October 2025

GOW AT A GLANCE

A monthly news snapshot from The Gow School



Adam '29, Riley '27 and Bodhi '30

INSIDE THIS ISSUE

- Faculty Focus: Meet new members of the Enrollment team
- Grandparents' Day Fun
- Dyslexia Awareness Month
- Gow Online Apparel Sale
- Board of Trustees Fall Meeting



Faculty Focus: Meet the New Enrollment Staff



Jennifer Theel – Director of Enrollment Management

Enrollment Director Jennifer Theel is on a mission to help families find the right fit—and feel truly understood. Her vision: every student who comes to Gow feels seen, supported, and ready to thrive.



Kayla McKinney – Associate Director of Enrollment Management

Meet Kayla McKinney, Gow's new Associate Director of Enrollment Management. Whether traveling or on campus, Kayla is passionate about sharing what makes Gow special, and how it transforms the lives of students with language-based learning differences.

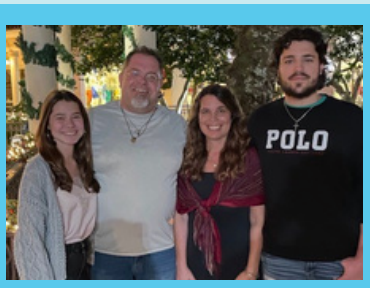


Upcoming Events

Thanksgiving Break	November 22-December 1
Winter Break	December 18-January 5
February Break	February 14-22
Spring Break	March 21 - April 6
Senior Dinner	May 21
Commencement	May 22

JENNIFER THEEL M.S. ED

Director of Enrollment Management



Rose (daugther) Gero (husband), Jennifer, and Geoffrey (son)

Fresh off her travels to locations including Bermuda and Mexico City, Gow's new Director of Enrollment Management Jennifer Theel is focused on attracting mission-fit families, both domestically and internationally, who value Gow's approach to supporting students with language-based learning differences. She prioritizes connection, understanding, and being assistive to help families find the right school for their children.

"My vision is to make sure every family who comes to Gow feels seen, supported, and confident that their child will thrive here," she said. "We are not just enrolling students. We are welcoming them into a community that understands them."

A Buffalo native, Jennifer comes to Gow after serving as Director of the Learning Lab at Seacrest Country Day School in Naples, Florida, a program designed for students with dyslexia. "As both a parent of a child with dyslexia and a learning specialist myself, I know firsthand how powerful the right school can be," she said. With a master's degree in teaching, curriculum design and K–12 Orton-Gillingham certification, Jennifer is uniquely qualified to work with prospective Gow families. "Gow's Reconstructive Language program is second to none," said Jennifer. "Most programs like this exist only for younger children. Gow's is comprehensive and effective for older students, which is so critical for the students we serve," she said.

Living on campus with her husband, Jennifer is very happy to return to Western New York. "I cannot say enough about the Gow community," she adds. "The faculty care so deeply about the kids, and the students bring so much positivity and comfort to one another. This is a special place."

Outside of work, Jennifer enjoys skiing, visiting farmers markets, and cheering for the Buffalo Bills. As Gow approaches its 100th anniversary, Jennifer is honored to contribute to a legacy. "This is where it all started," she said. "I love that I get to be part of the next chapter. It feels authentic because I truly believe in what we do. Gow changes lives."

Student Council '25 - '26

Congratulations to our newly elected Student Council Officers and Class Representatives. They are busy planning and hosting events including movie nights, Winter and Spring Fest, Prom, helping with Fall Parents' Weekend activities, and more. We are excited for a great year!



President: Shea '26
Vice President: Nathan '26

Class Representatives:
Day Students: Donnie '29
Grades 5-8: Eleni '31
Grade 9: Cole '29
Grade 10: Lena '28
Grade 11: Cooper '27
Grade 12: JJ '26

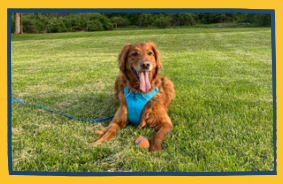






Kayla, wife Meghan, and nephew; (below) Cricket, Rugby, and Poppy







Kayla McKinney: Associate Director of Enrollment Management

In the role of Associate Director of Enrollment Management, Kayla McKinney brings enthusiasm and a deep sense of purpose to their new position in The Gow School's Enrollement Office. "The mission of Gow resonates with me," Kayla said. "I've worked with students who needed academic accommodations, and I feel passionate about helping our students find a place where they are supported and can thrive."

Originally from Virginia, Kayla said they always knew they wanted to work in education and realized early on the positive impact they could have connecting students and families to the right opportunities. Kayla attended Hollins University, where a love of education began. After graduating, Kayla spent several years working in nonprofit education, leading hands-on environmental programs for students in public and private schools, before returning to their alma mater to work in admissions and enrollment management. Kayla later worked at Roanoke College, overseeing both domestic and international recruitment, developed communications strategies, and directed summer programs.

When Kayla discovered The Gow School, an immediate connection was made. "I was drawn to Gow's strong sense of community and its century-long history of leadership in dyslexia education," Kayla said. Now, Kayla is busy helping guide new initiatives in enrollment strategy. Recently spreading the word about Gow in Germany and France, Kayla is often on the road sharing with students, families, and admissions consultants about the unique programming of Gow. "We want to tell Gow's story in a way that honors our past and celebrates our future," Kayla said. "It's about helping families understand what makes this place so special."

