# Position Announcement

## Dean of Enrollment Management

Westtown School
West Chester, Pennsylvania
westtown.edu
Start Date: July 2024

WESTTOWN SCHOOL

## Overview

Westtown is a Quaker, coeducational, college preparatory day and boarding school for students in pre-kindergarten through twelfth grade, located in West Chester, Pennsylvania, United States. Founded in 1799 by the Philadelphia Quakers, Westtown is the oldest continuously operating co-educational boarding school in the country. The campus sits on 600 acres of land that includes a 14-acre lake, an arboretum and natural forest, and an instructional organic farm.

A Westtown School education is grounded in Quaker principles and built upon the foundational beliefs that each child, each person, is endowed with unique gifts and that an excellent education recognizes and nourishes those gifts and fosters inquiry, exploration, and discovery.

Through innovative and engaging teaching practices and challenging, intentional, experiential curricula, Westtown prepares students to thrive in a world characterized by technological and social change, equipped with critical thinking, collaboration, and communication skills. They are encouraged and empowered to be confident leaders of a just and compassionate future, to be active and empathetic participants in building healthy communities, and to be stewards of the natural world.



### Mission

Guided by the essential Quaker calling to seek out and honor that of God in each of us, Westtown School challenges its students to realize their individual gifts while learning and living together in a diverse community. Westtown inspires and prepares its graduates to be stewards and leaders of a better world.

### At a Glance

Established: 1799
Enrollment: 694
Upper School enrollment: 372
Middle School enrollment: 128
Lower School enrollment: 194
Students of color: 34%
International students: 14%
Countries represented: 13
Boarding students: 253
Total faculty: 104
Faculty with advanced degrees: 64%
Student/teacher ratio: 8:1
Financial aid budget: $10M
Students receiving aid: 59% (Upper School)
Endowment: $115M
Annual operating budget: $29M
Varsity teams: 24
Clubs and organizations: 45
Campus size: 600 acres

### Learn More

Click on the links below to learn more about Westtown School.

School Website

School History

Strategic Vision

Equity and Belonging

School Profile

## Position

Reporting to the Head of School and serving as a vital member of the senior administrative team, the Dean of Enrollment Management is responsible for leading the strategic and operational components of the school's enrollment management efforts; conducting the research necessary to inform data-driven decision-making; and overseeing the school's student recruitment, financial aid, and re-enrollment processes. The Dean effectively manages the admission and financial aid budgets, admission events and travel, and the full-cycle admission, enrollment, and matriculation efforts. The Dean partners with the Dean of Finance and Operations regarding tuition forecasting, net tuition revenue, and administration of the financial aid budget.

As one of the school's most visible spokespersons, the Dean of Enrollment Management plays an essential role in representing Westtown School to all constituents. The Dean understands and is attentive to demographics, expanding the footprint of Westtown's market, and the school's public presence in all its manifestations. The Dean identifies and implements effective strategies to ensure Westtown School achieves the enrollment goals set by the Board of Trustees and Head of School.

As Westtown strives to fulfill our commitment to becoming an anti-bias, anti-racist (ABAR) school, we are seeking culturally competent community members with a demonstrated commitment to diversity, equity, and inclusion who are eager to engage in ongoing professional development in these areas. This will be evidenced in their approach to the development and implementation of enrollment management systems, their ability to foster and develop inclusive communities, and through their personal and professional interactions with diverse groups of students, families, faculty, and staff.

### Essential Duties and Responsibilities

- Provides leadership in overall enrollment management, including marketing, recruitment, and admission;
- Directs the process of attracting, enrolling, and retaining students in all divisions;
- Sets annual enrollment, admission, and retention goals in accordance with the school's mission to promote economic, racial, and ethnic diversity, based on enrollment goals set by the Head of School and the Board of Trustees;

### Location

Westtown School's 600-acre campus is located near West Chester, Pennsylvania, and is just west of Philadelphia, and just north of Wilmington, Delaware, both cities offering Amtrak and regional rail services. The area is replete with educational and cultural sites and resources as well as entertainment venues, sports complexes, and a wide variety of restaurants.

