2017 POWER CONFERENCE SESSIONS LIST
Trainings and Demonstrations led by RenWeb

Area of Interest - Administrative (Basic)

Name	Platform	Description
Academic Management **(1 hr)**	**RenWeb 1**	Review the Courses and Classes areas, including managing class enrollment and setting up Grade Books and Report Cards.
Administrative Basics *for brand new RenWeb users* **(5 hrs)**	**RenWeb 1**	Discover the fundamentals of RenWeb, including how to maintain demographic information, utilize a variety of communication methods, and manage courses, classes and attendance. This session is intended for individuals new to RenWeb.
Attendance **(1 hr)**	**RenWeb 1**	Learn how to manage classroom and staff attendance, convert tardies to absences, and manage attendance configuration. Discuss various Attendance reports and determine which reports best meet the needs at your school.
Communications **(1 hr)**	**RenWeb 1**	Learn about the communications capabilities offered, including RenWeb 1's Outlook-style email text editor that allows you to send emails formatted with your school's branding.
Maintaining a Clean Database **(2 hrs)**	**RenWeb 1**	Review the steps to clean up duplicate students, parents and families in your database. Run the Duplicate Person Error Check in the Administration category of Report Manager; if there are people listed on this report, you should attend this session.
Maintenance Manager **(2 hrs)**	**RenWeb 1**	Automate a variety of database jobs as well as various communications to parents. Send parents behavior and attendance notifications, and notify parents regarding accounting information and much more.
Medical Basics & Immunizations **(3 hrs)**	**RenWeb 1**	Track important student medical information: medication; medical events; student allergies; screenings and tests. Solve the immunization compliancy mystery. Dissect an immunization rule and learn the steps of entering the parameters into RenWeb. Once immunizations have been entered into RenWeb, discover how to check each student in the database for compliancy.
Parent Alert Demonstration **(1 hr)**	**RenWeb 1**	Enhance your communications with Parent Alert – RenWeb's instant notification service that speeds communications to parents and your school community via text messages to cell phones; voice calls to work, home and cell; and emails to multiple addresses.

Capable of sending messages to thousands of individuals within minutes, Parent Alert sends notifications directly from RenWeb to reach parents anytime, anywhere for simple notifications of game cancellations, tuition payment reminders, or emergencies when it matters most. |
ParentsWeb **(2 hrs)**	**RenWeb 1**	Utilize ParentsWeb effectively as a communication tool for parents: use the Calendar to add announcements and events; upload documents and newsletters using Resource Items; add pictures; and easily enable or disable individual families or all families at once.
People Management **(2 hrs)**	**RenWeb 1**	Learn how to manage Student, Family and Staff demographic data, behavior events, emergency contacts and more. Acquaint yourself with the Add New Wizard for creating new Student and Staff records within your database.
Producing Report Cards **(2 hrs)**	**RenWeb 1**	Produce Student Report Cards without a hitch. Review each area that affects producing report cards and discover solutions to common problems like unrecognized grades or inaccurate offsets.
Security **(1 hr)**	**RenWeb 1**	Become familiar with Security the enhanced security that RenWeb 1 provides. Prepare your school staff access based on the security rights and areas that RenWeb 1 has to offer.
Standards-Based Grading **(1 hr)**	**RenWeb 1**	The purpose of Standards-Based Grading (SBG) is to raise student achievement by clearly communicating students' progress towards learning outcomes in a timely, accurate, fair, and specific manner. SBG accurately communicates student achievement to students, parents, and educators. The influence of work habits on student learning is reported separately from the academics. At this time the option for SBG is defaulted to off due to the vast majority of schools that are not currently looking to utilize this grading method.

Name	Platform	Description
Transferring Students (1 hr)	**RenWeb 1**	Review how to transfer a student who has attendance or grade records, from one class to another. Save yourself the headache of trying to clean up an incorrectly transferred student by learning how to transfer a student properly the first time.

Area of Interest - Administrative (Advanced)		
Name	**Platform**	**Description**
Create-a-Report (1 hr)	**RenWeb 1**	Effectively use Create-a-Report in RenWeb 1. Learn the basic operation of this tool, how to create exports to Microsoft Excel, and how to create a mail merge.
End-of-Year Duties (1 hr)	**RenWeb 1**	Explore the process of completing a school year and beginning another, including progressing students and related system considerations. Discuss tips on report card and transcript archiving, accounting, and ParentsWeb.
Student Performance Analysis (1 hr)	**RenWeb 1**	Delve into this powerful report, which allows you to pull configurable subject matter reports based on Gradebook grades, Report Cards, Transcripts, or Standardized Tests.

