

## THE MAY WEBINAR: 19, 23 & 24 MAY 2023

### “The Challenge for Girls’ Schools”

The webinar will be delivered live on 3 occasions by Mungo Dunnett, who has become established as the most forensic and strategically insightful critic of the schools sector, and of individual schools’ commercial performance.

He is also amongst the best-regarded speakers in the sector. In the last two years his various webinars analysing the rapid changes in the sector have been attended by 1,268 people.

#### Synopsis

No part of the independent schools sector is under greater pressure than girls’ schools. A relentless erosion of their market share – exacerbated by the logistical convenience of co-ed schools for time-pressured families, but also by a new generation of co-educated parents – is causing recruitment difficulty for all but a handful of schools at the top of the girls’ sector.

This session will draw on the largest body of contemporary research in the independent schools market to consider these trends and pressures, and how they manifest themselves in parents’ (and girls’) behaviour. It will discuss the reasons why girls’ schools are chosen, but also why they are frequently not: both in terms of misperceptions and bigotries towards girls’ schools, but also by examining those areas where many girls’ schools are genuinely weaker than their co-ed counterparts.

The webinar will touch on the practicalities (and not insignificant difficulties) in going co-ed, but will mainly focus on the ways in which the more successful girls’ schools are re-inventing themselves to retain their single sex model whilst better meeting the needs of the changing market.

#### Agenda

The webinar will consider the following issues:

- *Why parents choose girls’ schools:* strengths and perceptions working in girls’ schools’ favour
- *Why parents choose co-education:* perceptions, misperceptions and realities; what actually are the differences between girls’ schools and co-eds?
- *Dealing with prevalent weaknesses:* the tendency of girls’ schools to attract (and foster) unhelpful behaviour
- *The critical consideration – your actual parent types:* the main parent types in the independent school sector, and where they appear (or don’t appear) in different girls’ schools
- *Patterns of consolidation:* acceleration in tendency for girls’ schools to attract particular parent types; and how the girls’ school market separates into these school types
- *Creating young women ready for success:* the characteristics of success and failure for female 20-somethings in the workplace, and girls’ schools’ role in addressing these
- *Doing the unthinkable – going co-ed:* what typically happens; success criteria
- *Rising to the challenge:* the characteristics of those girls’ schools best combatting the co-ed challenge



## About these sessions

Mungo Dunnett Associates are the leading strategic research company working in the UK independent schools sector. We have carried out detailed strategic research projects to strengthen or reposition the model of 285 schools, worked to steer or facilitate strategic debate for 70 sets of school governors, delivered 123 Inset talks, and, most importantly, carried out 38,000 in-depth qualitative interviews with parents, providing an unchallenged perspective on the strategic and commercial issues facing our independent schools. Our work is selective, and always led personally by Mungo Dunnett.

These webinars – and the masterclass sessions which preceded them – allow our enormous data set and practical experience of schools’ strategic issues to be brought to bear on the various issues being faced by Britain’s independent schools.

## Q&A opportunity

These webinars are structured as lectures, although delegates are invited to ask questions via the Chat function. Mungo is happy to stay online after the 60 minute webinar to address these. Note that Chat questions, if sent solely to Mungo rather to everyone, will be addressed **without identifying the person or school involved**, thus preserving your own anonymity.

In previous webinars this has been an important aspect of the session. Delegates may wish to diarise a further 15 minutes after the 60 minute lecture in order to benefit from the Q&A aspect.

## Three opportunities

To enable convenient participation, the same webinar will be delivered live on three separate occasions:

- Friday 19 May, 2.00 – 3.00pm
- Tuesday 23 May, 2.00 – 3.00pm
- Wednesday 24 May, 6.00 – 7.00pm

## Delegates

This session is intended for Heads, Deputy Heads, Bursars and Governors at girls’ schools, both Prep and Senior.

## Call etiquette

Each webinar is limited to 25 delegates. To avoid distraction and bandwidth issues please note that all participants will automatically be muted, and have their camera disabled, for the duration of the talk.

Delegates will be given a Zoom login, and will be admitted individually into the meeting by the administrator.

## Booking details

Delegate places are charged at **£240** each (inc. VAT). As these webinars invariably sell out, there is a limit of two delegates per school. Schools are asked to make their bookings as soon as they are able.

Bookings and enquiries for your preferred date/time should be directed to:

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