
Bonnie Clark

Bonnie Shinkle Clark is Director of Admission and Financial Aid at Friends School Mullica Hill (FSMH), a position she has held since 2005. Prior to serving in this capacity, she was Assistant Director of Development at FSMH. From 2000 to 2004, she was Assistant to the President at Paul H. Yeomans, Inc. of Philadelphia, a large regional engineering company. Prior to 2000, she worked at Gil Tours Travel as an Executive Assistant and as the Editorial Department Manager at the Information Access Company.

Bonnie is a graduate of FSMH (1989) and of Bryn Mawr College (1993). She has been engaged in numerous professional development activities since joining the staff at FSMH, attending many workshops and conferences organized by the Association of Delaware Valley Independent Schools (ADVIS), Independent School Management (ISM), and the National Association of Independent Schools (NAIS).

In 2009, Bonnie was selected as a speaker at the annual NAIS conference in Chicago, where her talk was entitled: “What Big Schools Can Learn from Small Schools: Enrollment and Marketing Success in Trying Times.” Bonnie has served as an active member of the FSMH Board Development Committee (2004-2005) and the Assets Committee (2005-Present). She has participated in annual budget modeling and tuition setting over the past several years. In addition, she has created and implemented the school’s marketing plan since 2005. Bonnie’s creative and innovative granular marketing strategy involving Google Earth and neighborhood targeting is currently featured on the NAIS website as part of their “Lessons from the Field” series. Due to these connections with NAIS, she has become a consultant as NAIS beta-tests the design and roll-out of a new School and Student Service (SSS) financial aid tool.