Area of Interest - Admissions		
Name	**Platform**	**Description**
Admissions: New Students (3 hrs)	**RenWeb 1**	Monitor students' admissions and enrollment into your school. Configure a school-specific checklist process, establish notification email templates and manage a waiting list. This session covers Admissions in RenWeb 1 only and does not cover Online Application.
Make Your Admissions Department Successful Utilizing OA & OE (1 hr)	**OAOE & RenWeb 1**	Discover tools available within Online Application and Online Enrollment that can help make your Admissions department more successful. We will discuss best practices in admissions and reenrollment and how to leverage those opportunities by utilizing the tools found within Online Application and Online Enrollment.
Online Application Demonstration (1 hr)	**OAOE**	Eliminate paper application packets and offer prospective parents a fully online experience. Online Application provides a more polished school image, simplifies the application process for parents, and attracts more applicants. It lowers your school's administrative costs by eliminating manual data entry and providing early reporting.
Online Enrollment Demonstration (1 hr)	**OAOE**	Save parents the frustration of completing the same paper enrollment forms year after year, and your staff from manually updating records in RenWeb. Online Enrollment provides an automated reenrollment process for returning students and, when integrated with Online Application, an end-to-end enrollment process for new students.
Online Application Configuration Management (1 hr)	**OAOE**	Equip you with the knowledge necessary to realize the full potential of Online Application. That includes creating and updating applications; reviewing, syncing and importing applications into RenWeb; communicating with prospective families and much more. Also discover the design and configuration components within the Content Management System for Online Application. This session covers the content and basic configuration for Online Application only. **Prerequisite: Must be an Online Application Customer**
Online Enrollment Configuration Management (2 hrs)	**OAOE**	Prepare your campus to fully utilize to tools available within Online Enrollment. That includes creating and updating enrollment packets; reviewing, syncing and importing enrollment and reenrollment packets into RenWeb; setting up enrollment responsibility; communicating with families and much more. Also discover the design and configuration components within the Content Management System for Online Enrollment. This session covers the content and basic configuration of Online Enrollment only. **Prerequisite: Must be an Online Enrollment Customer**
Online Application: New Year Procedures (1 hr)	**OAOE**	Prepare Online Application for next year. Before the new admissions season begins, you need to adjust the content of your applications and change your system settings. **Prerequisites: Online Application & Online Enrollment Configuration Management**

Name	Platform	Description
Online Enrollment: New Year Procedures (1 hr)	OAOE	Prepare Online Enrollment for next year. Before the new enrollment season begins, you need to adjust the content of your enrollment packets and change your system settings. **Prerequisites: Online Application & Online Enrollment Configuration Management**

<table>
<tr><td colspan="3" align="center">Area of Interest - Business Office/Accounting</td></tr>
<tr><td>Name</td><td>Platform</td><td>Description</td></tr>
<tr><td>Cafeteria Management & Billing (3 hrs)</td><td>RenWeb 1</td><td>Utilize Cafeteria Management to create menus, display the menu in ParentsWeb, and enable recording of orders for students and staff. Configure ParentsWeb to allow parents to create and pay for their orders online. Verify the items received by students and create charges. Use the Cash Register to create charges and accept payments for a la carte items.

Prerequisite: Student Billing: Basics</td></tr>
<tr><td>Cash Register (1 hr)</td><td>RenWeb 1</td><td>Discover our Cash Register and learn how cashiers can record payments for students in split families, easily configure cash registers with up to 30 products per page, and create cash registers with multiple pages.</td></tr>
<tr><td>Child Care Management & Billing (4 hrs)</td><td>RenWeb 1</td><td>Create customizable billing for the child care options offered at your school. Analyze a variety of methods used by RenWeb schools to manage their unique child care scenarios: plan billing; weekly billing; incremental billing and live time clock billing. Print family statements specifically for child care charges.

Prerequisite: Student Billing: Basics</td></tr>
<tr><td>Online Payments Demonstration (1 hr)</td><td>RenWeb 1 & Enterprise</td><td>Come learn about the new online payments integration with FACTS. Parents access their account balance in ParentsWeb or RenWeb Home. Payments that are made immediately post to the family account balances. Remittances are simplified and determined by the school. Schools have the ability to deposit funds to one or multiple accounts.</td></tr>
<tr><td>School Store Management & Billing (1 hr)</td><td>RenWeb 1</td><td>Uncover the tools RenWeb has available to assist in running your school store. Create inventory and report on items sold, including profits and losses. Create barcode labels for items sold in your store, group items utilizing the Cash Register, and define security for individuals based on the cash registers they will be using. Allow students to pay at the time of purchase or charge items to their family accounts.

Prerequisite: Student Billing: Basics</td></tr>
<tr><td>Student Billing: Basics (4 hrs)</td><td>RenWeb 1</td><td>Acquaint yourself with the basics of RenWeb Student Billing. Set up security, accounting systems, categories, and family financial responsibility. Add charges, payments, deposits and more.</td></tr>
<tr><td>Student Billing: Managing Deferred Money (1 hr)</td><td>RenWeb 1</td><td>Deferred Money results when a received payment is not totally consumed by outstanding charges. Learn how to apply deferred money to open charges for a variety of accounting system and fiscal year scenarios. In addition, move deferred money from one accounting system or fiscal year to a different accounting system or fiscal year.</td></tr>
<tr><td>Tuition Management & Billing (2 hrs)</td><td>RenWeb 1</td><td>Define your school's tuition charges for next year using the Recurring Charge and Tuition Calculator features in Accounting. Assign charges and credits to specific accounting categories for ease of reporting. Bring your list of tuition rates, discounts and recurring charges with you to the training.

