



**ISPD**

*Inviting to Belong • Inviting to Invest*



**23-25  
JUN  
2025**

**SUMMER 2025  
DEVELOPMENT SCHOOL  
New Orleans  
PRELIMINARY PROGRAM**

[ispdconsulting.com](http://ispdconsulting.com)

# Welcome



**Frank Donaldson**  
ISPD President  
Pearl River, Louisiana



**Dr. Ashley Lynn Odgen**  
ISPD Associate  
Charlotte, North Carolina



**Dr. Mark Williams**  
ISPD Associate  
Superintendent of Schools  
Diocese of Houma-Thibodaux  
Houma, Louisiana



**Jason Crundwell**  
ISPD Associate  
Mansfield, Ohio



**Kyle Isaack**  
ISPD Associate  
Director of Development  
Thomas More University  
Cincinnati, Ohio



**Tony Bonura**  
ISPD Associate  
Principal  
St. Matthew the Apostle  
Kenner, Louisiana



**Karen Hintz**  
Office Manager



**Ryan Zellner**  
Marketing Coordinator

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“Inviting to belong. Inviting to invest.”  
That is the theme for the ISPD Summer 2025 Development School. At ISPD, we believe in engaging people to help build the Kingdom of God in our Catholic schools and parishes.

As many of us know, this is not for the weak of heart; it is not for those who want to make a “quick buck” or just fill the seats in a Catholic school. In today’s world, it has become more difficult to engage prospective families, our own parents, alumni, parishioners, and other community members. Technology continues to evolve and provide tools that can enhance our daily work. However, despite all of the technological advances and all the communication clutter, ISPD still sees success with personal invitations, “eyeball to eyeball” meetings, and good old-fashioned “customer service.” What are we doing to build a Culture of Belonging?

During this conference, we hope you will learn more best practices, gather more tools, hear of more strategies, and share your own successes that engage people in your Catholic institution. Our goal is that you leave with the confidence to invite your constituents to belong and invite them to invest.

All of us on the ISPD Team look forward to welcoming you to the ISPD Summer 2025 Development School!

# Conference Information



**WHERE:**

Hilton New Orleans Riverside  
Two Poydras Street  
New Orleans, Louisiana

**WHEN:**

Monday, June 23, 2025 —  
Wednesday, June 25, 2025

**REGISTRATION FEES:**

Until May 1, 2025  
\$1,175/person

After May 1, 2025  
\$1,225/person

**ISPD GROUP HOTEL RATE:**

Until May 1, 2025  
\$245/night

**REGISTRATION PAGE:**

[ispdconsulting.com](http://ispdconsulting.com)

## Conference Areas of Focus

Strategic Planning

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Funding Catholic Schools & Parishes

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Admissions & Enrollment Management

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Marketing & Communication

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Use of Technology in Advancement

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Building a Culture of Belonging

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Multi-School Collaboration

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Inviting Financial Leaders

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Alumni Involvement

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Fund/Friend Raising Events

# Testimonials

## Past Praise for the ISPD Summer Development School



"I've been in this field for over 25 years, but I learn something new every time I come to this conference. We need to stay relevant for our constituents."

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**Mary Fischer**, Vice President of Advancement  
Archbishop Moeller High School, Cincinnati, Ohio

"Every child who has a desire for a Catholic education should be able to receive it. It is our job in development to make sure those students do not miss out."

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**John Anson**, Principal  
Paraclete High School, Lancaster, California



"Normally, these types of conferences are geared towards high school, and you have to pick apart what applies to elementary schools. ISPD does a great job in showing how to apply advancement at the elementary level too."

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**Mike Wisnor**, President  
Incarnate Word Academy, Parma Heights, Ohio

"This conference has given me the confidence to go back and start an Annual Fund for my school. With all the tools I've learned I can now put a plan together."

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**Ismael Perez**, Principal  
Father Dueñas Memorial School, Mangilao, Guam



# Keynote Speakers

As of January 1, 2025



**Faustin Weber**  
**President**  
**Prince of Peace Catholic School**

Faustin Weber, President of Prince of Peace Catholic School in Plano, TX, has dedicated his career to fostering academically excellent and faith-centered communities.

