



Wasatch Academy

Director of Enrollment Management Search

Information for Candidates



Mount Pleasant, Utah

July 1, 2024

MOUNT PLEASANT, UTAH AND WASATCH ACADEMY

Wasatch Academy is a secular school with students from 19 different countries and 29 different US states. It is a college and life-preparatory boarding and day school for students grades 8-12 and postgraduates.

As a Presbyterian Minister devoted to improving the human condition through education, Duncan McMillan opened the doors of Wasatch Academy's first schoolhouse to local residents in 1875. Wasatch transitioned to an independent school in 1974. The oldest continuously operating secondary school in Utah, Wasatch Academy sits on a beautiful 35-acre campus. It is reminiscent to most visitors of a small liberal arts college campus with mature trees, landscaped spaces, and a large grassy quad enclosed by classroom buildings,



dormitories, and a student center. The campus is listed as a historic district on the National Register of Historic Places and features 28 state-of-the-art and renovated buildings. Its central location provides access to the gateway of outdoor adventuring. With seven national monuments, six national forests, five national parks, 14 world-class ski resorts, and 45 state parks.

The town of [Mount Pleasant](#), population about 4,000, is nestled in the mountains, affording outdoor enthusiasts lots of activities even within walking distance and beautiful views from anywhere you stand. Mount Pleasant is 90 minutes southeast of Salt Lake City and within an hour's drive to Provo and Orem. The city of Ephraim, the largest town in Sanpete County, is a 20 minute drive south.

Wasatch Academy At A Glance

- Founded 1875
- 150 students, Grades 8-12 and post graduates
- 130 boarding, 20 day students
- 85% boarding, 15% day students from 19 different countries and 29 states
- 35 acre campus
- Accredited by NWAIS, Cognia (formerly AdvancEd)
- Member school of: NAIS, NWAIS, TABS

MISSION & CORE VALUES

Mission

Wasatch Academy is a nurturing community empowering young people to develop academically, socially, emotionally, physically, and ethically, by preparing them for the opportunity of college, work, and a lifetime of learning and contributing to our global society.

Core Values

Respect for the individual, Ownership, Community, Innovation, and Health and Safety. Wasatch Academy best lives its mission, values, and commitment to social responsibility when everyone knows they belong in our school community. Wasatch is committed to respecting and valuing each individual for their unique experiences, perspectives, backgrounds, and identities.

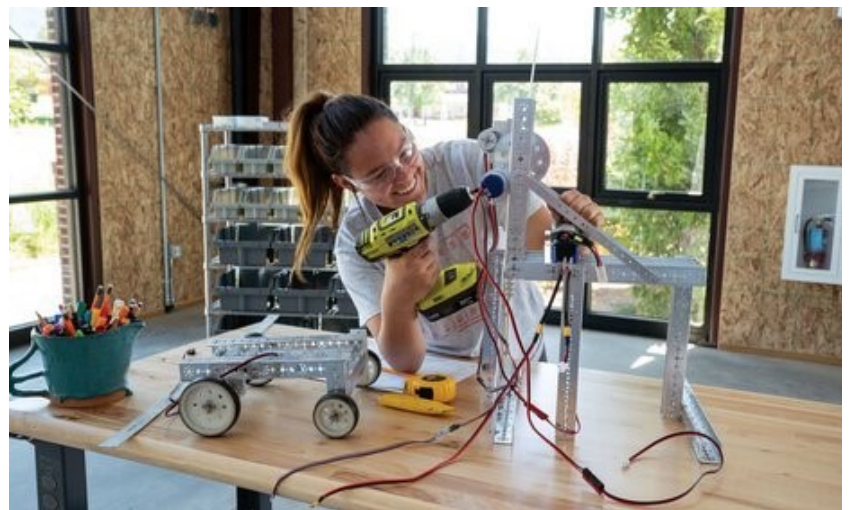
STUDENT LIFE

The five dormitories on the Wasatch Academy campus are overseen by residential faculty and administrators who care for the students in their home away from home. The close relationships developed among students and adults makes [residential life](#) a key part of the Wasatch experience.