Prerequisite: Student Billing: Basics</td></tr>
<tr><td>Unique Family Billing Arrangements (1 hr)</td><td>RenWeb 1</td><td>Conquer the complexities of creating split families for accounting purposes. Learn how to determine the proper setup for a variety of situations: two parties pay; third party pays; an organization pays; blended families or host families.</td></tr>
<tr><td colspan="3" align="center">Area of Interest - Development</td></tr>
<tr><td>Name</td><td>Platform</td><td>Description</td></tr>
<tr><td>Donate Online Demonstration (1 hr)</td><td>RenWeb 1</td><td>Simplify giving with a secure website donation link powered by Donate Online. Potential donors today often do not respond to traditional mailings — learn how to take fundraising to the next level by creating complete Online Giving areas for your website using RenWeb's simple Web Forms.</td></tr>
</table>

Name	Platform	Description
Donor Connect (5 hrs)	**Donor**	Take advantage of Donor Connect with CRM: from basic setup, security, database syncing, and constituent giving and pledges; to advanced email integration, managing campaigns and efforts, reporting and the powerful Constituent Relationship Manager.
Donor Connect: CRM Enhancements (2 hrs)	**Donor**	Move constituents seamlessly through your fundraising process using the Donor Connect Constituent Relationship Manager which has been created to organize and automate your school's funding methodology. Included are preconfigured workflows incorporating best-practice events, action items, and communications that create user-specific task lists.
Donor Connect Reporting (1 hr)	**Donor**	Expand your knowledge of reporting in Donor Connect. Learn what information is included in standard reports and how to generate custom reports through Create-a-Report that may be exported to Microsoft Excel for publishing or mail merge.
Donor Connect Sync (2 hrs)	**Donor**	Clients will learn the ins and outs of the RenWeb Sync in Donor Connect by taking a detailed look at the sync choices, presync report, and how to identify and cleanup issues to allow for a clean sync each time.
Maintaining a Clean Donor Connect Database (2 hrs)	**Donor**	Clients will learn the correct settings for constituent records to help simplify reporting and the use of Donor Connect. Common issues will be addressed and we will show how to troubleshoot and even correct these issues.

Area of Interest - Faculty		
Name	**Platform**	**Description**
Grade Calculator (1 hr)	**RenWeb 1**	Utilize the Grade Calculator to determine mid-term GPAs or averages, or to determine the GPA or averages for a specified course. By configuring the Grade Source, Grade, Weight and Factor, you can display by student or class a GPA or average for a specified time period.
Graduation Planning (1 hr)	**RenWeb 1**	Configure the requirements a student must fulfill in order to graduate from your school. Using Graduation Plans, you can create various student tracks, which result in different types of diplomas. Configure graduation plans to utilize department requirements, course requirements or credit requirements. In addition, the Graduation Plan Audit report displays the requirements that a student has met as well as the requirements that he or she has outstanding.
RenWeb Staff HD App (iOS only) (2 hrs)	**RenWeb Apps**	Enhance your knowledge of the Staff HD App version of RenWeb. Learn how to use the Grade Book, record attendance, create lesson plans, enter grades in Report Cards, and document parent teacher conferences and behavior items.
RenWeb Classroom Training (4 hrs)	**RenWeb 1**	Utilizing RenWeb Classroom, you can learn the complete grading process, from creating an assignment through entering report card grades. Enhance communication with parents by utilizing the class website to its fullest. Learn how to create daily lesson plans and discover the time-saving feature, Master Lesson Plans. Provide up-to-the-minute grades, lesson plans and attendance records to parents, and easily communicate with parents by emailing grade book information or general messages. Learn how to configure your seating chart and record attendance as well as place lunch orders for students and staff.

Area of Interest - Grading

Name	Platform	Description
Grade Calculator **(1 hr)**	**RenWeb 1**	Utilize the Grade Calculator to determine mid-term GPAs or averages, or to determine the GPA or averages for a specified course. By configuring the Grade Source, Grade, Weight and Factor, you can display by student or class a GPA or average for a specified time period.
Grading in RenWeb **(3 hrs)**	**RenWeb 1**	Discover how grades in RenWeb relate to each other, how Course Setup affects Grade Book and report card grades, and how grade book grades differ from report card grades. Other topics include configuration of the report card formula, the population of transcript records and configuring class rank and honors.
Graduation Planning **(1 hr)**	**RenWeb 1**	Configure the requirements a student must fulfill in order to graduate from your school. Using Graduation Plans, you can create various student tracks, which result in different types of diplomas. Configure graduation plans to utilize department requirements, course requirements or credit requirements. In addition, the Graduation Plan Audit report displays the requirements that a student has met as well as the requirements that he or she has outstanding.
Honor Roll **(1 hr)**	**RenWeb 1**	Explore the connection between credits and report cards and the connection between weights and transcripts. Determine how to configure the Honor Roll to produce various types and levels of honor roll.
Producing **Report Cards** **(2 hrs)**	**RenWeb 1**	Produce Student Report Cards without a hitch. Review each area that affects producing report cards and discover solutions to common problems like unrecognized grades or inaccurate offsets.

Area of Interest - Scheduling

Name	Platform	Description
Scheduling: **Automated Scheduling** **(2 hrs)**	**RenWeb 1**	Automated Scheduling picks up after all student requests have been entered in the system. It takes you through using the auto scheduler, scheduling by instructor, scheduling by course and automated student enrollment. **Prerequisite: Scheduling: Basics and Scheduling: Course Requests**
Scheduling: **Basics** **(2 hrs)**	**RenWeb 1**	Review fundamental scheduling concepts in RenWeb, including understanding time grid templates, defining templates, establishing a day schedule and understanding and creating patterns.
Scheduling: **Course Requests** **(2 hrs)**	**RenWeb 1**	Learn how to develop online course request forms and manage student requests. **Prerequisite: Scheduling: Basics**
Scheduling: **Self-contained Groups** **(1 hr)**	**RenWeb 1**	Learn how to schedule self-contained groups, utilizing schedule copy, group enrollment functions, group time tabling, and manual scheduling abilities. The class will have a lab environment where you can complete your group scheduling for 'next year'. **Prerequisite: Scheduling: Basics**

