

DIRECTOR OF ENROLLMENT SEARCH

McLEAN SCHOOL

Potomac, Maryland
mcleanschool.org

Start Date: July 2026



Carney
Sandoe
& ASSOCIATES



Mission Statement

McLean School’s mission is to make education accessible, stimulating, and meaningful to a broad range of bright K-12 learners. We understand each student’s unique strengths and challenges, and support both in a way that fosters intellectual growth as well as confidence, self-advocacy, empathy, and connection. At McLean, students succeed because they learn how to learn in an inclusive, conscientious community of caring teachers and peers.

At a Glance



Established
1954



Enrollment
481



Student-teacher ratio:
5:1 in Lower School,
8:1 in Middle School, and
10:1 in Upper School



Advanced Placement courses
12



Total Faculty
76



Students of Color
39%



Financial aid awarded
\$8M

Admission rate: 40%
Families receiving aid: 47%
Endowment: \$2.5 Million
Annual operating budget: \$24.5 Million

Varsity sports teams: 13
Clubs and activities: 30+
PVAC championships won: 9



Overview

Transforming the lives of students and families, McLean School is Washington, DC's premier independent school preparing bright students in grades Kindergarten through 12, including those with dyslexia, ADHD, and Executive Functioning challenges, for college success. For more than 70 years, the school has helped students realize their full potential with a comprehensive and academically rigorous full-scope educational program and curriculum that is traditional without being rigid, challenging without being intimidating, and designed with the real world in mind.

Many schools talk about the warmth of their community, the collegiality, and the deep sense of caring and trust among and between students, faculty, staff, administrators, and parents. At McLean, born from the mission of serving learners that span the range of racial, socio-economic, cultural, and learning strengths and challenges, that deep sense of caring for one another provides a bedrock foundation. Reaching all corners of the McLean experience, the school's commitment to diversity, equity, inclusion and belonging is an extension of its mission to make education accessible, stimulating, and meaningful to a broad range of learners. McLean embraces diversity and values the integrity of all individuals. This recognition enriches the community and encourages students to be better leaders and more responsible citizens

McLean has been built to celebrate and serve students who learn differently, recognizing that all children are natural learners, but that they learn in different ways. The school's unique [Abilities Model®](#) provides a wholistic way to understand and engage students, recognizing each child for their unique strengths, allowing them to excel, while also providing support in areas of need.

McLean School may look like a typical, maybe even traditional college-prep school. But what happens within the walls of the school is anything but traditional. The school attracts deeply caring and trained educators whose passion is discovering and teaching to the unique abilities of each student.

LD Schools FOCUS ON LD LEARNERS	McLean School TRANSFORMATIVE FOR A BROAD RANGE OF LEARNERS	Traditional College Preparatory Schools FOCUS ON CONVENTIONAL LEARNERS
Limited Program	✓ Abilities Model®	✓ Full Scope Program
✓ Small Classes	✓ Full Scope Program	Larger Classes
✓ Student-Centered Instruction	✓ Small Classes	Traditional Instruction
✓ Teachers with Specialized Training	✓ Student-Centered Instruction	Teachers with Conventional Training
✓ Integrated Support	✓ Teachers with Specialized Training	Pull-Out Support
Limited Wellness Programming	✓ Integrated Support	Limited Wellness Programming
Disabilities Model	✓ Comprehensive Wellness & Mindfulness Programming	Disabilities Model

With close to 500 students in grades K-12 on two campuses just minutes apart, McLean School is delivering on the promise of giving students skills, confidence, tools, and knowledge to succeed in college and beyond. Many schools whose population includes both traditional learners and those who learn differently talk about their aspiration for graduates to attend college. At McLean School, that is not only an aspiration but a reality for nearly 100% of graduates.

Following the long term tenure of McLean’s current Director of Enrollment, the next Director will have the opportunity to continue growing and refining the school’s enrollment in alignment with its mission. The Director will serve as a key member of the school’s administrative leadership, lead the enrollment team, and advance a number of key areas of institutional growth.

ABOUT THE MCLEAN LEADERSHIP TEAM

In his second year as [Head of School, Barry L. Davis](#) is empowering a talented team of educators to create an environment where students can be transformed, and families can exhale in the knowledge that their child will be seen and understood. His distributed leadership model places trust and freedom in the hands of his administrators. The next Director of Enrollment will join an accomplished and ambitious group of colleagues committed to collaboration and shared growth.

Opportunities and Challenges

Grow and refine McLean’s enrollment in alignment with its mission - McLean’s enrollment has grown significantly in recent years, and the school plans to continue this growth from its current enrollment of 480 students to between 550 and 600 students in the next few years through a combination of increasing new enrollment, with diverse, mission appropriate students, and strengthening retention. The new Director will lead the development and implementation of the school’s strategic enrollment plan and mobilize the community in support of its enrollment goals.



