

## Position Announcement

### Dean of Enrollment Management

Wilbraham & Monson Academy

Wilbraham, Massachusetts

wma.us

Start Date: July 2025



### Overview

Today, more than ever, students who enjoy the benefit of close communities, who are able to pursue their passions, are encouraged to explore new ideas and activities and who have the privilege of living and learning with students and adults from around the world who serve as friends, mentors and advocates, are able to achieve great things. Wilbraham & Monson (WMA) provides all of this and so much more. Located in Wilbraham, Massachusetts, and serving 400 students (boarding and day) in grades 6 through the Postgraduate year, WMA is a community of people who care deeply about each other and who benefit from an academic and co-curricular program that is full of opportunities for discovery and growth.

With a faculty committed to the individual success of each student, the school offers more than 20 Advanced Placement courses complemented by a range of honor level and independent courses, all focused on creating global thinkers. The campus itself boasts a new 5,000 square foot state-of-the-art iLab, a beautiful library and - thanks to a recent \$20 million campaign - a highly anticipated new dining commons, with construction expected to start Spring 2025. In addition to the impressive facilities and diverse course offerings, Wilbraham & Monson is home to the Center for Entrepreneurship, Economics & Finance (CEEF) and a Financial Trading Center. Outside of academic life, students take advantage of more than 25 varsity teams, diverse offerings in the performing and visual arts, a robust community service program, and more than 30 student clubs and activities.

Today, the school seeks to hire a Dean of Enrollment Management who will design and implement a visionary and strategic approach to enrollment management ensuring the school's future sustainability and growth. The new leader will serve as a thought partner to an engaging Head of School in his eleventh year and to the school's Board of Trustees, and will lead the school's outreach, recruitment, selection, financial aid, enrollment and re-enrollment efforts.

### Mission

Wilbraham & Monson Academy offers a transformational experience where students become challenge-seeking citizens and leaders of an evolving world.

### At a Glance

Established: 1804

Enrollment: 391

Students of color: 176

International students: 144

Countries represented: 29

Boarding students: 192

Total faculty: 73

Faculty of color: 5

Faculty with advanced degrees: 77%

Student/teacher ratio: 5:1

Financial aid budget: \$5.2M (+ \$1M employee remission)

Students receiving aid: 46%

Endowment: \$10M

Annual operating budget: \$22M

AP courses offered: 24

Sports teams: 29

Clubs: 30+

Campus size: 400 acres

### Learn More

Click on the links below to learn more about Wilbraham & Monson.

[School Website](#)

[Community and Belonging](#)

[College Matriculation](#)

[School Profile](#)

## Position Description

Wilbraham & Monson's next Dean of Enrollment Management will be charged to lead all aspects of the enrollment program including recruiting, selection, enrollment, financial aid and retention. With deep experience as a strategic and visionary leader, the Dean of Enrollment Management will partner with an admission team and a leadership team that is committed to building on the strengths of the current enrollment functions and while also developing a transparent and ambitious enrollment plan for the future.

The ideal leader will be one with a natural entrepreneurial spirit who enjoys data-informed strategic thinking, building cross-campus partnerships and helping prospective families see WMA as their next great adventure. The Dean will be a strategic thought partner with the Head of School on all aspects of enrollment management including establishing clear and measurable goals for internal operations, cross-department partnership opportunities, and financial and enrollment forecasting. As a senior leader at the school, the Dean will find excitement in building a comprehensive enrollment and retention strategy in partnership with other school leaders.

## Key Responsibilities

- Serve as the chief enrollment management leader guiding a team of dedicated admissions professionals in the process of attracting, enrolling and retaining students at WMA.
- Serve as a member of the Senior Administrative Team.
- Develop measurable strategies to broaden WMA's applicant pool across all key demographic indicators.