Area of Interest - Miscellaneous Trainings

Name	Platform	Description
Customization Kit: **Various Reports** **(3 hrs)**	**RenWeb 1**	Harness the capabilities of this powerful tool and create reports for your school including Report Cards, Transcripts, Student & Family Billing Statements, and Web Forms. You will need a laptop, any desired school logos and HTML proficiency. **Prerequisites: Passing an HTML proficiency quiz and having an external HTML editor.** **Type the following URL into your Web browser: http://www.w3schools.com/html/html_quiz.asp. Under "Count Your Score," click "Start the HTML Quiz".**
Expert Bar **(1 hr)**	**Various**	This year's Sessions List includes an Expert Bar reservation option. This dedicated hour is designed for attendees who have a list of questions they need to discuss with a RenWeb expert, and allows you more control of your schedule. Attendees are still welcome to drop by the Expert Bar at any time without a reservation.

Name	Platform	Description
RenWeb Learning Management Training (2 hrs)	**RLM**	Receive in-depth training on RenWeb Learning Management, RenWeb's new learning management system. This session will dive into the details of the social and academic components of RLM. Social components include the class wall, chat, notifications, and calendar. Academic components include the unit, topic, and item content structure along with assignments, discussion assignments, quizzes, and tests.
School Site: Building Content for All Devices (1 hr)	**School Site**	Experience how School Site websites display differently across devices, including desktop computers, tablets and mobile devices. Learn the key principles of building your content for a responsive website and which tools and page layouts can help you get the job done right. Bring all of your devices to this interactive training!
School Site: Reaching Your Audience with Purposeful Design (1 hr)	**School Site**	Discover how to choose website design elements and build content to reach your intended audience, prospective families, current families, or both! Learn how brand, social media, and other platforms tie into your website to create a strong online presence.
Web Forms (2 hrs)	**RenWeb 1**	Streamline the collection of information from parents and students via the web: Learn how to create Admissions forms; field trip permission slips; volunteer forms; etc. This session will also explore the more complex functionality offered in master and sub forms, including JavaScript and HTML elements.

Area of Interest - Product Demonstrations

Name	Platform	Description
Auction Trak: Product Overview & Donor Connect Integration (1 hr)	**Auction Trak**	Auction Trak guides you through the natural flow of an auction, with best practices built-in along the way. From early development stages through receipts, thank-you's and follow-up, Auction Trak offers complete support of your fundraising event. At this session, we will feature our new integration with RenWeb's Donor Connect and will give you a sneak preview of our new Online Auction tools.
ClassBundl: Fundraising Done with Right ClassBundl (1hr)	**ClassBundl**	This session will give participants the opportunity to learn how ClassBundl is bringing revolutionary convenience to both schools and families. The ClassBundl program allows for quick and easy school supplies, online fundraising, and a customizable digital store front to help with all school-branded merchandise. Come see how the power of ClassBundl can help your school reach new heights of convenience.
Curriculum Trak & RenWeb Integration - Two tools made for each other! (1 hr)	**Mike Vander Berg Curriculum Trak**	Curriculum Trak is a curriculum tool that makes the process of mapping easy. During this session, we will give you an overview of the Curriculum Trak product and how schools are currently using it. We will spend time showing you how this tool integrates with RenWeb. These two products can share and exchange teachers, courses, standards, homework/assignments and other lesson plan content.
Curriculum Trak Demonstration (1 hr)	**Dan Beerens Curriculum Trak**	Curriculum Trak is now used by many faith-based schools throughout the world – maybe you have a friend in another school using it! Come to see why it is so popular and why our growth has been so rapid in the past 7 years. This session will be a complete demo of the product.
Customization Kit Demonstration (1 hr)	**RenWeb 1**	Harness the capabilities of this powerful tool that allows you to customize documents produced from RenWeb, custom dynamic Web Forms, new student inquiry pages, Report Cards and more.
Donate Online Demonstration (1 hr)	**RenWeb 1**	Simplify giving with a secure website donation button powered by Donate Online. Potential donors today often do not respond to traditional mailings — learn how to take fundraising to the next level by creating complete Online Giving areas for your website using RenWeb's simple Web Forms.
Online Application Demonstration (1 hr)	**OAOE**	Eliminate paper application packets and offer prospective parents a fully online experience. Online Application provides a more polished school image, simplifies the application process for parents, and attracts more applicants. It lowers your school's administrative costs by eliminating manual data entry and providing early reporting.
Online Enrollment Demonstration (1 hr)	**OAOE**	Save parents the frustration of completing the same paper enrollment forms year after year, and your staff from manually updating records in RenWeb. Online Enrollment provides an automated reenrollment process for returning students and, when integrated with Online Application, an end-to-end enrollment process for new students.

