

# DIRECTOR OF ENROLLMENT MANAGEMENT



*Information for Candidates*

Led by

**ANDRÉ WITHERS**

*Partner, Educators Collaborative*



## ABOUT THE SCHOOL

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Founded in 1934, Green Acres School is one of the country's leading progressive schools. Serving approximately 115 students in grades pre-k–8, the school occupies a 15-acre campus in North Bethesda, Maryland. The school focuses on the development of the whole child through an academically challenging program that emphasizes interdisciplinary and experiential learning.

Green Acres School offers a collegial work environment, competitive salaries, and a strong benefits package. Multiple buildings serve Lower School (pre-k–4) and Middle School (5–8) students. Green Acres values the outdoors for itself and its students.



# AT GREEN ACRES

True to its progressive roots, the entirety of Green Acres' program is built with doing, curiosity, democracy, and social-emotional wellbeing at the core. Green Acres believes that the entire campus is a classroom, that experiences matter, and that there is wonder in the way in which children learn. More specifically:

- Open-minded exploration and sophisticated comprehension is what's called for in today's complex society.
- Nature is a profound teacher; therefore, learning intentionally includes the outdoors so that students can interact with the natural world.
- Knowledge is constructed through play, social interaction, and direct experience, and this approach leads to academic achievement and success.
- It is essential that the school ensures the emotional and physical safety of all members of the community in order to foster experimenting, risk taking, and ownership of learning. Mistakes are encouraged and seen as essential in the learning process.

## MISSION

*Green Acres School challenges and inspires students to live and learn with intellect, curiosity, determination, joy, and compassion.*



# LEADERSHIP

## HEAD OF SCHOOL

Deanna Bocchetti



Deanna Bocchetti is in year two of her tenure at Green Acres. Prior to Green Acres, she was Head of School at The Co-op School in Brooklyn, NY and had previously served as Assistant Head of School, Head of Lower School, and director of enrollment at Tatnall School in Wilmington, DE. Deanna has vast experience in curriculum design and classroom teaching and, prior to her tenure at Tatnall, served as director of curriculum at Mandell School in Manhattan. Having begun in the classroom, she spent 16 years teaching various Lower School grades at Collegiate School in Manhattan.

Deanna, a collaborative leader and one who believes in a diverse team, desires to have someone in this role who will be intensely focused on the details of the admission functions, as well as creative in their ideas for building a sophisticated operation and building curiosity about Green Acres' program.



# THE DC/MD/VA MARKET



As in most major metropolitan areas, the DC/MD/VA independent school market is crowded with a myriad of school types. Green Acres has the luxury of being one of the few progressive schools in the area and has a notable reputation for being a nurturing community and a haven for those who believe in the joyful time that is early adolescence.



**AISGW** | The Association of Independent Schools of Greater Washington

**AIMS**

Association of Independent Maryland & DC Schools



# THE OPPORTUNITY

Critical to the school and notable to this role is that Green Acres finds itself in the pursuit of the transition from admission to enrollment management.

In recent years, the school has positioned itself to make the transition through: (1) market study; (2) website redesign; (3) internal retention committee; and (4) strategic priorities set by the board.

To that end, the ideal candidate for this position will be someone who sees this transition similar to that of an entrepreneurial venture, is eager to try new ideas, will lean heavily on data usage, and will explore a range of strategies, including social media marketing, to tell the Green Acres story in an active and exciting way.

More specifically, the director of enrollment will orchestrate and execute the admission process to attract and retain families and work with the director of advancement and director of communications and marketing in support of their programs. The person will navigate between the practical work of each admission season and implementing the longer-term strategic vision.





## RESPONSIBILITIES

- Manage all enrollment-related functions, such as issuing contracts to new and returning families, developing and implementing retention strategies, conducting exit interviews with departing families, etc.
- Facilitate financial aid committee work and projections
- Conduct tours, interview applicants, organize school visits, and maintain positive, consistent communication with prospective families
- Coordinate admission events
- Serve as a key member of the marketing team
- Leverage available data (such as DASL) to inform decision-making
- Attend and present at Board of Trustees meetings as needed
- Active recruitment and forging relationships with possible feeders and consultants

# SKILLS, TRAITS & ATTRIBUTES

## Required skills & qualities:

- Excellent interpersonal skills, welcoming and helpful nature, positive demeanor
- Impeccable organizational skills and efficiency; able to prioritize and manage multiple tasks at once
- Demonstrated excellence in writing, editing, and communication skills
- A proven strategic thinker
- Ability to handle confidential information with discretion
- Affinity for pre-k–8th grade students
- Tenacious “salesperson”
- Knowledge of progressive education
- Demonstrated cultural competence
- Proficiency with computers, Microsoft Office Suite, and Blackbaud



## Desired qualifications:

- Bachelor’s degree; master’s preferred
- Experience in a similar position
- Experience or training related to education or child development







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## TO APPLY

### PLEASE SUBMIT A SINGLE PDF FILE THAT INCLUDES:

- Candidate summary sheet (request from search consultant)
- Cover letter
- Single page philosophy on admission vs. enrollment management
- Current résumé
- Three references (include relationship, email, and phone)

Green Acres School is committed to equal employment opportunity and to compliance with federal antidiscrimination laws. The school prohibits discrimination and harassment against any applicant or employee based on their actual or perceived race; color; sex/gender; gender identity and expression; pregnancy (including childbirth and related conditions); national, ethnic, or ancestral origin; age; marital status; sexual orientation; disability; genetic information; refusal to submit or make available to results of a genetic test; or military service ("Protected Characteristics"). The school does not tolerate discrimination and harassment based on any Protected Characteristic in the administration of its education, admissions, financial aid policies, and all school-administered programs as well as all employment practices including, but not limited to, recruiting, hiring (or failure to hire), placement, promotions, transfers, training, compensation, fringe benefits, demotions, layoffs, and termination.