Beyond Making Money: The Relationship Between School Culture And The Bottom Line
Watkinson School

Co-ed independent day school for grades 6-12/PG in Hartford, CT
Our Challenge

Despite being founded in 1881, Watkinson School is either unknown or wrongly known by most people.
Did You Ever...

have a great idea

that you just couldn’t

get off the ground?
Our Critical Success Factors

• Influence of Head of School
• Large leadership group
• Connection to strategic plan
What Changed?

- Leave campus
- Connect people
- Build reciprocity
Results

- More students
- Increased annual fund
- New Trustees
- Significant visibility in our target market

See “Strategic Engagement Strategies and Results” handout.
Turn and Talk

- What’s your great idea that you haven’t been able to get off the ground?
- What difference would it make if it could be enacted?
- What’s your hunch about what’s in the way?
Presenter Bios
Teri Schrader

is Head of School at Watkinson School in Hartford, CT. Prior to her 2014 appointment, she served as Head of Upper School at the Packer Collegiate Institute in Brooklyn, New York. For 14 years, Ms. Schrader was Head of School at the Francis W. Parker Charter Essential School and the Theodore R. Sizer Teachers Center in MA, where she was part of the team of educators who designed and implemented the school’s program. Ms. Schrader is a Founding Board member and past Board President of the School Reform Initiative. Schrader began her teaching career in 1982. She was Director of the Creative Arts Program at Watkinson until 1996.

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Jenni French

is finishing her second decade at Watkinson School where she leads the school’s communication and strategic engagement efforts. For the past 10 years, French has also led the school’s international service learning trip to the Dominican Republic. A veteran nonprofit administrator and leader, French has worked for numerous arts, education and community organizations, including Hartford Stage, Hartford Ballet, Yale Repertory Theater, Long Wharf Theater, and the Wallingford Family YMCA. French is currently the board president for Music and Poetry Synchronized. She is also an experienced dance instructor, teaching upwards of five classes weekly.

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