

NOW IN ITS 5TH YEAR

ISACS

LEADERSHIP ACADEMY

The Business of Leading Schools

Tuesday, June 26 -
Thursday, June 28, 2018



IN PARTNERSHIP WITH THE KELLOGG SCHOOL
CENTER FOR NONPROFIT MANAGEMENT

LOCATED AT NORTHWESTERN UNIVERSITY
DOWNTOWN CHICAGO CAMPUS

Northwestern
Kellogg
School of Management
EXECUTIVE EDUCATION

REGISTRATION NOW AVAILABLE
AT WWW.ISACS.ORG

WHO SHOULD ATTEND:
LEADERS OF INDEPENDENT SCHOOLS

DATES & TIMES:
**TUESDAY, JUNE 26, 9:00 AM, TO
THURSDAY, JUNE 28, 3:30 PM.**

TOPICS INCLUDE:
**Culture as a Cornerstone of School Success,
Gail Berger**

School leaders need to ensure that their school's culture is aligned with its vision and mission because culture is a driver of engagement and a determinant of school performance. Using an interactive exercise as the springboard for discussion, Berger will engage school leaders in conversations to unpack their school culture and develop a clearer understanding of how culture is impacting school outcomes. Video and dialogue will be used to highlight the tools and strategies that school leaders can leverage to build and shape school culture.

**Successful Financial Management for Today's
Nonprofit Organization, Jim Croft**

Numbers are, of course, essential to financial decision-making and good management. But creating and implementing a budget and establishing accounting procedures go beyond the realms of math. This session will cover the basic requirements of good financial management of nonprofits—but will move beyond the numbers to discuss the implicit ethical norms that guide the nonprofit world, and how they differ from for-profit institutions. Forms and methods of accountability, responsibility, and authority, as well as other realities involved in serving the nonprofit organization's mission via its financial policies and practices, will be addressed.

Trends in School Fundraising, Liz Livingston Howard

Each year brings new challenges to fundraisers, particularly in schools. Challenges from competitors, changes in the external environment, donor empowerment, donor fatigue, and the need to articulate impact are but a few of the key trends and opportunities we will discuss in this interactive session. Using lecture, dialogue, and examples of success stories, Howard will engage school leaders in conversation about the trends and challenges in raising funds from stakeholders.

**Leading with Outcomes & Learning through
Improvement, Pranav Kothari**

During this interactive session, participants will identify key trends impacting educational and social sector measurement, learn how to develop a clear set of measurable outcomes and indicators for their organization, and begin designing a continuous improvement project they can take back to their schools. The class content borrows from the private and nonprofit sectors, and helps participants apply performance measurement and continuous improvement to their work even when resources and technology are limited.

**The Customer-Focused School: Applying Smart
Marketing Strategy, Aparna Labroo**

In this session, we will explore some of the best practices of marketing strategy and how they can be applied to the challenges faced by school leaders. We will discuss how these strategies fit into an academic context. In addition, we will focus on market segmentation and how it can increase the effectiveness of the school's marketing efforts and provide better positioning in an increasingly competitive landscape.

From Data to Decision, Joel Shapiro

Successful school leaders must be laser focused on the fundamentals that allow them to effectively go from data to decision, with the ultimate goal of driving important and well-defined outcomes. In this session, we will discuss the different types of analytics that are available, identify common traps in the use of data analytics, and set school leaders on a path to success.



GAIL BERGER, PhD is an Assistant Professor of Instruction at Northwestern University in the Kellogg School of Management, the McCormick School of Engineering, and the School of

Communication. She brings experience in the areas of talent development and assessment, conflict resolution, team dynamics, and executive coaching across a variety of industries including consumer services, education, engineering, financial services, hospitality, and the nonprofit sector. Berger received her PhD from the Kellogg School of Management and is the recipient of the Instructor of the Year Award at Northwestern's School of Education and Social Policy.



