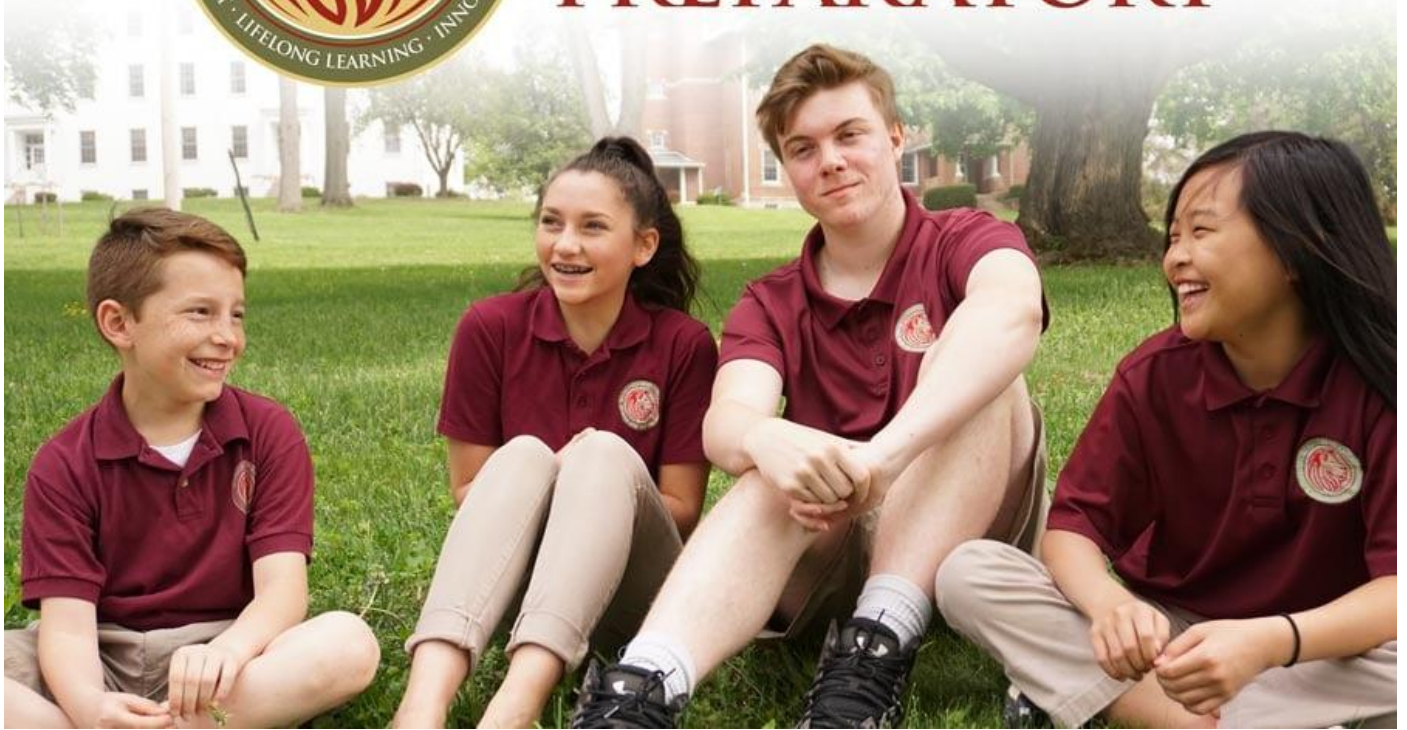




SPRINGDALE PREPARATORY



SPRINGDALE PREPARATORY SCHOOL

NEW WINDSOR, MARYLAND

DEAN OF ENROLLMENT MANAGEMENT

START DATE: JULY 2019

springdaleps.org



BAUGHER GROUP



School Philosophy



At Springdale Preparatory School, we believe preparation for college begins in middle school.

That's why our private school academics program affords rigor, intensity and focus starting in fifth grade. It is our responsibility to prepare your child for college and for life, providing the skills and knowledge needed to tackle all of the challenges ahead.

Our private school curriculum is based on providing real-world applications to equip learners socially, academically, and emotionally. Our culture of

diversity instills a respect for all who are part of a community that collaborates to solve problems, works creatively, and achieves at the highest levels. We differentiate offerings based on the individual needs of each student and all are afforded the opportunity to learn through experience inside and outside the classroom setting.

