

Position Announcement

Director of Admission and Enrollment

The Rashi School
Dedham, Massachusetts
rashi.org
Start Date: July 2024



Overview

The Rashi School is Greater Boston's Reform Jewish independent school for Grades PK-8. Located in Dedham, Mass., Rashi provides transformative educational opportunities that inspire students to be empowered and engaged learners, embrace their Jewish identities, and grow up to be leaders and changemakers who make our communities—and our world—a better place.

Led by outstanding faculty within a joyful and supportive environment, Rashi seamlessly integrates humanities, STEAM, Jewish studies, and a signature social justice curriculum. Their unique approach affords students a meaningful, multidimensional education that builds an enduring foundation for academic success and a fulfilling, purpose-driven life.

Rashi is a family school that fosters a sense of belonging. Its educators, students and parents come together to form a warm, welcoming community united around the goal of providing students the best education possible. Rashi is home to students of all backgrounds, including those that are interfaith, multicultural, and LGBTQ+.



Mission

The mission of The Rashi School is to provide a dynamic, child-centered program of academic excellence that integrates rich secular and Jewish studies curricula and nurtures in its students critical minds and compassionate hearts.

At a Glance

Established: 1986
Enrollment: 248
Lower School enrollment: 165
Middle School enrollment: 84
Students of color: 6%
Towns represented: 25
Faculty with advanced degrees: 90%
Student/teacher ratio: 6:1
Financial aid budget: over \$2,000,000
Students receiving aid: 45%
Endowment: \$5M
Annual operating budget: \$10M

Learn More

Click on the links below to learn more about The Rashi School.

[School Website](#)

[Core Values](#)

[Social Justice](#)

[Jewish Learning](#)

Position Description

The Rashi School seeks an engaging, resourceful, strategic minded and collaborative Director of Admission and Enrollment. Reporting to the Head of School, the Director of Admission and Enrollment is a member of the senior leadership team and plays a critical role in shaping the school's future by recruiting, enrolling and retaining a diverse and talented student body, who will benefit from the school's unique culture and programming and who will contribute to the school community. The Director ensures the long-term health of Rashi's student body and broader alumni/ae base by coordinating the tracking of prospective students from applicant to enrollment and beyond (admission), the analysis of data that affect enrollment (research) and the marketing efforts to attract new families to the school. The Director will develop and implement strategic enrollment initiatives, manage the admission process, oversee communications, and collaborate with various stakeholders to ensure Rashi's growth and success.

Rashi's Director of Admission and Enrollment must effectively articulate the school's mission and programs to prospective students and parents, educators/administrators, clergy and synagogue administrators, independent educational consultants, and colleagues at partner organizations. To do so requires the development of deep knowledge of the Greater Boston market in general and the Jewish Community in particular.

Key Responsibilities

- **Strategic Enrollment Planning:**
 - » Develop and implement a comprehensive enrollment management plan aligned with the school's mission and values.
 - » Analyze demographic trends and market conditions to identify opportunities for growth.
 - » Collaborate with school leadership to set enrollment goals and objectives.
- **Team Leadership and Management**
 - » Lead a team of four, maximizing their impact in order to meet the school's enrollment goals.
 - » Support and guide the development of team members, individually and collectively, to grow their skills and expertise.
 - » Create a joyful working environment.

Location

Located in Dedham, MA, a historic suburb of Boston, which is 21 miles to the northeast, and 38 miles north of Providence RI, The Rashi School campus was built in 2010 as part of a multi-generational campus that includes a senior living community and religious and community spaces. Dedham's location provides significant opportunities for engaging with community and cultural offerings, historical sites, shopping and restaurants, and a wide range of outdoor activities provided by park districts and state parks. Boston and all that it has to offer are easily reachable via car or train. The beaches of Cape Cod are an hour and a half to the east.

About the Head of School

Adam Fischer has served as Rashi's Head of School since 2019 and ably led the school during a tenure that included guiding and supporting the school community through Covid and advancing the school's program and people in alignment with its mission and values. After announcing his intention to conclude his Headship at the end of the current academic year, the school engaged in a national search and identified Emily Charton as Rashi's next Head of School. She will join the school as of July 1, 2024. Emily is currently the Principal of the Claypit Hill Elementary School in Wayland where she is beloved by her community. Emily previously served as the assistant principal of Eliot Elementary School in Needham, and the Principal of JCDS in Watertown. Prior to JCDS, Emily first taught English at Boston Collegiate Charter School before being elevated to Principal.



- **Admission Process Management:**

- » Oversee the entire admission process, from inquiry to enrollment, ensuring a smooth, positive, welcoming experience for prospective families.
- » Conduct outreach activities to engage with prospective students and their families.
- » Effectively utilize Veracross to cultivate prospects and manage the admission process and ensure the integrity and completion of electronic admission files.
- » Lead admission events including open houses, information sessions, and school tours.

- **Retention**

- » Develop and maintain relationships with current parents to maximize retention. Partner with Yachad, Rashi's parent council, to create a strong sense of unity and community.
- » Organize parent coffees, educational sessions, and other community events.
- » Coordinate with the Business Office to launch and manage the annual re-enrollment process.

- **Marketing and Branding:**

- » Oversee Rashi's Communications Manager and the school's marketing communications efforts to create/update compelling materials that highlight learning, teaching, and the student experience.
- » Strengthen the school's online and offline presence to raise visibility and attract prospective families. This includes email marketing campaigns, web strategy, social media, advertising, public relations, signage, building esthetics, etc.

- **Tuition and Financial Aid:**

- » Partner with the Business Office to manage the financial aid budget and process, working to ensure accessibility for a diverse student body.
- » Partner with the Business Office to refine, develop, and manage tuition assistance programs.
- » Provide input to the annual tuition-setting process.

- **Data Analysis and Reporting:**

- » Regularly analyze enrollment data and trends to inform decision-making and adjust strategies as needed.
- » Prepare regular reports for school leadership on enrollment status, projections, and outcomes.

Qualifications

- Bachelor's degree in a relevant field; Master's degree preferred;
- Minimum of 5 years of enrollment management, admission experience, or a related field;
- Knowledge of Jewish education, the Greater Boston Jewish community, and the trends and dynamics of Jewish families;
- High emotional intelligence with strong interpersonal and communication skills;
- Critical thinking and problem-solving skills;
- Team player;
- Resourcefulness, flexibility, professionalism, passion, and warmth;
- Dedication to value-based mission;
- Confidentiality and discretion;
- Ability to work/connect with people of all backgrounds;
- Understanding of and adherence to AISAP Ethical Behavior & Best Practices and NAIS Principles of Good Practice;
- Familiarity with enrollment management software, preferably Veracross, and other technology for project management, event planning and registration, etc.; and knowledge of Google Suite;
- Knowledge of the Greater Boston market is a plus;
- Some evenings and weekends required;
- Ability to provide own transportation to off-site events.

To Apply

The Rashi School has retained The Baker Group/Carney Sandoe & Associates to assist in the recruitment of the Director of Admission and Enrollment. 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;
Practice Leader, Admission &
Enrollment Management Practice,
Carney, Sandoe & Associates

chris.baker@carneysandoe.com

Chris Boyle
Consultant,
Carney, Sandoe & Associates

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