The multicultural student body adds to the depth of learning about different cultures and traditions that come together on this campus. Through the advisory program, [activities, organizations and clubs](#); student leadership; and service opportunities students come together in a variety of ways that enhance their experiences as community members.

ACADEMICS

To develop a truly versatile education, Wasatch Academy's philosophy engages multiple styles of learning, both inside and out of the classroom. The school promotes a dynamic blend of individualized and group learning to support students in cultivating academic and personal growth — inspiring a sense of self-empowerment at school and in each facet of their lives. Signature programs include [Outdoor Experiential Education](#), the [Arts, Engineering and Technology](#), and a dedicated [Learning Center](#) for students with identified need for support. Students are required to complete [24 academic credits for graduation](#).



You may find more about Wasatch Academy's academics [here](#).

ATHLETICS

Wasatch Academy athletics have been a tradition for the Tigers since the late 1800's. With athletic offerings ranging from snow sports, rock climbing and bouldering to equestrian and more traditional high school sports offerings, Wasatch Academy participates in Region 18 of the Utah High School Activities Association (UHSAA) and Utah School Sports Association (USSA).

The boys' National Basketball Team is an Independent Member of UHSAA with an open classification and a founding member of the National Interscholastic Basketball Conference (NIBC). Many of these players go on to play in Division I college programs. The school celebrated 108 years of basketball in 2020, and Wasatch Academy athletes have excelled around the world in collegiate and international competitions. More about Wasatch's athletic program may be seen [here](#).



ENROLLMENT

The Director of Enrollment Management will lead the Admissions team through the development and stewardship of strong relationships with educational consultants, agents, feeder schools, prospective students, and families. The Director is responsible for the planning, execution, and assessment of Wasatch Academy's comprehensive enrollment strategy. The Director will also lead an office of four employees - two assistant directors and two associates - and work closely with the Student Enrollment Manager who works in the Business Office. The Director of Enrollment Management reports to the Head of School and sits on the Administrative Team and the Advancement Team.

The school has experienced several shifts in leadership just before and during the Covid years and is now in the capable hands of Anne-Evan Williams who is completing her first year as Head of School. Enrollment has suffered during the past few years, especially in the domestic boarding and day populations, and the school is in need of an experienced and proven enrollment manager and leader who has great energy and clear vision to increase applications by 30 - 40%. The increased number of applicants should result in an increase of 50 students in order to bring Wasatch Academy back to an "ideal" enrollment of 200-220 students.

2024-2025 Tuition

Seven-Day Boarding: \$71,000

Five-Day Boarding: \$68,000

International Boarding:
\$74,000

Day Student: \$38,000

BOARDING includes tuition, room and board, and the cost of most curricular and extra-curricular activities. The DAY STUDENT tuition includes meals when the student is on campus.



Financial Aid

Awards to qualified students are based upon a demonstration of financial need coupled with a student's merit, and two payment schedules are available to every family in order to accommodate budgeting and planning needs. The Director of Enrollment Management works closely with the Student Enrollment Manager, a Business Office employee who manages enrollment agreements and financial aid.

The Financial Aid Committee keeps all financial information confidential, and aid is available to students of any race, color, gender, creed, sexual orientation, or national or ethnic origin. For 2023-2024, 26% boarding and 57% day students have received tuition assistance. More about financial aid may be found [here](#).

SCHOOL LEADERSHIP: HEAD OF SCHOOL, ADMIN TEAM, AND THE BOARD

[Anne-Evan Williams](#) is completing her first year as Head of School at Wasatch, having previously led two other schools - one in Washington State and one in Ohio. As Head, she leads the Administrative Team that meets weekly. In 2024-2025 this nine-member team will include the Chief Financial Officer, Learning Services Director, Assistant Head of School for Student Life, Assistant Head of School for the Academic Program, Assistant Head of School for Global Initiatives, Director of Development, Director of Marketing and Communications, and the Director of Enrollment Management.

There are fifteen active members of the Board of Trustees, of whom ten are alumni of the school. Six trustees emeriti are involved in varying levels as well.

