



ISPD

Inviting to Belong • Inviting to Invest



**23-25
JUN
2025**

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

ispdconsulting.com

Welcome

“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!



Frank Donaldson
ISPD President
Pearl River, Louisiana



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



Dr. Ashley Lynn Odgen
ISPD Associate
Charlotte, North Carolina



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



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



Karen Hintz
Office Manager



Dr. Courtney Millet
ISPD Associate
LaPlace, LA



Ryan Zellner
Marketing Coordinator



Jason Crundwell
ISPD Associate
Mansfield, Ohio

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 April 16, 2025
\$995/person

After April 16, 2025
\$1,225/person

ISPD GROUP HOTEL RATE:

Until May 1, 2025
\$245/night

REGISTRATION PAGE:

ispdconsulting.com

Conference Areas of Focus

Strategic Planning

Funding Catholic Schools & Parishes

Admissions & Enrollment Management

Marketing & Communication

Use of Technology in Advancement

Building a Culture of Belonging

Multi-School Collaboration

Inviting Financial Leaders

Alumni Involvement

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."

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."

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."

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."

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



Keynote Speakers



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.



Frank Donaldson
President, ISPD

Frank Donaldson is the President of the Institute for School and Parish Development (ISPD), a company he founded in 1989 to enhance the development and operational vitality of Catholic schools and parishes. With over 35 years of experience, Mr. Donaldson has been instrumental in successfully consulting with numerous Catholic institutions across the United States, focusing on strategic planning, stewardship, capital campaigns, and people engagement.

In addition to his consulting work, Frank is an accomplished author, having written five publications on Catholic school and parish development. One of his notable works is "25 Lessons Learned in 25 Years of Catholic School Development," published in 2016.

This book offers practical strategies and tools for building vibrant Catholic schools. It is one of the top selling publications from NCEA.

Mr. Donaldson's expertise extends to the University of Dayton where, in partnership with the Institute for Pastoral Initiatives, he teaches online courses in Catholic School and Parish Development, Stewardship, and Marketing.

His commitment to developing and advancing Catholic institutions throughout the U.S. remains the core of his and his company's mission.

Session Presenters

As of February 15, 2025



Chad Barwick
Superintendent of Schools
Archdiocese of Mobile
Mobile, Alabama



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



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



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



Kaylee Pitre
Director of Admissions
Vandebilt Catholic High School
Houma, Louisiana



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



Alisha Bergeron
Director of Admissions
Edward Douglas White High School
Thibodaux, Louisiana



Gerrie Bryne
Dir. of Institutional Advancement
Central Catholic
Morgan City, Louisiana



Jason Crundwell
Associate
ISPD
Mansfield, OH



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



Dr. Courtney Millet
Associate, ISPD
LaPlace, LA



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



Fr. Jared Rodrigue
Pastor
St. Luke the Evangelist
Slidell, Louisiana



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

Conference Schedule

At A Glance

Monday, June 23

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

Tuesday, June 24

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

Wednesday, June 25

7:30 AM	Mass
8:00 AM	Continental Breakfast
8:30 AM	Keynote Presentation #3
9:15 AM	Break
9:30 AM	Breakout Session VI
10:45 AM	Break
11:00 AM	Breakout Session VII
12:15 PM	Lunch & Learn Workshops
1:25 PM	Breakout Session VIII
2:35 PM	Break
2:45 PM	Breakout Session IX
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: Kimberlie Kilroy
-  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: Jason Crundwell
-  LAG2 **Washing the Feet of Those We Serve**
Presenter: Fr. Jared Rodrigue

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: Corey Howat
- 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: Mike Juhas
- 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: Kirsch Williams
- DEV10 The Major Gift Reception: Acknowledging and Inviting**
Presenter: Frank Donaldson
- SP3 Creating the Strategic Growth Plan around the Four Domains**
Presenters: Dr. Ashley Lynn Odgen
- DEV11 Building Your Financial Future: The Four Stages of a Successful Capital Campaign**
Presenter: Dr. Mark Williams

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
-  MKTG5 **Breaking Through the Noise: Communicating with Parents Effectively**
Presenter: Jason Crundwell
-  EM6 **Hosting a Successful Open House/Tours**
Presenter: Kaylee Pitre / Alisha Bergeron





Breakout Session VIII

Wednesday | 1:25–2:35 pm

-  MKTG6 **Creating Your Top Ten Selling Points & Your WOW**
Presenter: Dr. Ashley Odgen & Tony Bonura
-  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: Dr. Mark Williams
-  DEV15 **Strategies to Increase Participation in Your Segmented Annual Fund**
Presenter: Gerrie Byrne
-  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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