

## Position Announcement

### Director of Enrollment Management

#### Columbus Academy

Columbus, Ohio

columbusacademy.org

Start date: July 2024



### Overview

Columbus Academy, also affectionately known as “Academy,” is a top rated, co-educational independent school with 1,168 students from age 3 to twelfth grade. Founded as an all-boys school in 1911, Academy became coeducational in 1991. Under the leadership of Head of School Melissa Soderberg, who started her tenure as Columbus Academy’s eighth Head in 2013, the school celebrates a diverse and inclusive community with much success in academics, athletics, and the arts; Academy is considered one of the best independent schools in Ohio. Columbus Academy seeks an experienced and energetic enrollment leader who will serve as a strategic partner to the Head of School and effective leader of the existing Admission team, bringing a strategic approach to recruitment and enrollment and employing a more integrated marketing plan to further strengthen the school’s programs. The successful candidate will embrace the opportunities presented with the region’s growth and aggressively market all that Academy has to offer.

### Position Description

Reporting to the Head of School, the Director of Enrollment Management (DEM) is responsible for understanding the strategic and operational components of enrollment, gathering and employing the research necessary to inform decision-making, and overseeing recruitment, financial aid, and reenrollment efforts. The DEM facilitates enrollment management discussions as a member of the senior administrative team and manages the admission office’s staff of four. As part of the school’s recruitment and enrollment of students, the DEM is responsible for the administration of the admission and financial aid budgets; admission processes and records; admission events, travel, and constituent volunteer efforts; and all recruitment, enrollment, and matriculation efforts up to welcoming new families to school in August. The DEM is also involved in setting tuition, the financial aid budget, and net-tuition revenue. The DEM is attentive to demographics, expanding the footprint of the CA market, and the school’s public presence in all its manifestations.

The Director of Enrollment Management, a new position for the 2024-2025 school year, plays a vital role in the Columbus Academy community and is expected to create an enrollment management infrastructure, starting with the existing strengths of the admission office, along with providing initiative and leadership in the facilitation of an enrollment management mindset. The Director will conduct research and implement strategies to ensure CA achieves the enrollment goals set by the board of trustees and head of school.

### Mission

Columbus Academy – an independent, coeducational college preparatory school – enriches its academic tradition of excellence by valuing a broad diversity of students as it seeks to develop the complete person: mind, body and character. The school rewards rigorous effort and accomplishment, fosters compassion, respect and moral courage, and insists on integrity, fair play and community service. Academy strives to develop and sustain a community of thoughtful, responsible, capable and confident citizens eager to engage in a pluralistic and ever-changing world.

### Location

Columbus Academy is located eight miles from downtown Columbus, Ohio in Gahanna, Ohio, on an expansive 231-acre campus surrounded by wooded areas.



## About the Head of School

Melissa Soderberg began her tenure as Columbus Academy's eighth head of school in 2013. She arrived from Minneapolis, where she worked as upper school head, director of college counseling, dean of students, history teacher, and coach at Breck School for 20 years. Before that, she spent five years as assistant college counselor, dorm parent, history teacher, and coach at St. George's School in Newport, Rhode Island.

At Columbus Academy, Mrs. Soderberg has overseen a \$20-million campaign, multiple facilities improvements in the arts, athletics, technology and innovative classroom spaces, and initiated the school's [2016 Strategic Vision](#). She currently serves as Regent of District VI of the Cum Laude Society and treasurer on the board of the Independent Schools Association of the Central States (ISACS). In addition, she is a member of the Malone Schools Online Network Council. Throughout her headship she has enjoyed working as a faculty member of both the National Association of Independent Schools (NAIS) Institute for Aspiring Heads and Institute for New Heads, helping to identify and mentor the next leaders in independent schools. Mrs. Soderberg is a member of the Heads and Principals Association, the 1911 Group (formerly Headmistresses Association of the East), and the Heads Collegiate Forum.

## Key Responsibilities

- Provides leadership in enrollment management, which includes admission, marketing, and recruitment, and directs the process of attracting, enrolling, and retaining students at the Columbus Academy.
- Collaborates with the head of school and board of trustees to set annual enrollment and admission goals, in accordance with the school's mission to promote economic, racial, and ethnic diversity within the student body.
- Organizes and administers the school's financial aid program and budget in conjunction with the chief financial officer.
- Manages new student enrollment and assists with the reenrollment of current students in close connection with the division heads and business office.
- Understands and informs the leadership team, admission staff, and trustees about research regarding demographics and admission and enrollment trends, ensuring that changes and challenges are anticipated, understood, and addressed.
- Formulates an annual admission and enrollment action plan, with specific goals and objectives outlining tactics.
- Attends board of trustee meetings when appropriate, is involved in strategic planning, and keeps board members fully apprised of the school's enrollment management endeavors.
- Maintains statistical and trend data related to admission and enrollment and presents this information to the leadership team, board of trustees, and others as determined necessary.
- Manages an admission and financial aid staff of four.
- In conjunction with the communications office, develops and implements strategic marketing ideas, oversees the management of admission marketing materials, and oversees the admissions section of CA's web site and social media.

## At a Glance

Established: 1911  
 Enrollment: 1,168  
 Lower school enrollment: 518  
 Middle school enrollment: 241  
 Upper School enrollment: 409  
 Students of color: 45%  
 Zip codes represented: 52  
 Total faculty: 161  
 Faculty of color: 13%  
 Faculty with advanced degrees: 72%  
 Student/teacher ratio: 9:1  
 Financial aid budget: \$4.1M  
 Students receiving aid: 25%  
 Endowment: \$46M  
 Annual operating budget: \$44.6M  
 Campus size: 231 acres

## Learn More

[School Website](#)

[Strategic Vision](#)

[School Profile](#)



## Qualifications and Personal Attributes

- Bachelor's degree required; master's degree preferred.
- Five years of admissions and financial aid experience.
- Appreciation for the benefits of a 3YO- grade12 education.
- Superior communication skills, both written and spoken.
- Superior interpersonal, organizational, and managerial skills.
- High energy, enthusiastic, confident, flexible, and relational individual who maintains a sense of humor.
- A reflective practitioner, committed to a continuous process of self-improvement and lifelong learning.
- Skilled in collaborating with others to creatively solve problems.
- Experience in and commitment to working within a diverse community.

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## To Apply

Columbus Academy has retained The Baker Group/Carney, Sandoe & Associates to assist in the recruitment of Director of Enrollment Management. 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 authored by the candidate, e.g., parent communication, newsletter, open house speech, blogs, or articles;
- 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:

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