

DIRECTOR OF ENROLLMENT MANAGEMENT SEARCH

THE BIRCH WATHEN LENOX SCHOOL

New York, NY

bwl.org

Start Date: July 2024



**Carney
Sandoe**
& ASSOCIATES

CARNEYSANDOE.COM

Mission Statement

An independent, coeducational college preparatory school in New York City, Birch Wathen Lenox has forged a singular mission. The School is committed to a rigorous, traditional academic program. At the same time, it is open to adapting innovation, consistent with its traditional values. The School strives to develop the unique potential of each student by cultivating intellectual, aesthetic, and ethical excellence.

As preparation for social responsibility, BWL instills the values of integrity, loyalty, and civility in the Kindergarten through Grade 12 experience. In addition, the BWL tradition is to build character through an abiding regard for educational inquiry, mutual respect, and personal renewal.

At a Glance



Established
1916



Total enrollment
340



Total Faculty
105



Student-faculty ratio
5:1



Students of color
34%



Financial aid awarded
\$6.3M



Faculty with advanced degrees
95%

Lower School enrollment: 90
Middle School enrollment: 80
Upper School enrollment: 170
Faculty and staff of color: 15%

Students receiving aid: 35%
Annual operating budget: \$15M
Athletic teams: 39



Overview

The Birch Wathen Lenox School (BWL) is an independent, traditional, coeducational college preparatory school on the Upper East Side of Manhattan that serves kindergarten through 12th grade students. At BWL, an experienced, talented, and engaged faculty guides and teaches independent and critical thinking and logical reasoning and promotes confidence and innovative problem-solving capabilities to create leaders well-positioned to tackle challenges and thrive in an ever-changing global environment.

In recent years, the school has continued to grow its programming, focusing on developing its students' constructive dialogue skills, building student self-understanding through neuroscience, and establishing and expanding its [EXCEL Program](#), which provides individualized and evidenced-based instruction for students needing additional support. Guided by its pillars of Integrity, Loyalty, and Civility, BWL instills in each student a desire for high academic achievement, honor, responsible citizenship, self-discipline, and mutual respect. Through BWL's commitment to these principles, each student feels respected, valued, challenged, and rewarded.

BWL seeks a highly skilled Director of Enrollment Management to join the school community at an exciting moment for the school. Reporting to the Head of School and serving on the school's senior leadership team, the new Director will bring significant experience in independent school or higher education enrollment, ideally within New York City or another competitive urban environment, a collaborative spirit, and considerable energy. This is an opportunity for a skilled enrollment professional – whether they are currently a director or seeking their first directorship – to positively impact a highly ambitious school community with a track record of providing a transformative student experience. The position will commence during the summer of 2024.

Opportunities and Challenges

- Build upon and continue to refine the work of the current Interim Director of Admissions and admissions staff to establish a robust and highly successful enrollment operation.
- Collaborate with the school's divisional, marketing and communications, and development directors to advance the school's embrace of an enrollment management model during the next several years.
- Enhance the school's data-informed decision-making practice.



- Invite and involve the school’s constituencies – faculty/staff, parents, students, and alumni – in its admissions efforts.
- Grow the school’s relationships with and outreach to schools and organizations that serve populations of well-aligned students.
- Expertly lead the admissions team, providing support, guidance, and growth opportunities and delegating responsibilities.
- Serve as a key BWL spokesperson, a member of the senior leadership team, a thought partner for the Head of School, and an educator within the community, including peer administrators and Board, regarding best practices in admissions/enrollment management.

Qualifications and Personal Attributes

The most competitive candidates will possess most of the following:

- Significant appreciation of and alignment with Birch Wathen Lenox’s mission, values, and institutional direction;
- A career marked by progressively increased responsibility within independent school or higher education admissions and enrollment and built readiness to lead in a competitive and cosmopolitan market;
- Exceptional, compelling, and polished communication skills, including delivering presentations, having one-on-one and small group conversations, and writing for the varied audiences and contexts required in admissions and enrollment management work;
- The ability to build authentic connections with prospective students and families as well as peer administrators, faculty and staff, current students and their parents/caregivers, and alumni;
- Strong intercultural skills, demonstrated commitment to diversity, equity, and inclusion, and appreciation for constructive dialogue practices;
- A focus on harnessing technology, ideally including experience with Ravenna and Blackbaud, and maximizing the school’s resources in support of its enrollment goals;
- A strong commitment to their staff, individually and as a team, and focus on providing opportunities and mentorship to grow their talent and skills;
- A focus on approaching their work optimistically, creatively, energetically, and with an entrepreneurial spirit.

Learn More

Click on the links below to learn more about The Birch Wathen Lenox School.

[School Website](#)

[Diversity, Equity, and Inclusion](#)

[School Pillars](#)

[College Matriculation](#)

[Statement of Social Values](#)



To Apply

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 résumé;
- A list of five professional references with name, relationship, phone number, and email address of each (references will not be contacted without the candidate's permission) to:

Chris Boyle

Consultant

chris.boyle@carneysandoe.com

The full-time equivalent salary range for this position is \$150,000-\$190,000. The starting salary is based upon, but not limited to, several factors that include years of experience, education level, and expertise.