THE LEADERSHIP OPPORTUNITY - Director of Enrollment Management

Anne-Evan Williams, Head of Wasatch Academy, has engaged Sally Mixsell and Evan Hundley of Educators Collaborative to facilitate the search for a new Director of Enrollment Management. As a member of the Administrative Team, this person will report to the Head of School and work closely with an Advancement Team (the Head of School and Directors of Enrollment Management, Development, and Communications and Marketing) that will meet weekly. The new director will be someone who deeply appreciates the mission of this small, intimate school in a stunning location and will enthusiastically promote all Wasatch Academy has to offer in broad and creative ways.

Responsibilities include, but are not limited to:

- Support and promote Wasatch Academy's mission, core values, institutional goals and educational philosophy.
- Oversee all enrollment activity: the admissions process and events, financial aid awards, retention efforts, and the travel schedule for office employees (including the director).
- Lead the creation of an annual enrollment management plan and infrastructure built on strategic initiatives in enrollment and marketing, in collaboration with the Head of School.
- Introduce Wasatch Academy to new markets and cultivate established markets.
- Supervise the admission and enrollment process for new students, including leading the Admissions Committee.
- Oversee student and parent volunteers in the admissions process.
- Lead and manage the Admissions Office staff and work closely with the Student Enrollment Manager.
- Develop and manage the Admissions Office budget in collaboration with the Business Office.
- Oversee the stewardship of relationships with feeder schools and programs through outreach, visits, and high school fair participation.



- Keep regular and timely correspondence with prospective families and educational partners, including proper documentation and record keeping.
- Assist with the organization and execution of Wasatch Academy events including Arrival Day, Family Day, Commencement, and so on.
- Act as a family liaison of current enrolled students.
- Present Admissions reports at regularly scheduled Board meetings.
- Other duties as directed by the Head of School.

Qualifications, Skills and Attributes sought include:

- A minimum of a bachelor's degree.
- At least 5 years experience in independent boarding school enrollment.
- Strong belief in the value of independent boarding school education and the mission of Wasatch Academy.
- Excellent communication skills, both written and spoken.
- Strong interpersonal, organizational, and managerial skills.
- A creative and entrepreneurial mind that enjoys problem solving, as both the leader of the Admissions Office and a collaborative member of the Administrative Team.
- A creative and entrepreneurial mind.
- Knowledge of and expertise with CRMs.
- Highly skilled data management and analysis.
- Adaptable, honest, self-reliant, dependable.
- Evidence of success in building teams, solving problems, holding others accountable with respect and compassion.
- A strong work ethic blended with a great sense of humor.



TO APPLY

Evan Hundley and Sally Mixsell are assisting Wasatch Academy in this expedited search. Applications are due by April 5, 2024, but the deadline will be extended, if necessary.

Candidates interested in this position are asked to submit the following materials in a Single Merged Document, in the following order:

- EC Candidate Summary Sheet (contact Sally Mixsell, below)
- Letter of Interest addressed to the Search Committee
- Current résumé
- A list of five or more references with contact information (including phone numbers and email addresses)
- EC Disclosure Form (contact Sally Mixsell, below)

We encourage candidates to reach out to us for a preliminary conversation, if desired, before submitting their materials.

The Search Committee expects to complete the search by Spring 2024.

Please Address All Inquiries and Applications to:

Sally Mixsell, Partner, Educators Collaborative
smixsell@educatorscollaborative.com - (203) 824-3653

and/or

Evan Hundley, Partner, Educators Collaborative
evanhtennis@gmail.com - (206) 930-9774

Community & Inclusion Statement

Wasatch Academy best lives its mission, values, and commitment to social responsibility when everyone knows they belong in our school community. We are committed to respecting and valuing each individual for their unique experiences, perspectives, backgrounds, and identities. This commitment demands courageous conversations that constantly challenge us to examine the alignment of our policies, practices, and curriculum in support of each community member's actualization of their best selves.

Non-Discrimination Statement

Wasatch Academy does not discriminate in its admissions, or in the administration of its educational policies, admissions policies, scholarship or financial aid programs, or in access to or treatment in any other school-administered program on the basis of religion, race, color, sex, ancestry, sexual orientation, disability, national origin, or any other protected category in accordance with applicable Federal, State and local laws. This policy applies to Wasatch Academy programs and activities both on and off-campus, including overseas programs.