Parent Alert Demonstration (1 hr)	**RenWeb 1**	Enhance your communications with Parent Alert – RenWeb's instant notification service that speeds communications to parents and your school community via text messages to cell phones; voice calls to work, home and cell; and emails to multiple addresses. Capable of sending messages to thousands of individuals within minutes, Parent Alert sends notifications directly from RenWeb to reach parents anytime, anywhere for simple notifications of game cancellations, tuition payment reminders, or emergencies when it matters most.
Online Payments Demonstration (1 hr)	**RenWeb 1 & Enterprise**	Come learn about the new online payments integration with FACTS. Parents access their account balance in ParentsWeb or RenWeb Home. Payments that are made immediately post to the family account balances. Remittances are simplified and determined by the school. Schools have the ability to deposit funds to one or multiple accounts.
RenWeb Apps Overview (2 hrs)	**RenWeb Apps**	Learn about RenWeb's mobile applications for faculty and parents. Discover how RenWeb Staff for iPhones and Androids and RenWeb Staff HD for iPads provide your school's faculty access to RenWeb with the convenience of a mobile app. Review how RenWeb Home allows families to see announcements, assignments, grades, and even make payments from their mobile device.
RenWeb Customized Home (1 hr)	**RenWeb Apps**	Learn how RenWeb Home may be customized with your school's logo and color scheme. The school can elect to customize RenWeb Home for families who have purchased the app, or bulk purchase at a lower rate for all enrolled families. Families are using RenWeb Home, why not customize it with your school's branding?
RenWeb Learning Management Demonstration (1 hr)	**RLM**	Learn about RenWeb Learning Management (RLM), our new learning management system, which is completely integrated with RenWeb. RLM's integration means no more dual-entry of grades, no roster syncing, and users will have a single login to RenWeb and RLM. During this session, we will show you how RLM's modern, simple and intuitive interface was designed to enhance the classroom environment.
School Site Demonstration (1 hr)	**School Site**	Make the best impression possible with your school's website using School Site, RenWeb's website management solution. We understand that your website is your school's most important marketing tool. School Site provides best-in-class website designs and dynamic integration with RenWeb's ParentsWeb, eliminating tedious dual entry of calendar items, announcements, newsletters, lunch menus and other content. Schools can start from scratch with School Site and obtain a new custom website design or select one of our signature theme designs. Our School Site's website management solution allows changes and updates anytime, anywhere using School Site's easy-to-use online Content Management System (CMS).

Area of Interest - Marketing Sessions

Name	Presenter	Description
20 Classroom Technology Tools for Teachers (1 hr)	**RenWeb/FACTS Marketing Professional**	Classroom technology changes all the time. Stay on top of the latest K-12 trends with these 20 important tools that help boost your productivity, streamline classroom management, and provide creative solutions to everyday problems.
Active Shooter (1 hr)	**Jim Satterfield Firestorm**	Don't wait until the Active Shooter is at your school. Attendees will receive one year license to the Firestorm Behavioral Risk Threat Assessment Program (*BeRThA* ®). ***Every Crisis is a Human Crisis* .** While Firestorm® uses this phrase to focus the impacts of disasters, crises, and violence, it also applies to understanding the likelihood and immediacy of events. Whether violence or cyber-bullying, there are warning signs and indicators. Missing recognition of behaviors of concern or failing to listen to what is being said empowers escalation to violence. Knowing before the gun comes to work is a critical intelligence planning responsibility for every company. The earlier a problem is detected, the less impact it will have. It should be the aim of every school to create a culture where safety from violence is a common goal. To achieve such a culture, warning signs must be recognized and understood; everyone must know how to report behaviors of concern; there must be procedures in place to investigate when there are concerns; and trained school employees must know when to conduct a behavioral risk assessment and have the necessary resources in place to do so. Attendees will 1) receive a one year license for the Firestorm Behavioral Risk and Threat Assessment Program (BERTHA®) at no cost, 2) learn Behavioral Risk and Threat Assessment Program Components and 3) review Case Study Analysis of Violence Behaviors.

