



DEAN OF ENROLLMENT MANAGEMENT

Start Date: July 2027

Cardigan Mountain School

Canaan, New Hampshire | cardigan.org



**Carney
Sandoe**
& ASSOCIATES

MISSION STATEMENT

Cardigan Mountain School offers a close-knit community that prepares middle school boys—in mind, body, and spirit—for responsible and meaningful lives in a global society.

VISION STATEMENT

Our vision is to be an accessible and transformative learning community where boys are free to learn and play to their highest potential—living by shared values, guided by trusted leaders in education who challenge and support our boys through traditional and innovative programming.

At a Glance



1945
established



241
total enrollment



25 states and **18** countries
geographical
representation



60
total faculty



50%
faculty with
advanced degrees



4:1
student-faculty ratio



OVERVIEW

Cardigan Mountain School, located in Canaan, NH, sits on a beautiful 525-acre lakefront peninsula just a short drive from Hanover, NH, and Dartmouth College. Cardigan is a highly regarded independent junior boarding and day school for boys in grades 6–9. Known for being a deeply close-knit community with a strong commitment to academic excellence, Cardigan affords its students a balanced approach to school with the right mix of structure and freedom, challenge and support. Cardigan is recognized around the globe for creating the ideal environment for boys to thrive at a pivotal stage in their lives.

Throughout its history, Cardigan has recognized that boys grow fastest toward their best selves when they are known, challenged, and supported by adults who believe in them. Hands-on, minds-on learning in the classroom; signature programs such as PEAKS and the Gates Invention & Innovation Program; a team for every boy across 40 teams in 17 sports; and a phone-free campus ("Phone Free Since 1945") all combine to create an experience in which boys learn how to learn, how to lead, and how to live in community. Guided by the Strategic Plan for Cardigan 2032, the school has the momentum, enthusiasm, and leadership necessary to build on its legacy while thoughtfully shaping its future.

Today, the school seeks its next Dean of Enrollment Management who will build on the legacy of the long-standing enrollment leader who is retiring after decades of service to the school. The Dean will work in partnership with a deeply devoted admission team and the school's leadership team and trustees to create a clear and strategic multi-year enrollment plan to guide the school in its next chapter. An active, visible, and relational presence on campus, the Dean will serve as a critical force in Cardigan's continued forward movement and a key thought partner to Head of School Chris Day, who has served the school as Head since July 2016 and is a parent of two Cardigan graduates. The person in this role will provide vision, coordination, and oversight of admission, financial aid, and retention, and ensure that the structures, strategies, and systems that support enrollment are data-informed, efficient, and consistent with current best practices.



PRIMARY DUTIES AND RESPONSIBILITIES

Leadership and Team Development

- Serve as a key thought partner to the Head of School and a collaborative, curious, strategic, and engaged member of the senior leadership team.
- Lead, supervise, mentor, and support a dedicated admission team, fostering both individual growth and collective success.
- Foster a culture of clear expectations, transparency, and open communication on all matters pertaining to enrollment management.

Enrollment Strategy, Systems, and Data Analytics

- Lead a school-wide conversation about Cardigan's future student body composition and set clear compositional priorities that guide recruitment, admission decisions, and financial aid.
- Develop and execute data-informed, multi-year enrollment strategies and projections aligned with the school's mission, strategic priorities, and financial objectives.
- Lead the execution of the enrollment goals in the Strategic Plan for Cardigan 2032, including increasing domestic boarding enrollment, continuing to diversify the international student body, shaping the balance of boarding and day students, and growing financial aid.
- Analyze inquiry, yield, retention, and market trends to inform institutional decision-making.
- Bring intentionality, clarity, and efficiency to the systems and processes of the enrollment office, including the strategic use of Veracross and enrollment analytics.



Recruitment, Admission, and Family Experience

- Lead the recruitment of mission-aligned boys who will benefit from and contribute to the Cardigan experience.
- Serve as a key spokesperson for the school with prospective students, parents/guardians, educational consultants, feeder schools, community based organizations and other key constituents.
- Ensure internal alignment on Cardigan's value proposition and develop a strategic plan to communicate that proposition to all prospective families.
- Oversee the full admission process, from inquiry and campus visit through interview, evaluation, selection, enrollment and re-enrollment.
- Ensure an exceptional, distinctive, and highly personalized experience for prospective students and families throughout the entire admission process.
- Direct domestic and international recruitment travel, including thoughtful partnerships with educational agents.
- Collaborate with coaches and program leaders to recruit and enroll student-athletes who thrive in Cardigan's balanced, multi-sport environment.
- Build greater collaboration between Summer Session and the academic year as a pathway to enrollment.

