



# School Owners' SO SIG

## 2022 Mini-Conference

This year's Mini-Conference will be held online at

<https://sosig2022.edzil.la/>

June 19th, 10:30-15:45

Everyone is welcome to join us from 16:00 for the SO Annual General Meeting.

### Cost:

SO SIG member: \*FREE

JALT member: \*¥2,500

Other: ¥3,500

Sign-up at:(click link below)

<https://sosig2022.edzil.la/>

### Session Schedule: Room open from 10:15

Session 1: 10:30-11:15

Session 2: 11:30-12:15

\*\*\*\*ONE HOUR LUNCH BREAK\*\*\*\*

Session 3: 13:15-14:00

Session 4: 14:15-15:00

Session 5: 15:15-15:45

School Owners' Annual General Meeting 16:00~

Session 1 - 10:30-11:15 (Room open from 10:15)

### 10 Red Flags When Hiring:

#### How to save yourself from a +1,000,000 yen mistake

One of the most stressful and expensive mistakes you can make as an EFL school manager or owner is inviting the wrong person to join your team. The costs of a bad hiring decision can be 1,000,000 yen or more. Save yourself the misery of a bad hire. Join Sean for a lively discussion about his top 10 biggest red flags when hiring.

### Sean Gallagher

Sean is an Operations Director and management specialist with over 20 years of successful (and sometimes unsuccessful) experience in hiring and employee management. Sean oversees each step of the hiring cycle, including job description, resume screening, interviewing, negotiating offers, and on-boarding of new hires.

Session 2 - 11:30-12:15

### Effective Communication with Parents:

#### Low and High Tech Tips

Good communication with the families that support your school can be the glue that holds everything together. You need strategies that are effective for your particular school-- both low and high-tech-- and you need to use them with confidence. It goes without saying that what works in Tokyo may not fly in the countryside, so Doris and Ruth, who represent these two perspectives, will speak to both contexts. They will introduce systems that have proved successful in their schools, how to implement them, and why they work.

### Ruth Lovejoy Iida

Ruth Iida is the owner of Rainbow Phonics English School in Kanagawa Prefecture. As a longtimer in the Eikaiwa business, she has enjoyed the challenge of adapting her curriculum, teaching style, and business practices to suit the changing needs of her community. She's passionate about most aspects of school ownership and will talk your ear off if she gets the chance.

### Doris Wong

Doris runs KEYS English in a very education-focused area of Tokyo. Her problem? 24 hours a day is never enough! Her magic? Not scared to try out technology!

## Session 3 - 13:15-14:00

### How Limiting Student Intake has Increased Retention and Profitability in an (Almost) One (Wo)man School

With around 130 students and 20 teaching hours a week over 4 days, Sunshine English School makes a very healthy profit with little marketing. This presentation will explain the thought process and advantages of having just one age group of students enter the school each year. It will look at timetabling, pricing to keep time slots profitable, encouraging word of mouth promotion, and the importance of looking ahead when planning. The ideas in this presentation will be of use not just to those who are starting out, but also of value to those with small schools who find themselves with too many small classes and a scheduling nightmare every March.

#### Claire Sezaki

Claire Sezaki is owner and main teacher of Sunshine English School which is located in a city with a population of around 70,000 in Kumamoto prefecture. She has also worked with the local Board of Education on the successful implementation of a daily English video program for elementary schools in the area. She hates inefficiency but loves spending hours in the garden pottering around.

## Session 4 - 14:15-15:00

### Growing Your Language School: What is the Right Size for You?

Growing your school can be a blessing or a curse based on your personality and goals. To grow past 200 students, you need to provide good quality lessons and have a high sign-up and lower quitter rate. 500 students, you need to have good management and training. To grow past 1000 students, you need solid marketing, operations, recruiting, and strategy. The speaker will share about the stages your company will face based on his experience creating a school in Japan with more than 7000 students.

#### Tyson Batino

Tyson is the founder of Scaling Your Company. After acquiring NI, he became a trainer/manager for INTERAC managing 140 full-time teachers. He then co-founded One Coin English, which has grown to 10 schools and 7000 adult students in Tokyo.

## Session 5 - 15:15-15:45

### Choose Your Breakout Room

Remember when we used to go to face to face conferences and would sometimes casually talk with the presenter and a few attendees after a session? Or we'd sit around with some fellow school owners with some coffee in between sessions and talk about how our schools were going? Let's try to recreate that online and have some time to talk in small groups, now that we've heard some great ideas in four different presentations. Each breakout room include the presenter and/or a SO SIG officer, but this is not a presentation, it is a time to have a discussion.

Breakout Room 1 –  
Hiring

Breakout Room 2 –  
Communicating with parents

Breakout Room 3 –  
Management of a small school

Breakout Room 4 –  
Larger schools (Recommended for owners with around 300 students or more who are considering expanding)

## AGM - 16:00-17:00

### School Owners' Annual General Meeting

Members and non-members are all welcome to attend the AGM. We will be introducing the officers, discussing our plans for the year, answering questions, making announcements, and planning our next event. If you are interested in joining the SO SIG, please contact us at [SO@jalt.org](mailto:SO@jalt.org). We look forward to seeing you at the AGM!