Advertising Your School Technology to Increase Enrollment (1 hr)	**RenWeb/FACTS Marketing Professional**	When parents search for private schools, they often look for the "it factor," or some special quality that sets a school apart from the rest. While you may have the great academics and an awesome campus culture, it's your school's successful integration of and with technology that could spell the difference between winning and losing this generation of families. In this webinar, learn how to effectively target prospective families with multi-platform advertising and marketing that drives storytelling and success around the technology your school embraces every day.
Boosting School Enrollment Through Inbound Marketing (1 hr)	**RenWeb/FACTS Marketing Professional**	Inbound marketing is vitally important for influencing a school's enrollment, retention, and constituent engagement. But where do you start? What does a school need to create a dynamic school presence through inbound marketing? Consistent branding, compelling content, leveraging social media outlets, better inquiry management, and lead conversions are all ways you can build a healthy admissions funnel that promotes retention later on.
Campaign Marketing for Schools: From Annual Funds to Silent Auctions (1 hr)	**RenWeb/FACTS Marketing Professional**	The best marketing firms know that even the smallest event needs a detailed, results-oriented campaign plan. How can schools use these best practices to develop better campaigns? We'll show you. Whether you're planning an annual giving campaign or just developing a niche fundraiser, we'll explore the step-by-step process of creating and implementing a marketing campaign that gets you measurable results.
Crisis Index (1 hr)	**Jim Satterfield Firestorm**	Is this event an incident or a crisis? How significant is the crisis? What are the impacts? How widespread are the implications? Is the crisis escalating or declining? The Firestorm CRISIS INDEX™ provides a uniform evaluation to compare crises and evaluate appropriate actions and communications needed. In the rush to communicate, errors are made, and exposures increase. Understanding the reach, context, and acceleration of social and traditional media perceptions in a crisis empowers management to guide decisions and crisis communications. CRISIS INDEX algorithm addresses three dimensions quantitatively. The three dimensions are: OUTRAGE (Shocking, Offensive, Despicable, Shameful, Crazy, Beyond Belief, & Extreme); FAULT (Responsibility, Culpability, Accountability, & Liability); and FEAR (Panic, Alarm, Terror, Dread, Anxiety, Horror, Concern, & Worry). Attendees will 1) learn the key crisis questions and strategy actions, 2)develop crisis messages and 3) experience decisions actions, and communications in a crisis scenario.
Curriculum Trak Schools - Learn about the new changes to your mapping tool! (1 hr)	**Mike Vander Berg Curriculum Trak**	This session is intended primarily for schools that are already using Curriculum Trak as their mapping solution. We are excited to show you our brand new, major make-over and new features added over the past year! We also want to share with you some ideas we are working on and get your feedback.
Dos and Don'ts of Facebook and Pinterest Advertising (1 hr)	**RenWeb/FACTS Marketing Professional**	Once you understand how Facebook and Pinterest advertising can help boost your school's marketing efforts, it's important to learn key Do's and Don'ts to get the most out your ads. Attendees will learn which types of ads are most effective, the best way to design their ads, how to write compelling copy, and more.
Enrollment Data Analysis, Forecasting & Reporting (1 hr)	**Scott Barron Tammy Barron School Growth**	Enrollment data is extremely valuable to achieve school growth. You can use it uncover trends and truths about your target market of families and to more accurately forecast enrollment and tuition. Learn how to collect and use data to produce more useful reports and brand stories that will advance your leadership capacity. In this session we'll share strategies to improve data collection and analysis, along with techniques to improve forecasting and reporting.
ESSA Overview and Program Highlights for Private Schools (2 hrs)	**Amy Kawaguchi FACTS Education Solutions**	The Every Student Succeeds Act (ESSA) will start implementation this Fall, 2017. The ESSA focuses on a clear goal of fully preparing all students for success in college and careers. Is your school ready for the implementation of the vast new services available to your students, teachers and school leaders? The session will highlight the key changes in legislation and the impact of the ESSA to benefit private school students and educators. Don't miss the opportunity to enhance your school's professional development and instructional services for all students. ESSA can provide innovative and needs-based programs including STEAM, foreign language, programs for high achievers, digital technology, innovative blended learning projects, accelerated learning, robotics, engineering, 3-D modeling and printing, and a host of other new programs. Join us to learn and collaborate on new evidence-based programs for your students, teachers, and administrators.

Title	Presenter	Description
Flipped Classroom 101 **(1 hr)**	**RenWeb/FACTS Marketing Professional**	So your school instituted a 1:1 device program. What's next? That's where the flipped classroom concept comes in. We'll discuss what a flipped classroom is; why it's beneficial for teachers, parents, and students, and look at ways you can put it into practice right away.
Integrating Curriculum Trak's lesson planner with RenWeb's lesson planner **(1 hr)**	**Mike Vander Berg Curriculum Trak**	Curriculum Trak has a lesson planner and RenWeb has a lesson planner. So...which one is best for my school? Both!! During this session, we will demonstrate the features of Curriculum Trak's lesson planner and how the content from this tool can be synced with your lesson planner in RenWeb.
Likes and Pins: Using Facebook and Pinterest to Market Your School **(1 hr)**	**RenWeb/FACTS Marketing Professional**	Direct mail campaigns aren't going to cut it in 2017. If you want to boost school enrollment numbers and reach new families in your community, you need to learn the most effective, affordable advertising strategy available today: social ad campaigns. We'll show you how to design and implement highly effective, targeted ads on Facebook and Pinterest to promote your school, development campaigns, open houses, and more.
Marketing Your School to Millennials **(1 hr)**	**RenWeb/FACTS Marketing Professional**	Millennial families are looking for Pre-K programs now, or will be soon. Will they choose your school or your competition? In this workshop, we'll explore why marketing directly to millennial families is key for long-term growth, and we'll show you how to do it. From Facebook to Pinterest and mobile apps to responsive websites, it's time to get ready for this generation of families at your school.
Maximizing School Marketing Efforts with Limited Resources **(1 hr)**	**RenWeb/FACTS Marketing Professional**	In today's competitive school environment, a strong marketing strategy can be the difference between a healthy sustainable school and a school that struggles to stay afloat. This workshop is designed to show you how to treat your school like a business, using proven marketing techniques like customer profiling and social media outreach to create a fully-branded online presence. And, best of all, the techniques discussed can be implemented even if your school doesn't have a full-time marketing staff member.
Mobilizing the Masses: How to Get Everyone Involved in Student Recruiting and Enrollment **(1 hr)**	**Scott Barron Tammy Barron School Growth**	Active participation by faculty and parents in the enrollment management process is a key advantage for the most successful schools. They know how to equip, mobilize, and motivate their constituents to collaboratively achieve the goals. "Mobilizing the masses" prepares and energizes everyone to contribute to the recruitment of families (and donors), sharing the workload and generating vital momentum.
One Word **(1 hr)**	**Jimmy Page The Jon Gordon Companies**	Jimmy will inspire and motivate your team to be their very best both personally and professionally. He will help each one of discover their One Word theme for the year to create a healthy, high performing culture that truly makes a difference. *One Word* is a wildly successful tool used by businesses, schools, teams, and families to bring about more purpose and passion for the things that matter most!
Open Source Intelligence - How do you know what you don't know? **(1 hr)**	**Jim Satterfield Firestorm**	One of the top three failures in a disaster or risk is the failure to monitor all threats and risks. The majority of companies today do not have a formal Threat Intelligence Program in place. There is not a specific plan with dedicated resources and tools in place. Many schools have portions of the solution, but lack a formal integrated solution. Where do you start? What are the essential components of an Intelligence Network? Attendees will 1) learn outsource-intelligence strategies and tools and 2) receive Open-Source Intelligence Guide to support the design of their own intelligence network based on their specific Risk and Vulnerability Profile.
Optimize Financial Aid to Grow Enrollment **(1 hr)**	**Scott Barron Tammy Barron School Growth**	Financial Aid can be a powerful asset in achieving your mission and enrollment goals, or it can be a mismanaged mess that devalues the school's quality and image. In this workshop we'll guide you through a deeper understanding of how your tuition assistance program impacts your sustainability, reputation, culture, and plans. Financial Aid is a critical component of the overall strategy for any independent school, so we'll explore the structure, communications and outcomes that will optimize your results.
Press Play: 15 Tips for Creating Effective School Marketing Videos **(1 hr)**	**RenWeb/FACTS Marketing Professional**	Periscope. Vimeo. YouTube. Instagram. Facebook. Boomerang. If you aren't using video to market your school yet, or you need tips on how to do it affordably and easily, join us for a workshop that takes a closer look at using video to enhance school marketing campaigns. We'll explore the most effective platforms, share content ideas, and help you create fun, engaging videos that don't require an editing room.