JIM CROFT, PhD has more than 40 years of experience as a nonprofit executive. Before joining Kellogg School of Management's Center for Nonprofit Management as an Academic Director, he served as

Executive Vice President and Chief Financial Officer for The Field Museum in Chicago from 1984-2015. Prior to joining the museum, he held positions in social service administration. He received a PhD from the University of Nebraska-Lincoln where his doctoral work focused on higher education leadership and nonprofit finance.



LIZ LIVINGSTON HOWARD holds an MBA degree from the Kellogg School of Management at Northwestern University. She is the Director of Kellogg's

Nonprofit Management Executive Education programs and a Clinical Professor of Management. She previously served as Assistant Dean for Development for the Kellogg School of Management. She has provided consulting services for nonprofits in the areas of fundraising, marketing, and board governance.



PRANAV KOTHARI is the founder and CEO of Revolution Impact, LLC, which helps social sector organizations improve their results through better business practices and organizational strategies.

Kothari also serves as Adjunct Lecturer of Social Enterprise at the Kellogg School of Management at Northwestern University, teaching MBA and executive education courses on the education sector, social sector performance measurement, and board governance. He holds an MBA from the Stephen M. Ross School of Business at the University of Michigan.



APARNA LABROO, PhD is a consumer psychologist who joined Kellogg as professor of marketing in 2013. Her expertise is in understanding how people's

feelings impact their judgments and decision-making including their consumer choices, persuasion, health-regulation, self-control, pro-social action, and creativity. Her research has been featured in the *New York Times*, *Time*, *Forbes*, *Financial Times*, and *Business Week*. Labroo holds an MBA from the Indian Institute of Management and a PhD from Cornell.



JOEL SHAPIRO, JD, PhD is clinical associate professor of data analytics at Kellogg. Shapiro teaches graduate courses in decision analytics and policy analysis with a focus on how to apply analytic

solutions to solve real-life problems. In addition, he is an expert in the creation and management of online learning programs and the impact of new methods of teaching and learning on traditional models of higher education. Prior to joining Kellogg, Shapiro served as Associate Dean of Academics of Northwestern University School of Professional Studies. He holds a PhD in policy analysis from the Pardee RAND Graduate School and a JD from Northwestern University School of Law.

HOTEL ACCOMMODATIONS

ISACS has secured a discounted room rate at the Cambria Suites, 166 East Superior, Chicago, which is located less than two blocks from the Kellogg Center's downtown campus. The special rate is: \$209/night plus tax (single or double occupancy) for the nights of June 25, 26, and 27. To make a reservation, please call 312-523-0902 and mention the group name ISACS. Reservations must be made by 5:00 pm central time on Monday, June 4, 2018 or before the room block reaches capacity. For online reservations, [click here](#). If you have a problem securing the rate, please call the ISACS office at 312-750-1190.

REGISTRATION FEE

· \$2250 ISACS member fee · \$2500 non-member fee
· Academy includes: Three breakfasts, three lunches, and one dinner.

PARTIAL SCHOLARSHIPS AVAILABLE

Thanks to a grant from Skilling and Andrews Foundation, registrants from schools with assets of less than \$18 million are eligible for partial scholarships. To determine your school's assets, see the Statement of Financial Position from the most recent audit and find "Year-End Total Net Assets." These scholarships are available for member and non-member schools. For more details about the partial scholarship, please contact Karen Zeitlin at the ISACS office at 312-750-1190 or karen@isacs.org.

TEAM DISCOUNT

Registrations from the same school are at half the rate of the first registration. While the program was designed with heads in mind, we have found that it is a good fit for aspiring heads, CFOs, and other school leaders. We believe that taking the experience home with school colleagues can maximize the potential for applying the learning. For more details about the team discount, please contact Karen Zeitlin at the ISACS office at 312-750-1190 or karen@isacs.org.

REGISTRATION NOW AVAILABLE AT WWW.ISACS.ORG · Questions? Call ISACS at 312-750-1190