With over 35 years of experience as a principal, president, and head of schools in multiple dioceses, Weber's leadership philosophy emphasizes joy, optimism, and discipleship as the foundation of Catholic education.

A committed innovator, he advocates for strategic approaches to advancing teacher compensation, enhancing school funding models, and fostering authentic Catholic identity in an increasingly polarized world. Through transparent communication, thoughtful planning, and a dual focus on academic and spiritual formation, Weber seeks to ensure the vitality and sustainability of Catholic schools.

Weber's insights on school leadership shared through LinkedIn posts and two widely read blogs, center on practical solutions to challenges in Catholic education. He champions effective teacher supervision through "walkarounds" and data-driven evaluations, advocates for streamlined fundraising efforts, and promotes balanced approaches to Catholic identity, embracing both traditional practices and progressive initiatives.



**Jesse Roberts**  
**CEO and Founder**  
**Unbound360 from ISM**

Jesse has worked in and around private education for his entire career. He has served as a Director of Admission, VP of Enrollment & Marketing, Teacher, Coach, Parent, and Board Member in various private schools.

A frequent speaker at school conferences, Jesse has presented for NCEA, The Enrollment Management Association, the Small Boarding Schools Association, the Association of Independent School Admission Professionals, and many other conferences worldwide.

In 2016, Jesse founded Admission Pro, a consulting service for private schools seeking to solve enrollment challenges.

Jesse created Unbound360, an admissions tool that uses technology to help schools identify prospective students.

He showcases how enrollment professionals can use technology and AI to enhance the admissions process.

Jesse spends his free time playing golf with his son and spending time with his family by the ocean.

# Session Presenters

As of January 1, 2025



**Chad Barwick**  
Superintendent of Schools  
Archdiocese of Mobile  
Mobile, Alabama



**Killian Clifford**  
Dir. of Mission Advancement  
Notre Dame Academy  
Staten Island, New York



**Connie Dantagnan**  
Head of School  
Archbishop Chapelle High School  
Metairie, Louisiana



**Brigitte Foley**  
President  
Mercy McAuley High School  
Cincinnati, Ohio



**Cory Howat**  
Executive Director  
Catholic Community Foundation  
New Orleans, Louisiana



**Kate Jaenicke**  
President  
Notre Dame Academy  
Staten Island, New York



**Kimberlie Kilroy**  
Head of School  
Pope John Paul II High School  
Slidell, Louisiana



**Dr. Ashley Lynn Odgen**  
Associate  
ISPD  
Charlotte, North Carolina



**Dr. Mark Williams**  
Associate, ISPD  
Superintendent of Schools  
Diocese of Houma-Thibodaux  
Houma, Louisiana



**Tony Bonura**  
Associate, ISPD  
Principal, St. Matthew the Apostle  
Kenner, Louisiana



**Jason Crundwell**  
Associate  
ISPD  
Mansfield, OH



**Frank Donaldson**  
President  
ISPD  
Pearl River, Louisiana



**Stephanie Greenwood**  
President  
IMMIX Strategic  
Mobile, Louisiana



**Kyle Isaack**  
Associate, ISPD  
Dir. of Development, Thomas More Univ.  
Cincinnati, Ohio



**Mike Juhas**  
Superintendent of Schools  
Diocese of Pensacola-Tallahassee  
Pensacola, Florida



**Jean-Paul Perrilliat**  
Senior Development Officer  
Jesuit High School  
New Orleans, Louisiana



**Kirsch Williams**  
Principal  
Holy Name of Jesus School  
New Orleans, Louisiana

# Conference Schedule

At A Glance

## Monday, June 23

11:00 AM	Check-in & Registration
1:00 PM	<b>Opening Mass</b>
1:45 PM	Welcome & Announcements
2:00 PM	<b>Keynote Presentation #1</b>
3:00 PM	<b>Breakout Session I</b>
4:30 PM	Announcements
5:00 PM	Welcome Reception