Outside of the office, Kayla and their wife enjoy being part of the campus community as dorm parents in Rogers-Ivie with their four dogs, including Cricket, a one-year-old golden retriever who's become a favorite among students. Kayla loves exploring the East Aurora area, from hiking trails to farmers markets and often can be found baking treats for students and faculty.

"This is a close-knit, welcoming, and beautiful campus and community that I am excited for more students to enjoy and benefit."

Celebrating Grandparents' Day - September 19

Proud grandparents and family friends from across the country gathered on campus for Grandparents' Day 2025, and experienced a taste of Gow life alongside their grandchildren. It was a picture-perfect autumn day, ideal for attending classes, cheering on our soccer and volleyball teams, exploring campus, and joining a lively Q&A session with Head of School John Munro, Mark Szafnicki, Director of Student Experience, Jay Garvey, Director of Residential Life; and Associate Head of School and Director of Teaching & Learning Luke Salerno.

Although Grandparents' Day festivities took place on Friday, many students continued the fun through the weekend, spending extra time with their visiting families. A heartfelt thank-you to all who traveled near and far to make Grandparents' Day 2025 such a joyful and memorable occasion!











Right: Andrew '30 and grandmother; Evy '27, Mom and Aunt; Alana '27 and grandparents; Benj '29 and grandparents; Above: grandparents group photo

Trustees Visit Gow for Fall Board Meeting





The Gow School was honored to welcome members of the Board of Trustees to campus in early October for their Fall Board Meeting. Trustees engaged in thoughtful discussions about Gow's future, new initiatives, and plans for our Centennial Celebration in 2026. During their visit, they joined students and faculty for assembly, lunch, and student leader meetings, and toured Howard Hall to see the exciting progress on campus.

The weekend wrapped up with some Buffalo spirit as Trustees cheered on the Bills together, a fitting close to a weekend filled with teamwork and connection. The growth and positive changes at Gow are made possible by the vision and dedication of our Trustees, and we are deeply grateful for their continued leadership and support.



October is Dyslexia Awareness Month

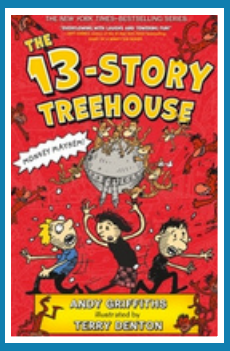
Books to Explore



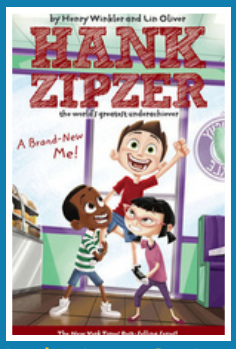
October is Dyslexia Awareness Month, a time to celebrate our students' strengths and share ways to support every learner. We reached out to our Reconstructive Language teachers for their top book recommendations that deepen understanding of dyslexia and offer practical insights for parents, educators, and advocates.

From personal journeys to expert strategies, these stories provide valuable perspectives on how we can empower students and build inclusive learning environments. In addition, fellow Gow families shared some favorite titles that are not only engaging but also great reads for dyslexic students, featuring age-appropriate and accessible content.

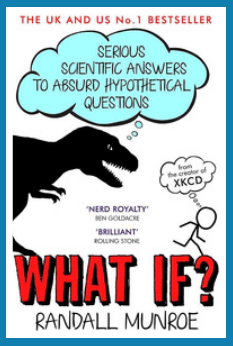
Check out these suggested reading titles and series for students:



The 13-story Treehouse Series
By: Andy Griffiths
Graphic novel series



Hank Zipzer Series
By: Henry Winkler and Lin Oliver
Spy series, dyslexic author



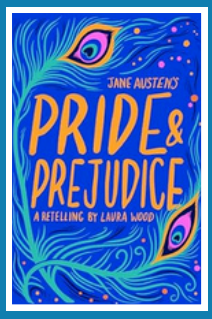
WHAT IF?
By: Randall Munroe
Fun scientific facts



Booked
By: Kwame Alexander
Graphic novel, soccer, friendships



The Domes Series
By Jennifer Liss
Adventure Series, dyslexic friendly author/publisher

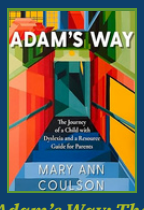


Pride and Prejudice
Rewritten for Dyslexic Readers, other classics available: Animal Farm, Wuthering Heights

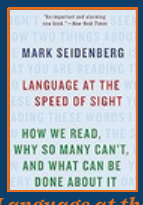


Purple Space Chicken
By: Diane Alber & Ryan Thomas
Funny series, dyslexic friendly publishing

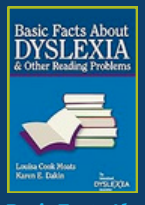
Check out these suggested reading titles for Parents



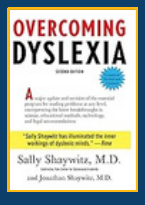
Adam's Way: The Journey of a Child with Dyslexia and a Resource Guide for Parents
Mary Ann Coulson



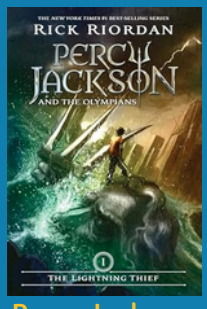
Language at the Speed of Sight
Mark Seidenberg



Basic Facts About Dyslexia & Other Reading Problems
Louisa Cook Moats and Karen E. Dakin



Overcoming Dyslexia
Sally Shaywitz



Percy Jackson
By: Rick Riordan
Mythological Series, dyslexic character