## Location

With its beautiful 400-acre campus and location in Western Massachusetts, WMA has the benefit of a small town feel but with access to Boston, Hartford, CT and several local college communities. Nestled in the beautiful Pioneer Valley, Wilbraham, MA, and its surrounding areas offer a wonderful mix of suburban charm and natural beauty, making it an ideal place to live and work. Quiet, tree-lined streets, excellent schools, and strong sense of community, create a welcoming environment for residents to call home. The town is close enough to Springfield, MA for easy access to city amenities, yet far enough to provide a peaceful escape. Outdoor enthusiasts enjoy nearby parks, nature reserves, and recreational opportunities, while the area's rich history and friendly atmosphere contribute to its overall appeal. Living in this area is enhanced by the opportunity for day trips to Boston, easy train rides to New York City and wonderful year-round culture and arts activities.

## About the Head of School

Brian Easler has served as Head of School since 2014. As a long-time member of the WMA family, Brian embodies the values of WMA every day through his kindness, curiosity, humility and his deep commitment to each student at the school. As Head of School, Brian leads WMA with strategic vision allowing the academic and co-curricular offerings to grow and thrive. He has launched an ambitious strategic planning process which has enhanced the campus facilities, allowed for unique and creative programming in the academics and helped bring forward important conversations centered on student well-being and belonging.

Brian is an ever-present leader who is seen engaged in all aspects of life at the school. Faculty and administrators describe Brian as an "incredibly kind and strategic leader" who "empowers everyone to imagine what is possible" and who provides "support for creative and out of the box thinking".

- Design data-informed market assessments to guide all outreach and retention strategies.
- Partner closely with the Director of Marketing & Strategic Communications to develop a strategic engagement plan to support all enrollment goals.
- Design and implement a modern enrollment management practice across all functional areas of WMA that is bold, transparent, measurable and mission-aligned.
- Set annual enrollment and financial aid goals, in line with the school's mission and in accordance with strategic compositional goals set in partnership with the Head of School and Board of Trustees.
- Works collaboratively with all faculty to ensure strong engagement and partnership in all matters relating to admission outreach, selection and retention.
- Understands and educates senior administrators, admissions staff, and faculty about admission and enrollment trends, and participates in strategic discussions regarding enrollment and retention.
- Attends Board of Trustee meetings.
- Collaborates effectively with the marketing and communications department to develop and implement and evaluate marketing strategy and materials.
- Works closely with Advancement staff to identify alumni applicants and prospective families who could be strong partners with the school.
- Directs application and financial aid review process.
- Values visibility and engagement in the school community and participates fully and enthusiastically in the daily residential and community life of the school.

### Qualifications and Personal Attributes

- Bachelor's degree, master's degree preferred
- Five years of admission and financial aid leadership experience
- Strong commitment to boarding and day school education
- Engaging and exemplary communication skills, both written and spoken
- Strong interpersonal, organizational and managerial skills
- An entrepreneurial and strategic approach to work
- High energy, enthusiasm and warmth
- Demonstrated commitment to community and belonging
- Ability to work collaboratively with colleagues
- Enthusiasm for participation in the life of the school

### Compensation and Housing

The salary for this position will be highly competitive for the marketplace. In addition, the school will provide on-campus housing for the Dean of Enrollment. The house being held for this position is a stunning 2,742 square foot home offering 4 bedrooms and 4 bathrooms with beautiful open living spaces and plenty of outdoor space to enjoy.





## To Apply

Wilbraham & Monson has retained Carney, Sandoe & Associates / The Baker Group to assist in the recruitment of the Dean of Enrollment Management. 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 particular position;
- A current and thorough résumé of no more than three pages;
- A writing sample, such as a parent/guardian communication, newsletter, open house speech, blog, or article; and
- Contact information for five professional references with name, relationship, phone number, and email address of each (references will not be contacted without the candidate's permission) to:

**Bill Leahy**  
Consultant, Carney, Sandoe & Associates

[bill.leahy@carneysandoe.com](mailto:bill.leahy@carneysandoe.com)

**Allison Stiles**  
Consultant, Carney, Sandoe & Associates

[allison.stiles@carneysandoe.com](mailto:allison.stiles@carneysandoe.com)