Overview

We are excited to announce that Springdale Preparatory School, a co-educational, independent boarding and day school located on twenty-one acres in northern Maryland's rolling countryside, has retained The Baugher Consulting Group to assist the school in its search for a new and innovative Dean of Enrollment Management beginning in July, 2019. This is a full-time, administrative position.



Founded in 2015, Springdale is a college preparatory school with a diverse student population from Maryland counties, other states across the country, and all over the world. Springdale is approved by the Maryland Department of Education and offers rigorous academics while equipping all learners with the tools needed to meet all of life's challenges. Springdale prepares students for enduring success beginning with a foundation of respect for other students, faculty, and the world around them. Students develop strong relationships with each other and with faculty who help shape them to become tomorrow's leaders.



Whether in the classroom, in the dormitory, or on the athletic fields, students experience learning through innovation and develop the skills needed to embrace lifelong learning and make a difference. For more about Springdale and its rolling admissions, visit <https://springdaleps.org>.



Boarding and Day School Facts

Focus: College Preparatory

Dress Code: Formal Uniform

Application Deadline: Rolling

Enrollment Capacity: 150 Day School Students, 200 Boarding Students

Enrollment Options: Day, 5-Day Boarding, 7-Day Boarding Grades: 7-12 Boarding; 5-12 Day

School Type: Co-Educational

Faculty: 90 Percent with Advanced Degrees

Head of School: Johnny Graham

Camps: 21 Acres

Student-Faculty Ratio: 10:1

Academic Programs



Springdale Preparatory School offers a challenging curriculum to prepare students for success in meeting the demands of the world today. They are prepared to be engineers, mathematicians, poets, scientists, actors, computer scientists, and artisans. No matter the field they ultimately choose, their Springdale Preparatory education prepares them for the challenges ahead as professionals, leaders, and global citizens.

As we believe that college preparation begins by middle school, Springdale programs provide a varied array of demanding coursework in all areas of academia. Our many tracks provide challenge for students at their level, whether Advanced Placement upper level coursework, honors coursework in our Honors Academy, our traditional experiential college preparatory program, or specially designed project work that aligns with a student's passion or future career interest.

In 2020, Springdale Preparatory School will introduce its International Baccalaureate Track that prepares students for higher education study. Leaders in their industries facilitate learning for students in all grades on all tracks, providing a glimpse of the future, whether in programming, science, languages, or the arts. All academic and artistic works are applauded at a Celebration of Learning event, which occurs at the end of each semester to highlight student achievement.



Below is just a sampling at some of the programs offered at Springdale:

- World Language Immersions
- Finance and Mathematics Laboratory
- Computer Science and Database Systems Laboratory
- Robotics and Engineering Laboratory
- Experiential Learning
- Biology and Environmental Engineering Laboratory
- Visual Arts Studio
- Performing Arts Studio
- Life Skills Program

Four pillars define Springdale's Life Preparation Program: Stewardship, Introspection, Presentation, and Resilience

Additionally, the advisory programs and student clubs are key components of the curriculum. At Springdale Preparatory School, we believe that an adolescent must be as well prepared for a productive adulthood as much as she or he is prepared for college.

Athletic Philosophy



At Springdale Preparatory School, athletic competition centers not on the final score but on core values developed through participation.

We aim to build character, confidence, discipline, mental toughness, and leadership skills, all key principles demonstrated in all levels of competition. Our athletes learn to be gracious winners and losers as they recognize the skills and talents of their opponents as well as their teammates. Our young athletes display fair and generous behavior and treatment of others on and off the playing field. All student athletes sign a participation creed outlining the code of conduct that serves as the underlying philosophy for competition when representing the Springdale Lions.

Interscholastic Programs

Students have the opportunity to represent Springdale Preparatory Boarding and Day School in athletic competition. Springdale fields athletic teams for boys and girls based on student demand. The Springdale Lions compete as independent teams in an effort to provide increased exposure and choices for our students.



Students are encouraged to participate on teams for sports they already enjoy or wish to learn during each season. All athletes learn new skills, develop teamwork and camaraderie with fellow student athletes, and experience increased levels of physical fitness. Participation in multiple sports promotes well-rounded and strong individual growth.

