

Position Announcement

Associate Head of School for Enrollment and Strategic Initiatives

Louise S. McGehee School

New Orleans, Louisiana

mcgeheeschool.com

Start Date: July 2024



Overview

Founded in 1912 and located on a one-of-a-kind campus in the historic Garden District of New Orleans, McGehee is a private, independent, all-girls [pre-K](#), [kindergarten](#), [elementary](#), [middle](#) and [high school](#). Educating and inspiring students from communities across the area from Metairie to the Westbank, Gentilly to Uptown, River Ridge and beyond, for over a century, McGehee has been educating girls for a lifetime of learning and success for over 100 years. Louise S. McGehee School offers a broad range of innovative programs in the arts, athletics, and academics designed specifically for girls. Throughout all divisions - from the Tinker Space for the younger students to the independent research projects and internships in the Upper School - students can explore their passions with highly engaged and talented teachers.

A hallmark of the McGehee experience is the commitment to the School's honor code, a meaningful tradition recognized as preparation for moral and ethical leadership. An expectation of integrity is firmly embedded within the fabric of the school and while it ultimately comes from within the individual, the McGehee community and program fosters the cultivation of young women who lead lives of consequence.

The McGehee community is one that is marked by the warmth and ease of students who are part of a dynamic, inclusive community, respected and supported to be themselves. Relationships across ages are fostered as important elements of mutual learning and interdependence. The historic buildings reflect the grandness of the campus and the School's rich traditions, while creating a garden-filled, home-like setting with many hidden spaces of whimsy and peace. The children and adults at McGehee foster joy in their interactions and relationships, honoring and building on traditions that capture and crystallize significant moments of childhood, maturation, and empowerment. Many of these traditions draw the School's loyal and active alumnae back to campus to share in the joy.

Mission

The Louise S. McGehee School provides each girl with the foundation to realize her individual potential through a rigorous academic education guided by honor, service and leadership. In this dynamic, inclusive community, students develop lifelong learning skills through the use of critical and ethical thinking.

At a Glance

Established: 1912

Enrollment average: 450

Students of color: 23%

Cultures represented: 25

Total full-time faculty: 129

Faculty of color: 13%

Faculty with advanced degrees: 50%

Student/teacher ratio: 8:1

Financial aid budget: \$1,135,000

Students receiving aid: 31%

Campus size: 3.5 acres

Learn More

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

[School Website](#)

[School History](#)

[Equitable Community](#)

[Honor Code](#)

Louise S. McGehee seeks an Associate Head of School to lead the school's enrollment and strategic initiatives. The Associate Head of School will serve as an essential member of the administrative team, developing a vision and strategy for the school's near- and long-term enrollment, marketing and communications, and community engagement. This role is an opportunity for an experienced enrollment professional to apply their experience in a competitive market, build vision and strategy, and catalyze a truly exceptional school's many committed and passionate constituencies through professional marketing, communications, programming, and events.

Position Description

The role of the Associate Head of School for Enrollment and Strategic Initiatives is an opportunity for an experienced enrollment professional to apply their experience in a competitive market, build vision and strategy, and catalyze a truly exceptional school's many committed and passionate constituencies through professional marketing, communications, programming, and events. This is a key role that will report to the Head of School and interface regularly with the Board of Trustees. The AHOS will manage the school's enrollment, communications, and community engagement staff. They will also play a larger role in the overall leadership and management of the school.

Strong candidates for this role will have significant enrollment experience, ideally in a competitive market, a strategic orientation, and the ability and desire to deeply learn and then translate the school's mission, core values, and culture into a value proposition. That value proposition will serve as the basis for marketing, communications, and community engagement strategies and plans.

Key Responsibilities

Enrollment

- Develop and implement enrollment vision and strategy, designing a multi-year roadmap to build demand, increase mission alignment of new admits, grow enrollment, and build the school's brand in the community.
- Use data and research to establish and track progress toward enrollment goals, including optimal school and class size, retention, and new admits.
- Routinely report to the HOS and Board on progress to goals.

Location

New Orleans is one of the nation's most culturally rich and significant cities, with world renowned music, food, and art. It is a dense city comprised of vibrant, close-knit neighborhoods, many of which are highly walkable. Residents take advantage of their two, large outdoor spaces, Olmsted-designed City Park and Audubon Park, and nationally recognized art museums with robust public offerings, including the New Orleans Museum of Art and the Ogden Museum of Southern Art. Also, within the city core, the National WWII Museum, the Louisiana Children's Museum, the Audubon Zoo, and the Audubon Aquarium of the Americas draw residents and visitors alike. New Orleanians are loyal to their two professional sports teams, the Saints and the Pelicans, both of which play downtown, a ten-minute drive from the school's campus. Most of all, New Orleans is a city that values community, with warm, welcoming residents who gather for events big -- Mardi Gras parades and sunny days at the New Orleans Jazz and Heritage Festival -- and small.