## Tuesday, June 24

7:30 AM	<b>Mass</b>
8:00 AM	Continental Breakfast
8:30 AM	<b>Keynote Presentation #2</b>
9:15 AM	Break
9:30 AM	<b>Breakout Session II</b>
10:45 AM	Break
11:00 AM	<b>Breakout Session III</b>
12:15 PM	Lunch & Learn Workshops
1:30 PM	<b>Breakout Session IV</b>
2:45 PM	Break
3:00 PM	<b>Breakout Session V</b>
4:15 PM	Wrap-Up

## Wednesday, June 25

7:30 AM	<b>Mass</b>
8:00 AM	Continental Breakfast
8:30 AM	<b>Keynote Presentation #3</b>
9:15 AM	Break
9:30 AM	<b>Breakout Session VI</b>
10:45 AM	Break
11:00 AM	<b>Breakout Session VII</b>
12:15 PM	Lunch & Learn Workshops
1:25 PM	<b>Breakout Session VIII</b>
2:35 PM	Break
2:45 PM	<b>Breakout Session IX</b>
4:00 PM	Wrap-Up

## Tracks

The breakout sessions are organized by track. They are open to all attendees and color-coded for your convenience.

- Development
- Enrollment Management
- Marketing
- Strategic Planning
- Lagniappe (French for Something Extra)

## Lunch & Learns

ISPD is proud to partner with vendors who offer excellent products to further your Advancement and Enrollment Management efforts. Our Lunch and Learns allow you to learn more about these products.





Specific details about Lunch and Learns will be announced in late spring on the website and in the conference app.

# Breakout Sessions

Detailed session descriptions and outcomes can be found on our website or on the Whova App.

## Breakout Session I

Monday | 3–4:15 pm

-  SP1 **The Positive Impact of Strategic Planning on a Catholic Elementary School**  
*Presenter: TBD*
-  EM1 **How Enrollment Increased in a Catholic HS due to Business Community Engagement**  
*Presenter: TBD*
-  DEV1 **Effective Advancement/Development in a Catholic All-Girls School**  
*Presenter: Brigette Foley*
-  LAG1 **Pragmatic Suggestions to Strengthen your Board in Supporting your Advancement Efforts**  
*Presenter: Dr. Ashley Lynn Ogden*





## Breakout Session II

Tuesday | 9:30–10:45 am

-  DEV2 **Identifying and Cultivating Financial Leaders**  
*Presenters: Frank Donaldson & Kyle Isaack*
-  MKTG1 **Telling Your Story of Success with Boldness and Conviction**  
*Presenter: Stephanie Greenwood*
-  EM2 **The Promotional Package for Your Elementary School's Enrollment Management Process**  
*Presenter: TBD*
-  LAG2 **Washing the Feet of Those We Serve**  
*Presenter: TBD*

## Breakout Session III

Tuesday | 11 am–12:15 pm

-  MKTG2 **Using the Correct Development Language to Promote and Invite**  
*Presenter: Frank Donaldson*
-  DEV3 **Harnessing the Power of Giving Days**  
*Presenter: Jason Crundwell*
-  DEV4 **The Annual Fund: The Core of Catholic School Advancement**  
*Presenters: Tony Bonura & Dr. Ashley Lynn Ogden*
-  EM3 **Using Data to Drive Up Your Enrollment Numbers**  
*Presenter: Jesse Roberts*



# Breakout Sessions

Detailed session descriptions and outcomes can be found on our website or on the Whova App.

## Breakout Session IV

Tuesday | 1:30–2:45 pm

- DEV5 Financial Feasibility Studies: Measuring the Capacity of Your Catholic School/Parish**  
*Presenter: Dr. Mark Williams*
- DEV6 Building the Endowment**  
*Presenter: TBD*
- DEV7 New Development/Advancement Director: First Year on the Job**  
*Presenter: Kyle Isaack*
- LAG3 Maximizing AI and Your Marketing Efforts**  
*Presenter: Jesse Roberts*