### About the Head of School

Chris Benbow '90 rejoined the Westtown community in 2014 as Upper School Principal. During his tenure as Upper School Principal, Chris deftly and subtly led a number of initiatives to improve program and student experience. Chris's other roles at Westtown include Dean of Students (2004-08), Upper School English Department Chair (2002-04), Associate Head of School (2019-21) and Interim Head of School (2021). In 2019, Chris became Associate Head of School. In this role he directly supported the senior administration, their departments, and their priorities with a combination of presence, engaged oversight, and the grace and space necessary to perform their work well and grow as professionals.

When the departure of the former Head of School was announced, Chris was invited by the Board of Trustees to serve as Interim Head of School for the first half of the 2021-22 academic year. On January 1, 2022, following an international search process, Chris was officially appointed Head of School. He brings wide-ranging experience in education which serves him well as Head: having obtained his M.Ed. from Temple and B.A. from Skidmore, he taught 3rd through 8th grade at Cathedral Christian Academy, served as Director of Education at InnerCity Baseball Academy, and taught English in the School District of Philadelphia.



- Effectively manages and supports the Admission office's staff of seven;
- In partnership with the divisional principals, manages new student enrollment and assists with the re-enrollment of current students;
- Creates an annual admission and enrollment action plan, outlining specific mission-aligned goals and objectives;
- Attends Board of Trustees meetings, when appropriate, serves as a staff liaison to the Board Admission and Marketing Committee, and keeps the Board fully apprised of the school's enrollment management endeavors;
- Researches and maintains statistical data related to admission and enrollment trends, and presents this information to the senior administrative team, Board of Trustees, Admission staff, and others, ensuring that changes and challenges are anticipated, understood, and addressed;
- In collaboration with the Dean of Communications and Marketing, develops and implements strategic marketing plans, and oversees the management of admission marketing materials.
- Works closely with the Advancement office, coordinating an admission volunteer network;
- Provides training and professional development opportunities for Admission staff;
- Oversees all on-campus visitation programs including interviews and accepted student programs;
- Directs the application review process, and assigns reading and committee assignments to associates in the office and faculty representatives;
- Represents the Admission office and school at public events, on and off campus;
- Maintains and encourages relationships with feeder schools, counselors, and consultants;
- Maintains and enhances the school's good standing in relevant professional organizations;
- Is a proactive leader for the school community; enthusiastically participating in the daily community life of the school;
- Assists the Head of School with all other duties as assigned.

## Qualifications

- Bachelor's degree, master's degree preferred;
- Eight or more years of admission and financial aid leadership experience preferably at a similar boarding or day/boarding school;
- Strong commitment to Pre-K-12, boarding-and day-school education;
- Superior written and verbal communication skills;
- Superior interpersonal, organizational, and managerial skills;
- Superior data management and research skills;
- High energy, flexibility, warmth, and a sense of humor;
- A team-oriented spirit and the ability to connect meaningfully with stakeholders throughout our diverse community;
- A deep commitment to enhancing an inclusive school community based on cultural competence, commitment to social justice, and respect for all voices;
- A deep understanding of the mission of Westtown School and an appreciation for Quaker values and how these inform community processes and interactions.





## To Apply

Westtown School has retained The Baker Group to assist in the recruitment of Dean of Enrollment Management. Interested and qualified candidates are invited to contact the consultants in confidence. Candidates will ultimately need to submit the following materials as separate PDF documents:

- A cover letter expressing their interest in this particular position;
- A current and thorough résumé of no more than four pages;
- A writing sample, such as a parent/guardian communication, newsletter, open house speech, blog, or article;
- Contact information for three professional references with name, relationship, phone number, and email address of each (references will not be contacted without the candidate's permission).

Send these materials to:

**Christine Baker**
President, The Baker Group;
Leader, Admission & Enrollment Management Practice,
Carney, Sandoe & Associates

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**Karen Whitaker**
Senior Consultant, Practice Group Leader
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