



WELLFLEET  
EDUCATIONAL CONSULTING

*Wellfleet Educational Consulting* supports independent educational institutions with strategic, thoughtful, and compelling services specifically designed for their unique position.

## SERVICES WE PROVIDE

### Governance

Transition Planning  
Board Governance  
Board Retreats  
Strategic Planning & Initiatives  
Accreditation Planning  
Organizational Structure Reviews  
Departmental Reviews

### Advancement

Planned Giving  
Annual Campaigns  
Feasibility Studies  
Capital Campaigns  
Alumni Development  
Special Event Planning

### Communication

Research, Positioning & Brand  
Development  
External & Internal  
Communications  
Funnel-Specific Marketing Plans  
Web & Digital Strategic Planning  
Collateral & Digital Design

### Admission

New Student Strategic Planning  
Enrollment Strategic Planning  
Admission Training  
Admission Marketing Plans  
Admission World Tour  
Consultations  
Admission Demographic Reviews

WELLFLEET EDUCATION CONSULTING IS A  
DIVISION OF SILBERT FUND RAISING. OFFICES  
IN MASSACHUSETTS AND PENNSYLVANIA.



## INTERIM HEADSHIPS

The transition between Heads of School is a delicate and important time for students, families, and staff. Wellfleet Educational Consulting has the experience, knowledge, and fortitude to support your institution through a Head of School search, daily operational tasks, and broader transition planning during such a time.



## STRATEGIC GOVERNANCE

Wellfleet Educational Consulting can provide your board with the foundational tools for strategic governance - from strategic planning to board governance. Our standards and practices align with the National Association of Independent Schools and the Middle States Commission on Higher Education.



## ADVANCEMENT SOLUTIONS

With more than 30 years of combined experience in fundraising, Wellfleet Educational Consulting can provide your advancement team with unparalleled services such as: planned giving, EITC giving, annual campaigns, feasibility studies, capital campaigns, alumni development, special event planning, and more.



## COMMUNICATION & ADMISSION

Thoughtfully crafted messaging is the foundation to a dynamic and impactful communications plan. Wellfleet Educational Consulting can provide your institution with not only a 360° review of your current campaign, but also work with you to develop a powerful and eye-catching plan for next school year. We insure your voice is focused, vibrant, and *yours*.

## ABOUT WELLFLEET

Wellfleet Educational Consulting has strategically been serving educational institutions and not-for-profits for over 21 years. Our approach is dynamic and hands-on. We individually evaluate each client; from mission to operations, enrollment management to curriculum standards, alumni relations to community connections, and create a custom plan to meet their unique goals.

Clients have included: Harrisburg Area Community College, Linden Hall School for Girls, The New School of Lancaster, Pennsylvania College of Art & Design, the National Council for History Education (Washington, D.C.), and the Susquehanna Waldorf School.

Created to meet the high demand for specialty services for private and independent educational institutions, Wellfleet offers a wide variety of services, including: strategic planning, research, brand and message development, as well as conceptualizing and creating communications materials across traditional and digital media.

Our strategic work is inextricably linked to implementations, not only in printed and electronic communications, but in every aspect of how a school communicates: on their websites, on the phone, in letters, on tours, in annual appeals, and through how they structure the basic flow of communication. Tying together these two steps – strategy and implementation – is vital to our clients’ success and fundamental to our process.

## ABOUT US

In addition to her role as Principle of Silbert Fund Raising for more than 20 years, **Jennifer Beeders Silbert** just completed 12 months serving as Executive Vice President, Interim Senior Administrator for Linden Hall School for Girls during the search for a new head of school. Her extensive background in strategic governance, advancement, and capital campaigns achieve unparalleled results for her clients.

**Heather Modjesky** has served in leadership roles for communication, admission, and development at independent and private institutions. Most recently, she served as a senior administrator at Linden Hall School for Girls, guiding and implementing the inception of their rebranding and enrollment management process. Her thoughtful and innovative approach to public relations, marketing, and multi-tiered communication empower clients to take the lead.



Jennifer Silbert was instrumental in Linden Hall’s capital campaign, completing a multi-million dollar project that has changed the entire face of our campus and community. Her dedication to the project and relentless enthusiasm was contagious to our donors.

Jennifer UMBERHOCKER, Dean of Students  
Linden Hall

## CONTACT US

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