## Breakout Session V

Tuesday | 3–4:15 pm

- DEV8 Building the Foundation: The ISPD Blueprint for an Advancement Plan That Works**  
*Presenter: Dr. Mark Williams*
- DEV9 Creating Your Master Plan for All Fundraising Events**  
*Presenter: Dr. Ashley Lynn Odgen*
- MKTG3 Top 10 Best Practices in Marketing Your Catholic School**  
*Presenter: TBD*
- EM4 Enrollment Management is Everyone's Responsibility**  
*Presenters: Frank Donaldson & Jason Crundwell*

## Breakout Session VI

Wednesday | 9:30–10:45 am


- EM5 Case Study: How Holy Name of Jesus and St. Matthew Schools Increased Enrollment**  
*Presenters: Tony Bonura & Kirsch Williams*
- DEV10 The Major Gift Reception: Acknowledging and Inviting**  
*Presenter: Frank Donaldson*
- SP3 Creating the Strategic Growth Plan around the Four Domains**  
*Presenters: Connie Dantagnan*
- DEV11 Building Your Financial Future: The Four Stages of a Successful Capital Campaign**  
*Presenter: TBD*

# Breakout Sessions

Detailed session descriptions and outcomes can be found on our website or on the Whova App.





## Breakout Session VII

Wednesday | 11 am—12:15 pm

-  **DEV12 Importance of Relationship Between President/Principal and Advancement Director**  
*Presenters: Kathryn Jaenicke & Killian Clifford*
-  **DEV13 The Financial Value of an Early Childhood Center**  
*Presenters: Kirsch Williams & Tony Bonura*
-  **MKTG5 Breaking Through the Noise: Communicating with Parents Effectively**  
*Presenter: Jason Crundwell*
-  **EM6 Hosting a Successful Open House/Tours**  
*Presenter: TBD*


## Breakout Session VIII

Wednesday | 1:25—2:35 pm

-  **MKTG6 Creating Your Top Ten Selling Points & Your WOW**  
*Presenter: TBD*
-  **DEV14 Planned and Memorial Giving: Keys to the Future of Your Catholic Institution**  
*Facilitator: Cory Howat*
-  **SP4 Creating the Strategic Plan for Development/Advancement**  
*Presenter: Frank Donaldson*
-  **LAG4 Leveraging Volunteers in Your Campaign or Annual Advancement Plan**  
*Presenter: Jean-Paul Perrilliat*

## Breakout Session IX

Wednesday | 2:45—3:55 pm

-  **EM7 The Mathematics of Creating and Implementing an Enrollment Plan**  
*Presenters: Tony Bonura & Dr. Mark Williams*
-  **DEV15 Strategies to Increase Participation in Your Segmented Annual Fund**  
*Presenter: TBD*
-  **DEV16 The Value of Collaboration**  
*Presenters: Kimberlie Kilroy*
-  **MKTG7 Elementary School Grandparents' Day/Club**  
*Presenter: Dr. Ashley Lynn Odgen*

# About ISPD

*Bringing people, process, and ministry together to help build the Kingdom of God.*

Established in 1989, ISPD is a national Catholic Development consulting, coaching, and educational firm headquartered in the Greater New Orleans Area. Our present and past clients – more than 1,000 Catholic schools, parishes, and (arch) dioceses across the country – have invited us to join their efforts to develop and advance their mission and vision.



With over 35 years of experience delivering responsive services and resources, ISPD strives to revitalize and strengthen Catholic institutions' development, advancement, stewardship, enrollment management, people engagement, and operational vitality efforts.

The Institute for School and Parish Development (ISPD) is a national development consulting, coaching, and educational firm that works exclusively with Catholic institutions. We serve Catholic schools, parishes, and dioceses by helping them create and establish effective processes that engage people and invite resources to make the mission and vision come alive.

ISPD assists in growing, revitalizing, and strengthening Catholic institutions through consulting, coaching, and teaching.

#### **Our Services:**

- Assessments
- Strategic plans
- Feasibility studies
- Capital Campaigns
- Annual Funds
- Enrollment Management plans and processes
- Major gifts and endowment growth
- Continuous improvement
- Establishment of a giving culture
- Organization of development, advancement, stewardship, and enrollment management processes.



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