus from the 2012 Admissions Conference has allowed us to set the conference prices as follows:

Double occupancy - \$600 per person
Single occupancy - \$670 per person

This price includes two nights accommodation at the [White Oaks Conference Centre](#), all meals and snacks, speakers, entertainment as well as the hospitality suite that will be available each night to allow for networking. Ridley College has generously offered to host a luncheon at a local winery for those wishing to enjoy a little extra time in the Niagara region on Thursday May 29.

Please register [online](#) prior to April 28. If you have any questions, please don't hesitate to contact anyone on the committee. We look forward to seeing you in May.

Sincerely,

Maggie Houston-White
Havergal College

Heather Kidd
Albert College

Kathy LaBranche
Trinity College School

Michael Roy
St. Andrew's College