Financial Aid and Institutional Sustainability

- Lead the financial aid process, balancing access, enrollment objectives, student body composition, and net tuition revenue.
- Use financial aid strategically to support both mission and long-term sustainability.
- Partner with the Director of Advancement on shared priorities, including endowed scholarship recipients, relationships with families of significant means, and the transition of families during the onboarding process.
- Establish a best-in-class working partnership with the CFO on enrollment forecasting, pricing, and financial aid.



\$3.5M

financial aid
awarded



28%

students receiving
aid



\$61M

endowment



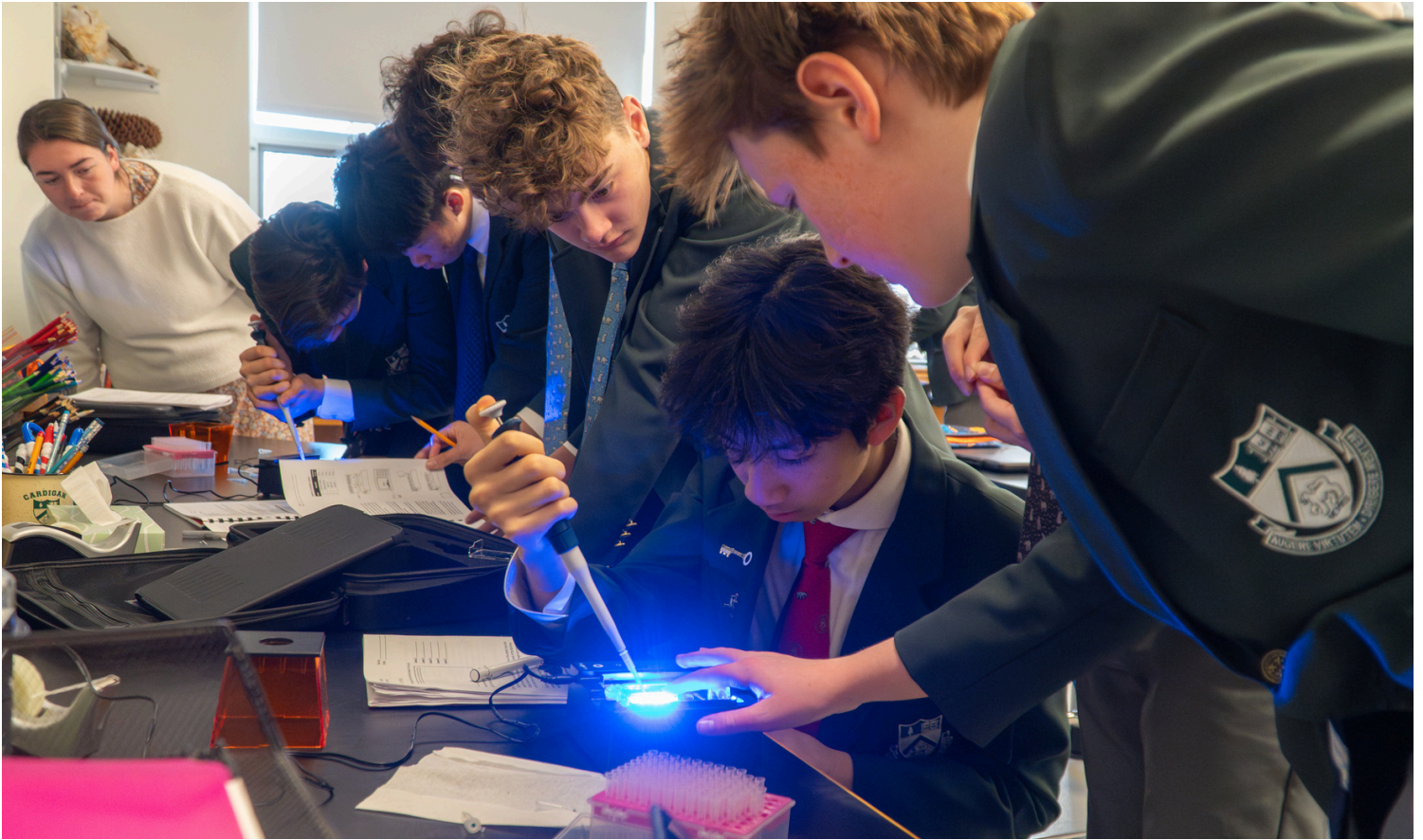
\$25.4M

annual operating
budget



525 acres

campus size



Marketing, Communications, and Storytelling

- Work with Communications to strengthen Cardigan's digital and social media presence.
- Develop enrollment-focused messaging that conveys the Cardigan experience with clarity and authenticity.
- Draw on student outcomes, secondary school placement, and alumni stories to strengthen enrollment strategy and illustrate the long-term impact of a Cardigan education.

