

Position Announcement

Director of Admission

Carlthorp School
Santa Monica, California
carlthorp.org
Start Date: July 2024



Overview

Carlthorp School, established in 1939, is the oldest independent school in Santa Monica, California. Although the curriculum has evolved over time, this coeducational, Kindergarten through 6th grade school has remained committed to its mission: providing a strong academic foundation in a diverse and nurturing community that emphasizes respectful values, responsible work habits, and excellence in order to prepare students to achieve their highest potential in education and life.

With 280 students and a student/teacher ratio of 6:1, Carlthorp has a reputation for academic excellence and inclusion. Equally important to academics is the school's focus on character development and instilling gratitude. The overall result is a highly engaging learning community where students thrive and are prepared to face the rigors and challenges of high school and beyond.

Carlthorp School seeks a Director of Admission starting July 1, 2024. This is an exceptional opportunity to join the leadership team of a highly rated independent school with an unwavering commitment to student success. Reporting to the Head of School, the Director of Admission partners with the Senior Leadership Team on a variety of initiatives and is responsible for leading the strategic and operational components of enrollment management for the School. Carlthorp enjoys consistently high demand, an engaged and generous parent body, and a stellar record of placing its graduates into outstanding secondary schools in the Los Angeles area.



Mission

Carlthorp School provides a strong academic foundation in a diverse and nurturing school community that emphasizes respectful values, responsible work habits, and excellence in order to prepare our students to achieve their highest potential in education and life.

At a Glance

- Established: 1939
- Enrollment: 280
- Students of color: 48%
- Faculty of color: 38%
- Students per class: 20
- Students receiving aid: 9% (Upper School)
- Endowment: \$28 million

Learn More

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

[School Website](#)

[School History](#)

[The Carthorp Experience](#)

[Diversity, Equity, and Inclusion](#)

Position Description

This is an exceptional opportunity to join the leadership team of a highly rated independent school with an unwavering commitment to student success. As a center of the school, both outward and inward facing, the admission office articulates the vision and mission every day and in every way. Reporting to the Head of School, the Director of Admission is responsible for understanding the strategic and operational components of enrollment, the research necessary to inform decision-making, and the oversight of student recruitment, financial aid, and reenrollment efforts. The Director facilitates admissions and enrollment discussions as a member of the administrative team and manages the admission office's staff of two. As part of the school's recruitment and enrollment of students, the Director of Admission oversees the admission processes and records; admission events, and constituent volunteer efforts; and all recruitment and enrollment efforts, up to welcoming new families to school in September.

The Director of Admission plays a vital role in the Carlthorp community and is one of the school's most visible spokesperson.

Duties and Responsibilities

- Provides leadership in admission, marketing, and recruitment and directs the process of attracting, enrolling, and retaining students at Carlthorp.
- Sets annual enrollment and admission goals, in accordance with the school's mission to promote economic, racial, and ethnic diversity in the student body, based on enrollment goals set by Head of School.
- Organizes and administers the school's financial aid program and budget in conjunction with the Director of Finance.
- Manages new student enrollment and assists with the reenrollment of current students in close connection with academic team and business office.
- Understands and informs the leadership team, admission staff and community about research and demographics and admission and enrollment trends, ensuring that changes and challenges are anticipated, understood, and addressed.

Location

Santa Monica is beachfront city in western Los Angeles County with a population of 90,000. Given its favorable climate, Santa Monica got its start as a resort community that grew quickly with the booming development in the Los Angeles area.

Today, Santa Monica ranks high on various livability indexes, which includes the quality of education, public and private. Popular sites in Santa Monica include the famous Santa Monica Pier and Palisades Park atop a bluff overlooking the Pacific.

About the Head of School

Nola-rae Cronan has two decades of experience in independent schools, including The Williston Northampton School, Cranbrook Schools, The Columbus School for Girls, and most recently at The Langley School. Nola-rae has served in a variety of capacities in education, including as a teacher, student advisor, dorm parent, coach, school counselor, Dean of Students, Director, and Head of Middle School. Her vast experience touches all aspects of school life, including curriculum development, technology integration, faculty professional development, Diversity, Equity, and Inclusion, student leadership, and student programming. Nola-rae is highly involved in the local and national landscape for independent schools, including sitting on the Steering Committee for the Los Angeles School Heads group and the Executive Board for the Elementary School Heads Association. Nola-rae has a Bachelor of Science degree in Psychology from Ursinus College and a master's degree in clinical social work from Smith College School for Social Work.



- Formulates an annual admission and enrollment action plan, with specific goals and objectives outlining tactics.
- Attends Board of Trustee meetings and is involved in strategic planning and keeping the Board fully apprised of the school's enrollment management endeavors.
- Maintains statistical and trend data related to admission and enrollment and presents this information to the leadership team and board of trustees.
- Manages an admission staff of 2.
- In conjunction with the communications office, oversees the admission's section of Carlthorp's web site.
- Works closely with advancement office, coordinating an admission volunteers.
- Provides training and professional development opportunities for admission staff.
- Participates as an active member of the leadership team.
- Oversees all on-campus visitation programs-including interviews, assessment days and accepted family programming.
- Directs the entire application review process.
- 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 an integral leader for the school community and participates fully in daily community life of the school.
- Extends beyond the responsibilities of a job description when the need arises. Assists the Head of School with all other duties as assigned.

Qualifications

- Bachelor's degree, master's degree preferred.
- Familiarity with independent school admission and financial aid practices.
- Strong commitment to K-6 day school education.
- Superior communication skills both written and spoken.
- Superior interpersonal, organizational, and managerial skills.
- Understanding of the importance of paying attention to detail.
- Engaging, high energy, flexible, warm, and possesses a sense of humor.



To Apply

Carlthorp School has retained The Baker Group to assist in the recruitment of Director of Admission. 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) to:

Send these materials to:

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

chris.baker@carneysandoe.com

Karen Whitaker
Senior Consultant, Practice Group Leader
Carney, Sandoe & Associates

karen.whitaker@carneysandoe.com

The full-time equivalent salary range for this position is \$130,000-\$190,000. The starting salary is based upon, but not limited to, several factors that include years of experience, education level, and expertise.

