2017 AMCSUS Leadership Awards
While all were qualified, four were chosen as the best of the best!

Great Turnout for AMCSUS Conference
Largest gathering in recent years benefited from a great program.

President’s Challenge
Our new President RADM Scott Burhoe invites you to participate in the AMCSUS Fitness Challenge

AMCSUS Drill Winners
18 excellent College Prep Drill Team submissions resulted in three awards and one unanimous honorable mention

Commandant’s Workshop
Admiral Farragut will host the 2017 gathering of Commandants and Spouses 14-16 June

2017 AMCSUS Leadership Award Winners

St John’s Northwestern Military Academy’s
Christopher Slosar

Saint Thomas Academy’s
William Thor Mayleben

Texas A&M’s
Cecil Sorio

VMI’s
John Luke Phillips

Well Done All!
Over 160 Attend 2017 AMCSUS Annual Conference

The 2017 AMCSUS Conference was held 26-28 Feb 2017. Keynote Speaker LTG George Flynn, USMC (ret) got us off to a great start. We met two great VA Tech Cadets (Eleanor Franc and Mykenzie Webb). Some 30 members participated in the Admission/Marketing Workshop. We recognized NewDay USA’s leadership Rob Posner and RADM Thomas Lynch. Maj Gen Fullhart passed the President’s gavel to RADM Scott Burhoe.
President’s Fitness Challenge Begins 1 April

In conjunction with next year’s conference theme of *Ethics & Wellness*, RADM Scott Burhoe is inviting all Heads of School, Deans, Commandants & Athletic Directors to participate in an AMCSUS-wide fitness challenge. This is no April Fool’s joke, but rather a way to show your faculty, staff and cadets that you value wellness and encourage them to embrace physical fitness.

Schools are asked to forward their participants’ data (previous months steps, miles run, miles swam and/or miles cycled) to the AMCSUS Executive Director at amcsus1@gmail.com at the beginning of each month. The data will be tallied with updates reported in the Quarterly Newsletter and winners recognized at next February’s Annual Conference. **Be the example you seek!**

Congratulations: AMCSUS’ First Annual College Prep Drill Competition Winners!

Marine Military Academy

Missouri Military Academy

Randolph-Macon Academy

Saint Catherine’s Academy
2017 AMCSUS Conference Admission/Marketing Workshop takeaways:

**Recruiting the Whole Student** - NRCUAA Data Lab for understanding student profiles (college, career, subjects, activities, political, and more). Students complete each year.

**Independent School Special Report** - Enrollment Management Association – 37% of day schools are recruiting international, 58% of boarding schools have merit scholarships.

**Ways to use Text Messaging** – Mongoose - stay connected to parents and students, mostly used by higher ed, but we could use as reminders for missing docs, appt confirmations, etc.

**Four Video Questions** – Ed Social Media - Increase video from authentic and authentic pros….tell the stories, check out Wistia (videos for FB), add pixel to the post out to track where they are going.

**Content / Inbound Marketing** – MOB 42 - Useful/engaging content. Types: interactive, emotional, conversion, relationship. Put summer info on some Admission pages. Add more videos, shoot for one video per page.

**Enrollment Focused Websites** - Finalsite - 7 second attention span, emotional appeal (belonging, confidence, excitement), more blogs 3 x week to get 55% more traffic, blog themes, FAQ flip/question/click/flips to answer

**Lead Nurturing** – Admiral Farragut - Invite to events, school spirit events, focus on interests, relationships, connections with parents or students that are meaningful.

**Creating Annual Enrollment and Mktg Plans** – Culver - Know who you are, what you offer, where you are going and why? Leverage brand ambassadors, train on messaging,

**Re-recruiting Families** – Admiral Farragut - Give parents what they want and need, satisfied tells 3, dissatisfied tells 30, use of surveys, Testimonial signs, Video of Accomplishments, step up shadow days for middle school, exit interviews, alumni hand off diplomas.

**Interviews and Parent Expectations** – FUMA - Are you optimistic about your future, what aspect drew you to us?, know the family system, family action plan team.

**Best Practices Panel** - Bus cards in vans, sell value before naming price, enhance tuition pages,

**Enrollment Reports** - Culver receives 600-700 apps, fills 250 new spaces, 560 return, 94% return rate, 60 receive assistance, 15 students from China on wait list. 11 salaried employees/4 hourly in Admission / counselors broken out by region, 20-21% international.

Block Your Calendars:

- **2017 Commandant’s Workshop**: 14-16 June 2017 at Admiral Farragut Academy
- **2017 New Leaders/College Prep Conference**: 24-26 Sep Randolph-Macon Academy
- **2017 Senior Military College Conference**: 8-10 Oct at Virginia Military Institute
- **2017 Military Junior College Meeting**: 22-24 Oct at Valley Forge Military College
- **2018 AMCSUS Annual Conference**: 25-27 Feb at the Westin Alexandria, VA

2017-2018 AMCSUS Executive Committee

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**VICE PRESIDENT**: MG Art Bartell, USA (ret); Army & Navy Academy

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**EXECUTIVE DIRECTOR**: Col Ray Rottman, USAF (ret): questions/concerns at amcsus1@gmail.com or (703) 272-8406

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