FALL

- Boys and Girls Soccer
- Boys and Girls Volleyball
- Boys and Girls Cross Country
- Cheerleading
- Spirit Squad

WINTER

- Boys and Girls Basketball
- Cheerleading
- Spirit Squad

SPRING

- Boys and Girls Lacrosse
- Boys and Girls Golf
- Boys Baseball/Girls Softball
- Boys and Girls Track and Field
- Cheerleading
- Spirit Squad

Student Life



Springdale Preparatory School is a place where diversity and individualism shine, where students are encouraged to strive be their best, tackle new challenges, and embrace the differences and commonalities of their fellow classmates. It is a welcoming, engaging, and fun environment that inspires students to take risks, try new experiences, and go beyond their comfort zones. This is how our students learn new skills and grow to be independent thinkers and compassionate leaders in an ever-changing professional world. Whether day students, weekday boarders, full-term residential learners, or home school participants, all members of the Springdale family grow to be their best selves academically, socially, and

physically through our program of 360 degree experiential learning and living. Springdale is a college prep private school for high school and middle school students. As a progressive boarding and day school, we encourage creativity and forward thinking.



Residential Life

Students at Springdale Preparatory School are part of a diverse residential community that supports a 360 degree model of growth and development. Our dormitory living, similar to college residential living, provides the comforts of home while necessitating accountability for managing academic and residential daily responsibilities. Students are housed in appropriate age and gender groupings with supervision from house parents. Local day students are welcome to cultivate friendships with boarding students from the United States and all over the world as they spend time in the dorms outside the school academic schedule.



Dining Services

At Springdale Preparatory School, we believe the food program does more than just nourish the body, it nourishes the soul. Chef David Luscher provides innovative, creative meals each day using the freshest local ingredients and sustainable practices to create a dining experience for every guest.



While students work hard to advance academically and socially, fueling their brains and bodies throughout the day is essential. Springdale students enjoy meals together on campus at the Dining Hall. Our head chef prepares a variety of nutritious options that satisfy even the choosiest palates. Special meals are available for those needing preparations that are nut-free, gluten free, or who require other dietary restrictions.

All students are provided meal service for breakfast, lunch, and dinner during the week and brunch and dinner on weekends. After-hours snacks also are provided. Dining staff also prepares nutritious meals for students participating in scheduled activities off-campus.

Physical Campus

Springdale Preparatory School is a co-educational, day and boarding school campus located on 51 acres in northern Maryland's rolling countryside.

A college preparatory school with a diverse student population from Maryland counties, other states across the country, and from all over the world, Springdale offers rigorous academics while equipping all learners with the tools needed to meet all of life's challenges.





New Windsor, Maryland

The town of New Windsor has a population of 1,145 and is located in Carroll County, Maryland. The median income is \$64,063, median home value is \$251,100, and the median age of its residents is 38. Other demographic facts about New Windsor include an ethnic makeup of 92% White, 3.5% Black, 3.5% Hispanic and 1% Other, with a female to male gender ratio of 51:49.

Residents care about their quality of life and their town. The community supports several civic organizations such as the Lions Club, Fire Company, Heritage Committee, and Lions Club. Each June, the New Windsor Fire Company's annual carnival is a huge event offering a variety of great food and exciting rides. In addition, The New Windsor Lions Club hosts the Family Fun Fest each May.



Fun activities in New Windsor include dining at Uncle Matty's, walking the Butterfly Trail, and reading the history from one of several Civil War markers. A little known fact about the town is that in 1999, the major motion picture "Runaway Bride" starring Julia Roberts and Richard Gere was filmed in New Windsor.

A short drive of just under an hour can bring New Windsor residents a variety of entertainment options in a metropolitan setting. Major sporting events as MLB's Baltimore Orioles and Washington Nationals, and the NFL's Baltimore Ravens and Washington Redskins, can be seen in addition to a variety of local sporting teams at the University of Maryland, Towson University, and McDaniel College. Amusement parks such as Hershey Park, Kings Dominion, and Six Flags are also in close proximity to New Windsor.

Cultural activities such as the Hippodrome Theater, Lyric Opera House, Ford's Theatre, Lincoln Theatre, and a wide array of museum tours in Washington D.C. are all an easy commute. In addition, historic sites such as Gettysburg and Antietam provide an enriching weekend experience for New Windsor residents.



Qualifications for the Next Dean of Enrollment Management

The next Dean of Enrollment Management at Springdale will serve as the school's chief administrator of student outreach, admissions, registration, and retention. This dean will be responsible for creating and maintaining a student-centered, supportive atmosphere with sensitivity and responsiveness to all families. The dean will also collaborate with Springdale faculty, staff, and community partners in support of the school's philosophy/mission while reporting to Springdale's Head of Schools/CEO.

