



## STRATEGIC DIRECTOR of ENROLLMENT

Montessori Academy of Colorado

**Start Date: July 2025**

Denver, CO

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### ABOUT MAC

The Montessori Academy of Colorado is a metropolitan school in downtown Denver that engages each child through innovative academics, exploration of character, and a forward-thinking mindset. Serving over 250 students from 8 weeks old through 8th grade. The Nido - Upper Elementary - program is high fidelity Montessori; MAC Middle is one of the first purpose-based middle schools in the USA. Even the school's youngest students have a choice in the work they do and the order in which they complete that work, resulting in every MAC student understanding that their voice uniquely matters.



MAC's intentional Purpose Pathway has clearly defined learning themes at each level, helping to ensure that all students take two journeys: one to explore self and the other to connect to the outside world. As a result of their experience, MAC graduates are academically prepared, know who they are, and are compelled to make a difference. MAC aspires to ensure that all students become changemakers, leaders, and believers that they can and should make the world better.

Founded in 2002 by a group of parents, MAC celebrates more than 20 years of "empowering fearless, forward learners." From 8 weeks (Nido) through Middle School (8th grade), MAC students develop critical thinking, social collaboration, and creative problem-solving skills, coupled with global and environmental awareness that will serve them well as they become the next generation of innovators and world citizens.

MAC is located in the historic Curtis Park neighborhood of downtown Denver, in a beautiful, newly renovated, two-story campus with a large playground that is full of intriguing natural materials that stimulate creativity and exploration. The school has recently acquired additional property, to house its growing Middle School.

Adding to the richness of the Montessori curriculum through 8th grade, MAC boasts a leading student-to-teacher ratio, trained and certified teachers, fully equipped Montessori classrooms, a library, music and art studios, a (forthcoming) performing arts and auditorium space, and an after-school enrichment program. With a solid enrollment the school provides a rich social environment, a community of committed and passionate teachers, supportive parents and administrators.

As a Montessori school, faculty members utilize Montessori philosophy in each classroom, emphasizing independence and self-confidence in students. MAC also offers both before and after school programs which follow the Montessori philosophy.



## THE POSITION

A new position to MAC, the SDE will collaborate with MAC's Associate Director of Enrollment to meet the goals outlined in the School's Strategic Plan, including: 1) fully enrolling a new middle school program, 2) maintaining full enrollment in Nido and Toddler, and 3) continuing to grow Primary and Elementary.

The successful candidate will have experience in independent school admissions, as well as an entrepreneurial spirit and strategic mindset. A demonstrated ability to maximize the intersection of enrollment with Program, Communications, Development, and Finance is requisite.

Experience growing a new program, particularly in a new building, is preferred. A strong work ethic, positive attitude, high IQ and EQ, and sense of humor are necessary to ensure the SDE's success.

### Mission

The Montessori Academy is a metropolitan school that engages each child through innovative academics, exploration of character, and a fearless, forward mindset.

### Our Values

Independence, Inquiry, Inclusion and Inspiration

## Responsibilities

- Develop: intimate knowledge of Montessori Academy of Colorado's (MAC) pedagogy, philosophy, goals, and mission
- Oversee: the school's admission process from inquiry to integration, all admission events, and works closely with the administrative team to design and implement strategies to attract new families and retain current ones
- Build Relationships: Foster relationships with teachers, leaders, and parents that result in high levels of mutual trust and respect
- Enrollment Goals: Realize the enrollment goals set out in the Strategic Plan in order to maintain enrollment in the Nido and Toddler programs and increase enrollment in the Primary, Elementary, and Middle School
- Strategic Opportunities: Explore opportunities that reflect MAC's mission and strategically increase revenue
- Systems and Structures: Implement systems and structures that result in the sustainability and seamlessness of admissions at MAC
- Mission in the Market: Continually research and report on changes in the MAC market, including demographic trends and MAC's competitive position; recommend responders that optimize MAC's place in the market
- Strategic Evaluate: MAC's enrollment model as appropriate
- Data-Driven Decision-Making: Utilize data analytics to identify trends, assess the effectiveness of admission efforts, and adapt strategies to meet enrollment goals
- Collaborative Team Leadership: Lead and inspire the admission team, fostering a culture of collaboration, creativity, and dedication to achieving enrollment targets
- Understand the Student Experience: Delve into the entire student/family journey from prospect to graduating eighth grader to comprehend touchpoints better and needs throughout their MAC experience
- Collaborate: with Program and Communications to ensure every MAC parent understands their child's growth and the benefits of a MAC education
- Creative Marketing Initiatives: Collaborate and coordinate with the Marketing Director and outreach volunteers to create compelling campaigns, materials, and events that showcase the school's unique offerings and values
- Financial Aid: Oversee the administration of financial aid to families looking for tuition assistance. Collaborate with the CFO to ensure accessibility to a diverse student body and families that meet MAC's budget and revenue growth criteria
- Manage, mentor, and evaluate the Associate Director of Enrollment