Campus Partnerships, Retention, and Community Engagement

- Develop a deep understanding of Cardigan's academic, student life, and athletic programs, including PEAKS, the Gates Program, and the multi-sport model, and partner closely with the academic office so admission decisions reflect how Cardigan supports each boy.
- Partner with academic, student life, and athletic leaders to understand the student and family experience, identify factors affecting retention, and develop proactive strategies that support re-enrollment.
- Serve as a visible and active member of the residential community at games, in the dining hall, and in the life of the school, staying connected to students while balancing the demands of the road.
- Create greater transparency with faculty on matters related to the candidate review process and financial aid priorities.

QUALIFICATIONS AND PERSONAL ATTRIBUTES

The Dean of Enrollment Management will be an enrollment leader and community builder who has previously served in roles of considerable responsibility. Competitive candidates will have deep familiarity with strategic enrollment management, admission and financial aid, boarding school life, and the management of complex processes. The most competitive candidates will offer most or all of the following qualifications and qualities:



Professional Qualifications

- A bachelor's degree required; a master's degree preferred
- Five or more years of leadership experience in independent school admission or enrollment management, preferably in a boarding school environment
- A documented history of developing and executing strategic enrollment plans, informed by data, market research, and enrollment analytics, and moderated by a skillful and sensitive approach to change
- Experience with financial aid strategy and an understanding of the relationship among enrollment, tuition assistance, net tuition revenue, and institutional sustainability
- Experience in international recruitment, including travel abroad and working with educational agents
- Proficiency with admission and enrollment platforms (Veracross preferred) and data analytics
- Exceptional interpersonal skills and the ability to communicate orally and in writing with inspiration and clarity to both internal and external audiences, including as a strong and charismatic public speaker
- A strong understanding of the developmental needs of middle school boys and of student-athletes, and an ability to articulate why Cardigan's program and community are particularly well suited to this age and stage
- An institutional perspective — seeing the school and its mission as larger than any single office or constituency, as both a learning community and a vital business
- Experience leading, developing, and supporting a talented, mission-aligned team, with a commitment to openness, collaboration, and new ideas



Leadership Style and Personal Qualities

- A collaborator who seeks and brings clarity to the role, and a motivated, energetic colleague who takes joy in team success
- An independent, self-motivated leader who thrives with autonomy and takes ownership of results
- A deep desire to understand the Cardigan community — its curriculum, programs, and people — and to tell its story authentically
- A belief in Cardigan's multi-sport model and an appreciation for the role athletics plays in the life of the school and in a boy's development
- An eagerness to engage actively with the full Cardigan community and a willingness to prioritize visibility and connection with students amidst the demands of a busy travel schedule
- An action orientation, including exceptional organizational skills, attention to detail, consistency with data, and intentionality around systems, processes, and partnerships on campus
- Cultural fluency and a genuine enthusiasm for building a diverse community of boys and families from across the country and around the world
- An unusually high level of professional and personal maturity that provides the courage, confidence, and humility to advocate for new ideas, welcome feedback, and engage in challenging conversations with grace
- A style grounded in Cardigan's core values of compassion, integrity, respect, and courage, and a genuine love of working with boys
- A commitment to living in and becoming part of the Upper Valley community, with an appreciation for its rural setting and outdoor life
- A sense of humor, enthusiasm for schools, and genuine excitement for serving as Cardigan's Dean of Enrollment Management

LEARN MORE

- [School Website](#)
- [About Cardigan](#)
- [Mission and Core Values](#)
- [Our Head of School](#)
- [Strategic Plan for Cardigan 2032](#)
- [Academics](#)
- [PEAKS](#)
- [Gates Invention & Innovation Program](#)
- [Athletics](#)
- [Admissions](#)
- [Summer Session](#)
- [About Canaan, New Hampshire](#)



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:

LISA PARSONS

Senior Consultant

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BILL LEAHY

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**Carney
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