Continue to build awareness and networks across the region of McLean’s mission and its success in transforming its students’ lives – McLean has invested significant energy in building awareness among area independent schools in the DMV (D.C., Maryland, Virginia), educational consultants, and others who work with students who would benefit from McLean’s Abilities Model® and the expertise and dedication of its professional educators. The new Director will have the opportunity to capitalize on and extend this work by connecting with those who are already a part of McLean’s network and identifying new sources of referrals.

Capitalize on the partnerships between the Enrollment, Marketing and Communications, and Institutional Research teams - Members of the leadership team are quick to note the impressive strengths of their McLean colleagues, and the new Director of Enrollment will have the opportunity to experience that for themselves. Given the interdependent nature of their work, the new Director will be able to draw upon and further strengthen the highly collaborative, trusting, and dynamic relationships with counterparts in marketing and communications and institutional research to advance the Enrollment Office’s work. In addition, a dynamic group of Division Heads will be partners in shaping the community of the school.

Capitalize on McLean’s investment in institutional research to empower the office’s decision-making: McLean’s distinctive commitment to institutional research creates real opportunities for data-driven decision-making. The new Director will partner with the office to gain and utilize new insights as they advance the school’s goal for new students and retention of its current students and families.



Key Responsibilities

The successful candidate will have demonstrated experience and expertise in:

- Developing and implementing a strategic enrollment plan to achieve agreed upon goals for recruitment and retention of students with diverse backgrounds, abilities, and experiences.
- Providing strong leadership to the Enrollment team, setting direction, supporting professional growth, and ensuring accountability.
- Overseeing all aspects of the admission process, with warmth and individualized attention, moving mission appropriate students down the funnel from initial inquiry to applicant to admission to enrolled student.
- Building and maintaining strong relationships with educational testers and consultants as well as Admission Directors at area independent schools who refer prospective students to McLean School.
- Working closely with the Marketing and Communication team to ensure messaging aligns with the school's mission and differentiates McLean within the independent school marketplace.
- Designing and leading admission events—including open houses, tours, student visits, and welcome programs—that help meet enrollment and re-enrollment targets.
- Managing data collection and analysis of enrollment trends and ensuring strategies are informed by local, regional, and national independent school market conditions.
- Serving as a member of the Financial Aid Committee, working with colleagues to balance accessibility, affordability, and institutional sustainability.
- Representing the School to prospective families, including through school fairs, professional networks, and community events.
- Participating fully in the life of the School, serving as an engaged and visible member of the community.

Qualifications and Personal Attributes

The ideal candidate will be a seasoned and proven leader with deep experience in all aspects of enrollment, marketing, and admissions. McLean School strives to hire people committed to the school's mission and values. The following qualifications are sought in the ideal candidate:



- A deep commitment to McLean School's mission, values, and belief in the potential of every student.
- Significant understanding of how students with dyslexia, anxiety, ADHD, and Executive Functioning issues learn and how best to support them.
- Proven leadership experience in enrollment management or a related field.
- Be particularly attuned to and skillful in working with parents who have a high level of concern for their children as learners.
- Strong relationship-building, communication, including public speaking and writing, and cultural competency skills.
- The ability to think strategically and the capacity to implement data-driven enrollment practices and adapt to changing market conditions.
- Demonstrated ability to manage multiple projects in a fast-paced environment with attention to detail and follow-through.
- Proficiency with enrollment management systems, databases, and digital communication tools such as Blackbaud, Clarity, and HubSpot.
- An orientation toward collaborative teamwork characterized by a sense of humor, creativity, and resilience.
- Availability to work occasional evenings and weekends for events
- Embody a compassionate, flexible, and caring leadership style while still having the ability to make tough-but-correct decisions when necessary.
- Be particularly attuned to and skillful in working with parents who have a high level of concern for their children as learners.
- Lead with outgoing, energetic, positive, and engaging communications and personal style.

Learn More

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

[School Website](#)

[Virtual Campus Tour](#)

[Core Values](#)

[College Matriculation](#)

[The Abilities Model®](#)

[About Potomac, Maryland](#)



To Apply

Interested and qualified candidates are invited to contact the consultants in confidence as soon as possible. Candidates will ultimately need to submit the following materials as separate PDF documents and may be asked for additional materials if selected to advance in the search:

- 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):

Send to:

Chris Boyle

Consultant

chris.boyle@carneysandoe.com

Charlotte Brownlee

Consultant

charlotte.brownlee@carneysandoe.com

The full-time equivalent salary range for this position is \$140,000-170,000. The starting salary is based upon, but not limited to, several factors that include years of experience, education level, and expertise.