Desired qualities include, but are not limited to:

- Proven, successful experience as a recruiter, with a firm understanding of the admissions process
- Demonstrated ability to be a collaborator, and to communicate well with a wide audience of families, faculty/staff, and board of investors
- A true professional who is well-organized and detail-oriented, yet very adaptable to new trends in education and recruitment
- Familiarity with and commitment to boarding education
- Openness to and ability to travel and work comfortably in other cultures
- Willingness to commit for a significant period of time

SALARY: \$80,000 – 130,000, plus medical/dental benefits and \$6,000 in moving costs

QUALIFICATIONS:

MINIMUM QUALIFICATIONS:

1. Bachelor's Degree from a recognized college or university
2. Two (2) years' experience working in a preparatory or K-12 school environment
3. Two (2) years' experience recruiting, outreach, marketing, or sales

PREFERRED QUALIFICATIONS:

- Master's Degree from a recognized college or university in a field related to the position
- Advanced skills in Word, Excel, and Outlook and/or software management systems for recruitment, managing customer relationships, and data collection
- Experience in school admissions

SKILLS:

- A strong, student-centered philosophy supported by a strong understanding of student development theory, its application to practice, and a high customer service focus
- Excellent organizational, time management, and multi-tasking skills
- Excellent written communication skills demonstrated by the ability to write clearly and concisely in different styles as appropriate to the audience



- Persuasive and effective verbal communication skills demonstrated by the ability to interact comfortably with a wide range of diverse people, including professional staff, students, faculty, parents, community partners, and media
- Capacity to initiate and nurture relationships with potential school families
- Excellent organizational and structural skills including the ability to oversee a wide variety of activities, define problems, propose and implement effective solutions, and prioritize competing tasks
- Patience and a problem-solving approach to issues
- A high level of integrity and professionalism
- Proficiency in technological skills
- Understanding of marketing principles as they relate to student admissions
- Experience as a supervisor
- Ability to have personal motivation and passion about achieving goals and deadlines

DUTIES/RESPONSIBILITIES:

- Present Springdale Prep and recruit prospective students and parents, including systematic and efficient handling of applications, communication with candidates and their parents, scheduling tours and interviews with candidates and their parents, securing of necessary tuition payment and student credentials, and communicating final decisions to the appropriate individuals.
- Direct student recruitment and outreach activities, including regular international and domestic travel for purposes of meeting and exceeding enrollment goals. These outreach activities will be to an array of organizations, communities, and targeted populations.
- Evaluate and redesign, where appropriate, all aspects of the admissions and marketing program with the goal of maintaining a capacity enrollment of qualified students and a wait-list of qualified applicants which consist of at least 10% of the maximum class size for each grade.
- Organize and administer, with the Head of Schools/CEO, a tuition program for scholarships and financial aid for both boarding and day students.
- Manage the re-enrollment of current students for the succeeding year.
- Oversee the network of parents, former parents, and alumni to assist in the admissions program.
- Maintain relevant statistics on all aspects of the admission and re-enrollment program.
- Lead the development and implementation of documented procedures that comply with current regulations, policies, and procedures on the administration of preparatory school admissions, registration, and records-management while maintaining a responsive, family-centered service.
- Build and regularly maintain a database of applicant sources by researching and regular tracking throughout all stages of the admissions process.
- Administer and oversee admissions, registration, and records coding in compliance with Springdale Prep procedures and state/federal guidelines; build and maintain the computerized tables as needed.



- Administer state of Maryland residency requirements; direct the process of gathering and assessing residency documentation; consult with the administrative team as needed.
- Maintain accurate student and class information records; generate statistical reports regarding specified student demographic information, working collaboratively with the administrative team as needed.
- Attend boarding school events and make presentations as needed, which may require occasional evening or weekend participation.
- Provide leadership for an office that supports a culture of evidence, using data-driven decision making for the continuous improvement of office processes and services.
- Process student requests for exceptions to standard procedure, referring requests to the Head of Schools/CEO and other departments as appropriate.
- Regularly represent Springdale Prep by attending professional meetings both on-campus and off-campus; train others on new processes, requirements and other updates as needed.
- Perform other duties as assigned by the Head of Schools/CEO.

To Apply

Interested and qualified candidates should electronically submit in one email and as separate documents (preferably PDFs) the following materials:

- A cover letter expressing interest in this particular position
- A current resume
- A one-page statement of educational philosophy and practice
- A list of five professional references with name, phone number, and email addresses of each to:



Anthony Baugher
President/Senior Consultant
info@baughergroup.com

