

# Celebrating Milestones: Opportunities and Challenges

Cheryl Boughton, Head of School, Elmwood School, Canada

Terrie Hale Scheckelhoff, Ph.D., Head of School, St. Catherine's School (Episcopal), Richmond, Virginia, USA

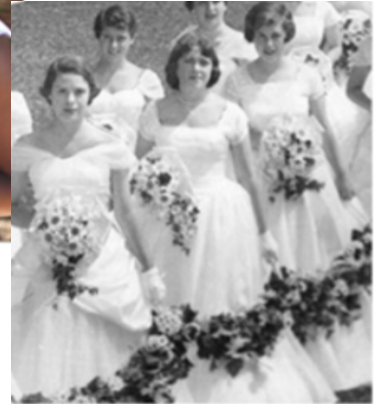
Nancy Sweer, Head of School, The Study, Canada



# Why Celebrate?

## Community Building

- Reconnect with alumnae
- Share history and build school pride
- Strengthen ties
- Support student involvement



# Why Celebrate?

## Unique Fundraising Opportunities

- Commemorative Items
- Kick off larger campaigns



# Why Celebrate?

## Sharing Stories

- Positive Publicity
- Website
- “Museum” displays
- Educate current families



# Why Celebrate?

## Looking Forward

- Create new traditions
- Visibility supports admissions





Ottawa, Ontario

Cheryl Boughton - Head of School  
Enrollment 355; Day School  
Early Years (3 yr. olds) - Grade 12  
Founded 1915

- Mission: "Celebrating our extraordinary past, present and future"
- Centennial website: [elmwood100.ca](http://elmwood100.ca)
- Many events including:
  - Kick-off Carnival
  - Centennial Weekend
  - Holly Tea and Old Girls Art Fair
  - Centennial Finale
  - "Centennialized" other events
- Collaborative Student Art Project
- Decade Dress Up Days
- Commemorative History Book
- New Coat of Arms
- New House Mascots





St. Catherine's School (Episcopal)  
Richmond, Virginia

Terrie Hale Scheckelhoff, Ph.D. - Head of School  
Enrollment 980; Day School  
Early Learners (3 yr. olds) - Grade 12  
Founded 1890

- Goal: Celebrate our legacy and create vision for the future
- Enhanced Annual Events with "Celebrate 125" Theming
- Major Events:
  - Family Picnic
  - Girls Innovate (CASE Circle of Excellence Gold Award-winning event; 8 speakers, interactive sessions, partnered with MS girls from city schools)
  - Speaker (Ali Krieger, US Women's National Soccer Team)
  - *Party Through the Decades* Gala
  - Chapel Talks
  - All-School Service Project at Shalom Farms (980 students)





The Study



Westmount, Quebec

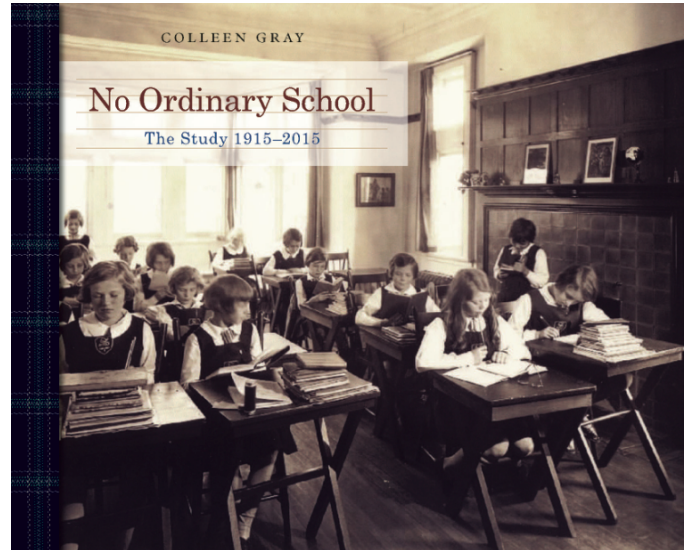
Nancy Sweer, M.A., Head of School  
All girls day school - enrollment 367  
Grade Kindergarten to Grade 11

# Overview of Event

## The Study Centennial: 100 Years of Teaching Things That Really Matter



- Steering Committee
- Events and Timelines
- Special website
- Commemorative History Book
- Centennial Tie
- Homecoming and Alumnae Dinatoire
- New Centennial School Song
- 'Party of the Century' Gala



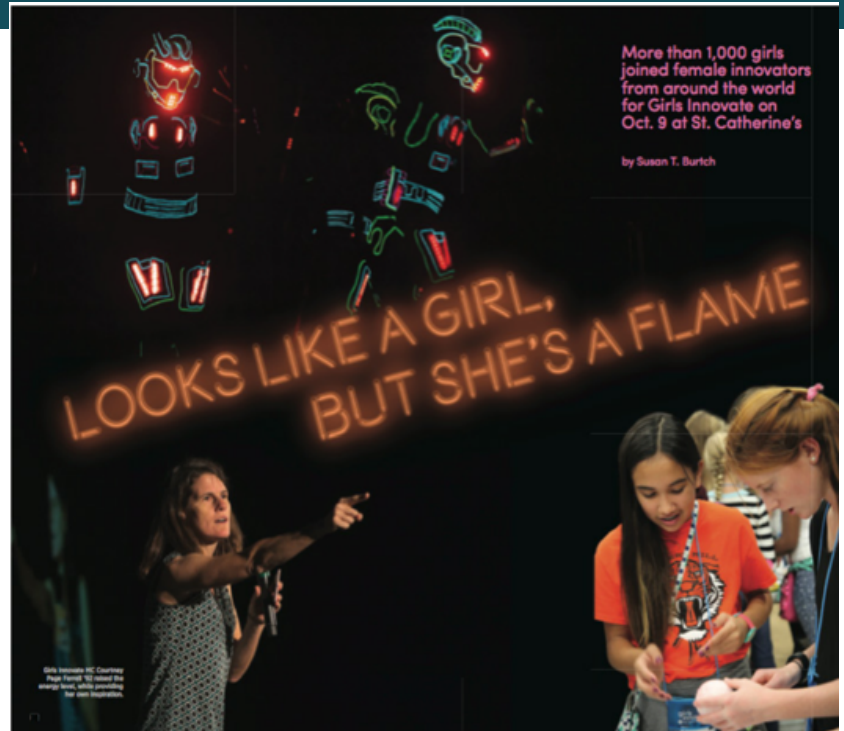
# Challenges

- Delegation of responsibility (Faculty/staff and volunteers)
- Celebration fatigue and managing ongoing operations
- Perception of dollars spent and managing costs and ticket prices



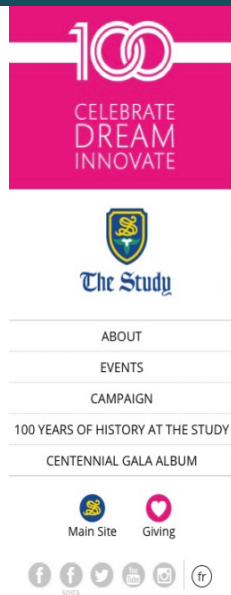
# Sharing Strategies

Utilize  
Current  
Events &  
Programs



# Sharing Strategies

Involve All  
Stakeholders



# Sharing Strategies

Manage  
Expectations  
and  
Timelines



# Sharing Strategies

Consider  
Fundraisers



# Sharing Strategies

Provide  
Volunteer  
Expectations  
and  
Guidelines



# Sharing Strategies

Create  
and  
Track  
Budget



Q&A

# Contact Information

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