School Marketing Success: Why Creating Landing Pages for Your School is Essential (1 hr)	**RenWeb/FACTS Marketing Professional**	Do you want to boost inquiries or applicants? Increase fundraising success? Engage audiences more efficiently and strategically? Landing pages are the key to any good marketing campaign and we'll show you how to: design a page, write and design great content, and track your page's success.
So…. now you are in charge of the curriculum for your school. What happens next? (1 hr)	**Dan Beerens Curriculum Trak**	Don't panic – stay calm and come to this session! We will discuss your starting point and describe a logical sequence for you to work on – this will be Curriculum Director 101 from a veteran administrator and curriculum director who has worked with hundreds of schools to help them to make sense of the curriculum swamp!
The Achilles Heel problem for faith-based schools – SOLVED! (1 hr)	**Dan Beerens Curriculum Trak**	The area of full and high quality biblical/faith-learning integration into the curriculum has always been one of the most difficult for faith-based schools to articulate – even though it is central to their missions! We at Curriculum Trak have come up with a solution that has been embraced joyfully by many of our clients – we would like to share how our FLI tool has been a meaningful answer for teachers of all subjects.
Who Runs the World? Reaching Millennial Moms of Preschoolers (1 hr)	**RenWeb/FACTS Marketing Professional**	Millennial moms are a powerful audience. They are decision-influencers and, in increasingly large numbers, they're also the breadwinners in their respective households. It's important to reach this new generation of parents early so you can build a strong foundation of long-term loyalty to your school. In this workshop, we'll break down how these mothers think, evaluate, and decide, and we'll give you key marketing strategies that target the millennial moms in your community.
Why every school needs to map their curriculum – even if you use all textbooks! (1 hr)	**Dan Beerens Curriculum Trak**	Why has mapping become so popular and why do accreditation agencies require it? Come to get answers to these questions and learn all the ways that mapping your curriculum can benefit your school. (A brief demo of the Curriculum Trak software will be shown, but for a full demonstration we recommend the Curriculum Trak Demonstration session.)

FACTS Tuition Management Sessions

Name	Platform	Description
FACTS Advanced Accounting Demonstration (2 hrs)	**Enterprise**	This session is designed to demonstrate and explain the features of Advanced Accounting to schools who are not yet using this product and also serve as a refresher for current users. Advanced Accounting will eliminate double bookkeeping, provide you with summarized journal entries for all FACTS activity, and allow FACTS to become your Accounts Receivable Subsidiary Ledger.
FACTS Agreement Servicing (1 hr)	**Enterprise**	This session is for current FACTS users. We will review the flexible servicing options available to your school to manage your tuition payment agreements. You will learn how to make individual changes as well as mass entry of changes within the FACTS system and so much more!
FACTS Family Experience (1 hr)	**Enterprise**	Attend this session to understand first-hand what your families experience when signing up for a payment plan and managing their existing tuition payment plan online. You will also see all the features available to your families using our industry leading mobile technology.
FACTS Grant & Aid Demonstration (1 hr)	**Enterprise**	This session is designed for schools that do not currently use the FACTS Financial Aid Assessment product. We will provide an overview of FACTS Grant & Aid, review the applicant experience, financial need assessment, customization of the application form and our award management tools.
FACTS Grant & Aid Deep Dive (2 hrs)	**Enterprise**	This session is designed for schools that currently use our Financial Aid Assessment product. Attend this session for an in-depth discussion on best practices and the tools available to streamline your processes, including the Financial Summary, Grant Management, and Applying of Awards option within the Enterprise System. We will also cover the latest enhancements to the FACTS Grant & Aid system including our new award allocation methods.
FACTS Grant Management Demonstration (1 hr)	**Enterprise**	This session is designed for schools that do not currently use our Grant Management tool for awarding funds. Attend this session to learn how you can track funds, notify families and apply credits towards a payment plan all within the same FACTS System.
FACTS Incidental Billing (1 hr)	**Enterprise**	Schools that currently use our Incidental Billing feature can attend this session to learn more about our easy-to-use method for the collection of ancillary fees. See how simple it is to load charges, send invoices, and collect payment for those additional fees you are currently collecting in-house. We will also demonstrate how our eForms product allows you to generate a form with a fee for data and funds collection from your families in one step.