- Maintain a strong and visible presence within the school building to foster a welcoming and supportive environment. Actively engage with parents, teachers, and students through regular interactions, ensuring open communication and promptly addressing concerns. This includes attending school events, visiting classrooms, and being accessible in common areas to build positive relationships and promote a cohesive school community
- Other duties as assigned by the Head of School

### **Qualifications**

- Bachelor's degree required; Master's degree strongly preferred
- Montessori certification is a plus but not required
- CAEP certification
- Possesses at least five years of Admissions and Enrollment leadership experience and has proven results in enrollment management in an independent school setting
- Adept at the art and science of admissions. Connecting authentically with families and utilizing data effectively to inform admission/enrollment activity
- Strong qualitative and quantitative analytical skills and a robust understanding of data
- Demonstrated success with enrollment management and financial aid platforms
- Proven success in strengthening enrollment by creating a systematic and strategic approach to generate new applicants in a highly competitive market
- Demonstrates exemplary leadership; possesses superior interpersonal, organizational, and managerial skills; can lead and build trust across departments
- Effective communicator; demonstrates strong written, verbal and presentation skills; building effective strategies independently and collaboratively to achieve enrollment goals
- Demonstrates sensitivity, knowledge, and understanding of diverse backgrounds and continuously focuses on healthy relationship building. Builds rapport and establishes credibility to drive outcomes within the school community and with prospective families
- Leads with a deep understanding of cultural competency skills and enthusiasm for issues of diversity, equity, inclusion, and belonging
- Demonstrates a solid commitment to the school community as a director, including participation in evening and weekend events
- A visionary, charismatic individual with the knowledge, ingenuity, grit, passion, and decisiveness necessary to build strong relationships, promote the school, and advance its mission

Compensation for this role will be regionally competitive. MAC is committed to caring for and investing in employees by offering a generous benefit package, including 35 paid holidays annually, 12 Paid Time Off days, 3 Paid Professional Development days, health, dental and vision insurance, a 403b retirement plan with match, employer paid life insurance plan, and voluntary life insurance, critical illness and short-term disability plans, and RTD EcoPass.

### **DENVER**

Denver is one of the country's most scenic and thriving metropolitan areas. Situated at the base of the Rocky Mountain's Front Range, Denver enjoys 300 days of sunshine annually, making it a haven for outdoor enthusiasts of all kinds. The largest and capital city in the state of Colorado, Denver is nicknamed the "Mile-High City," due to its elevation of exactly one mile above sea level. With the nation's largest park system, 90 golf courses, 650 miles of paved bike trails, and a two-hour drive to several of the country's premier ski resorts, the metropolitan area offers endless opportunities for residents and visitors alike to enjoy its moderate climate and universal appeal. There are countless opportunities for seasonal outdoor recreation, from winter sports at numerous nearby resorts to hiking in the summer months.





Residents and visitors enjoy the city's culture, from its nationally recognized museums (including the Daniel Libeskind-designed Denver Art Museum, the Clyfford Still Denver Museum, the award-winning Museum of Nature and Science, and the Red Rocks Amphitheatre) to its active, local music scene and its four major sports teams: the Broncos, Rockies, Avalanche, and Nuggets.

The Montessori Academy of Colorado is led by the highly regarded Nancy Canning, currently in her 17<sup>th</sup> year as Head of School. She is looking for strong educators who embrace the missions of the school.



Denver's metro economy is the 18th largest in the United States. A transformational revitalization in the 1990s has made Denver home to tech companies, startups, innovative chefs, cultural and music festivals, and craft beer.

### **TO APPLY**

The Montessori Academy of Colorado has engaged Carney, Sandoe & Associates to assist with the recruitment of an Enrollment Director.

Interested and qualified candidates are invited to contact the consultant in confidence. Candidates will ultimately need to submit the following materials as separate PDF documents:

- A cover letter expressing interest in this specific position.
- A comprehensive, current résumé of no more than four pages.

Finalists will need to forward 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:

Ben Bolté, Senior Consultant, Practice Leader  
bbolte@carneysandoe.com  
617-750-0950 (m)



*The Montessori Academy of Colorado is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.*

*MAC is committed to providing a diverse and inclusive environment, free of discrimination or harassment, for its community. MAC does not discriminate on the basis of race, color, sex, sexual orientation, gender identity, religion, national origin, immigration/citizen status, age, marital status, pregnancy status, veteran status, disability, socio-economic status, political affiliation, or any other non-merit fact. Any person with a concern or allegation of discrimination or harassment shall report it to MAC's Compliance Coordinator. More information is available on our website.*

*Montessori Academy of Colorado (MAC) is a dynamic, dually accredited school (American Montessori Society and Association of Colorado Independent Schools).*