About the Head of School

Truly a life-long learner, Dr. Kimberly Field-Marvin, the Head of Louise S. McGehee School, challenges herself to look at issues from alternate points of view and gathers inspiration from every experience she has. In her sixth year at McGehee, Kim recognizes that there has never been a more critical need for women to assume roles of leadership and she is committed to preparing girls to face complex challenges fearlessly and find solutions to the most intractable problems. She is equally committed to supporting the growth of her team, helping them be the best educators and administrators they can be.

Kim's early professional work was at the Maple Street School in Vermont where she was a founder, a teacher and counselor. By the time Kim was ready to pursue greater administrative responsibility, she worked at Marymount School of New York, first as a senior administrator and the Director of Communications, next as the division head of their Upper Middle School. While at Marymount, she was a mentor in the New York State Association of Independent Schools' (NYSAIS) Emerging Leaders Institute (ELI) and was a steering committee member for the NYSAIS self-study and accreditation.

Kim's stellar academic background includes two masters' degrees, and while working full-time, she earned her EdD from University of Pennsylvania. Her dissertation topic: *The Making of Me: Exploring How Early Adolescent Girls Experience Agency in an Engaging, Student-Directed Learning Environment*, has deeply informed her role as Head of an all girls' school. Kim currently serves as a board member for ISAS, ERB, and The 1911 Group.

- Review and refine the school's approach to engaging prospective families through tours, direct marketing, etc.
- Refine the school's financial aid strategy in service of enrollment goals and mission delivery.
- Lead the Admissions team in attracting, evaluating, and selecting a diverse and appropriately talented student body.
- Ensure that tours and other admissions events embody and express the school's value proposition.

Marketing and communications

- Translate McGehee's mission, curriculum, and educational philosophy to a clear, distinct value proposition that is then translated to prospective families, current families, and the broader community.
- Develop and oversee implementation of the school's marketing and communication strategy in service of enrollment goals, ensuring that the School's "brand" and value proposition are clearly, consistently, and strategically marketed across all digital and non-digital platforms.
- Oversee the creative design and production of the school's merchandise and marketing items.
- Ensure that all school communications are clear, targeted, and supportive of the school's mission and brand; review and approve newsletter content, social media posts, and website content.

Building and managing a team and community

- Manage enrollment, admissions, and communications staff, bringing coherence and mutual reinforcement to these functions and teams.
- Hire and manage a Community Engagement Director, actively shaping this role, which is focused on catalyzing and supporting the school's constituencies, including the Parents' League and a to-be-established Booster Club.
- Review and refine the Parents' League's focus, approach, and responsibilities, ensuring that PL leaders are well supported and that promising, aligned ideas from the parent body are brought to life.
- Work closely with other administrative departments, including academics and development, to ensure alignment of goals and priorities.
- Foster strong relationships with prospective students, parents, educational consultants, educators, and feeder schools.

Qualifications

- Ability to think and act globally and strategically with respect to assess enrollment issues, and able to anticipate challenges and opportunities that lie ahead.
- Strong analytical skills, including the ability to make meaning from data, identify trends, and arrive at sharp and substantiated insights.
- Excellent communication skills, including writing and public speaking skills, and the ability to prepare and approve a wide variety of materials for widespread distribution.
- Ability to develop and grow data systems for use over the full enrollment cycle, to assess patterns in yield, financial aid decisions, retention efforts, and other related activity.
- Collaborative; actively seeking perspectives and opinions from multiple sources.
- A keen ability to discern the important motivators, goals, and values of a diverse community, and translate them into opportunities for engagement and connection.
- A management approach that is focused on providing the team and direct reports with clear, consistent direction and support and ongoing opportunities for growth.
- A learning orientation, including the ability to gather facts and information from multiple sources to build a clear understanding of the school's history, identity, and opportunity within the market.



To Apply

McGehee School has retained The Baker Group/Carney Sandoe & Associates to assist in the recruitment of the Associate Head of School for Enrollment and Strategic Initiatives. Interested and qualified candidates are invited to contact the consultants in confidence. Candidates should submit the following materials as separate PDF documents.

- A cover letter expressing their interest in this position;
- A current and thorough résumé of no more than four pages.

As the process moves forward, selected candidates may be asked to submit:

- Responses to writing prompts specific to this search
- 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)

The Louise S. McGehee School is open to all qualified girls regardless of race, religion, national or ethnic origin.

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