FACTS PrePay **(1 hr)**	**Enterprise**	Attend this session if you currently use our FACTS PrePay product. You will learn how families can prepay funds and how you can apply charges against these funds. We will also review your ability to invite families to make a prepayment online and the reporting available to you to manage these funds.
FACTS Payment Plan Options **& Configurations** **(1 hr)**	**Enterprise**	In this session we will review the many payment plan configurations offered by FACTS. Learn how FACTS can collect down payments, offer multiple payment and remittance dates and customize payment plans to meet the individual needs of your families.
FACTS/RenWeb **Premier Integration** **(2 hrs)**	**Enterprise &** **RenWeb**	Come see how RenWeb and FACTS have come together to provide a complete Student Information and Financial Management System for your school. This session will provide a start to finish demonstration of the new Premier Integration between RenWeb and FACTS.
FACTS Tuition Management **Demonstration** **(2 hrs)**	**Enterprise**	This session will provide a high level overview of the FACTS Tuition Management product. We will review navigation of the system, boarding methods, payment plan options, import and mass entry of transactions, finalizing and servicing agreements, storing credit balances as well as our reporting tools.
FACTS Tuition 100% **Utilization** **(1 hr)**	**Enterprise**	Current and prospective FACTS customers can attend this session to learn about how our flexible payment plan and billing options are designed to meet the financial needs of each family at your school. We will demonstrate how utilizing FACTS for 100% of your families will improve reporting capabilities in addition to streamlining your internal processes.
FACTS Tuition Delinquency **Management** **(1 hr)**	**Enterprise**	Current FACTS customers can attend this session to learn about the FACTS Tuition Delinquency Prevention/Management Program. You'll discover how FACTS begins by consulting with schools about tuition policies and discussing best business practices for managing payment plans. We'll show you how parents receive payment reminders, notices when payments return and are re-scheduled, and outbound calls if they truly become delinquent.
FACTS Financial Compliance **(1 hr)**	**Enterprise**	As a tuition charging school, money matters in your institution. There are many rules and regulations around security and consumer transparency in the financial space. Learn about these regulations and how they apply to K12 private and faith-based schools. In this session, we will cover the Truth In Lending Act (TILA), various Credit Card acceptance rules (KYC and PCI) and outline the consumer rights of your parents when it comes to doing business with your school.
FACTS Pay It **(1 hr)**	**Enterprise**	This session demonstrates FACTS newest product- FACTS Pay It! With an easy to use form designer, FACTS Pay It allows you to create forms that can collect payments for events, after school activities, camps, tickets, donation item sales, and more! FACTS Pay It is a standalone product that does not require you to use any other FACTS products.
FACTS Integrated **Child Care** **(1 hr)**	**Enterprise**	Attend this session to learn how Premier Integration interacts with the RenWeb Child Care product. You will learn how charges are created in RenWeb and sent to FACTS, the family experience and how to report on Child Care within the FACTS System.
FACTS Integrated Lunch **(1 hr)**	**Enterprise**	Attend this session to learn how Premier Integration interacts with the RenWeb Lunch product. We will cover Lunch Method 1 and Lunch Method 2, how charges are created and sent to FACTS, the family experience and how to report on Lunch within the FACTS System.
FACTS Integrated Charge **Creation/Cash Register** **(1 hr)**	**Enterprise**	Attend this session to learn how Premier Integration interacts with the RenWeb Charge Creation and Cash Register product. You will learn how charges are created in RenWeb and sent to FACTS, the family experience and how to report on charges within the FACTS System.

General Session Topics (All Attendees Participate)

Name	Key Note	Description
X Marks the Spot: See What Awaits You on RenWeb's Product Roadmap (Tuesday, July 11)	**DeeAnn Wenger & Jeremy Penner**	RenWeb Learning Management. Enhancements to My Classroom. Standards Based Grading. Admissions Dashboards. These are just a few of the areas that we'll be highlighting as we take you on a journey through the 2017/2018 product roadmap.
The Energy Bus (Wednesday, July 12)	**Jimmy Page The Jon Gordon Companies**	Jimmy will share the secrets for approaching life and work with the kind of positive, forward thinking that leads to true accomplishment - at work and at home. Everyone faces challenges. And every person, organization, company and team will have to overcome negativity and adversity to define themselves and create their success. No one goes through life untested and the answer to these tests is positive energy—the kind of positive energy consisting of vision, trust, optimism, enthusiasm, purpose, and spirit that defines great leaders and their teams. You will learn how to create more success and enjoy the ride of your life!

Round Table Discussion Groups

Connect with peers from like school types, roles, interests, products, etc.
Attendees are able to select up to four Round Table discussion groups to participate in during the conference.

Topics

Topics
1:1 Device Deployment
Administrators
Admissions/Reenrollment
Catholic
Christian
Development-Donor Connect
Faculty
FACTS & RenWeb Integration
Independent Schools
International Schools
IT
Jewish
Library
Online Application
Online Enrollment
ParentsWeb Best Practices
RenWeb Apps
RenWeb Learning Management
RenWeb Product Development
Student Billing
Scheduling
Seventh-Day Adventists
Social Media
School Site

NOTE: Session topics may be added or removed based on interest levels.

Updated 06/09/2017