



ST. MARY ACADEMY
Bay View



Director of Enrollment Management Search

START DATE: July 1, 2024 or sooner

LOCATION: Riverside, Rhode Island (5 miles from Providence)

St. Mary Academy - Bay View is an independent, Catholic school serving a diverse population of girls from preschool through grade twelve. In the tradition of the Sisters of Mercy, we foster academic excellence in an innovative and creative learning environment. We are committed to empowering each student to be a confident, independent, compassionate, and socially conscious young woman who fully lives her faith.



Tim Viands

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ST. MARY ACADEMY | Bay View

All Girls. Independent. Catholic. College Preparatory. Preschool to Grade 12.
Academic excellence in the spirit of Mercy since 1874.



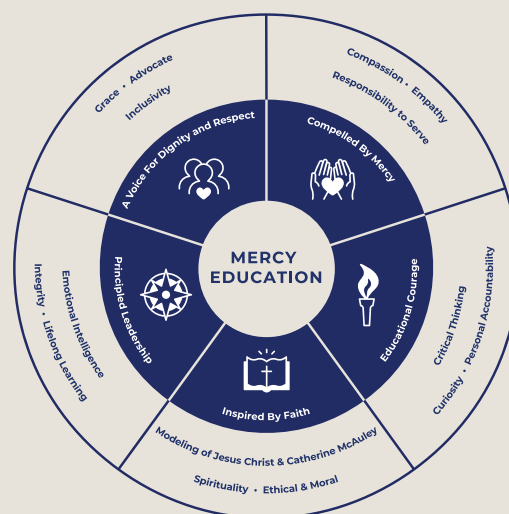


School Overview

For nearly a century and a half, St. Mary Academy - Bay View ("Bay View") has educated and empowered young women, instilling a passion for knowledge and a commitment to service. Inspired by the legacy of Catherine McAuley, the visionary foundress of the Sisters of Mercy, the Academy stands as a beacon of academic excellence. The Academy's core values of compassion and service permeate every aspect of the educational environment, fostering an atmosphere where leadership, inquiry, and innovation thrive. Rooted in the Mercy Critical Concerns of Women and Girls, Earth, Immigration, Nonviolence, and Racism, the Academy strives to provide a holistic education that nurtures intellectual growth and cultivates social responsibility and global awareness.

Mercy Education Core Values

- Compelled by Mercy
- Educational Courage
- Inspired by Faith
- Principled Leadership
- A Voice for Dignity & Respect



Opportunities & Priorities

MARKETING

As Bay View approaches its 150th Anniversary in the fall of 2024, it is proud to celebrate an incredible legacy of excellence. With recent achievements adding to its storied history, it's an exciting time for the Academy. This is a fantastic opportunity to elevate the Academy's marketing efforts and share its journey of renewed engagement and recent, remarkable accomplishments with a broader audience. Marketing Bay View is vital in a region with a high concentration of private schools. This includes choosing the right media to reach the target audience and the messaging..

FEEDER SCHOOLS

The next Director will strengthen relationships with parish and other private schools in the area, for recruitment at the entry point where they become feeders for Bay View. Relationship and trust building will go a long way toward forming a new and reliable base of students.

BAY VIEW ALUMNAE

Bay View boasts a large and proud alumnae base, many of whom send their children to the school. The school currently needs to track regional alumnae who have school-age girls. In conjunction with the Office of Alumnae Relations & Parent Engagement,

the next Director will develop a strategy to track alumnae with school-age girls and an outreach plan to them.

LEVERAGING THE STRENGTHS OF THE PROGRAM

Bay View's program has many strengths (differentiators), including the all-girls learning environment, the new Barbara A. Papitto Science & Innovation Center, its athletic program, and its performing and fine arts programs. The next director will leverage these strengths as value propositions to increase Bay View's visibility.

ATHLETICS

Bay View proudly offers an outstanding athletics program with 18 varsity sports, including crew, equestrian, and ice hockey. Last year, Bay View's teams clinched state championships in Volleyball, Tennis, Basketball, and Lacrosse, showcasing their strength and determination. The Academy's dedicated athletes, many of whom excel in multiple sports, have achieved remarkable success, securing scholarships at prestigious schools. The crew program, a unique two-season sport, opens numerous opportunities for Bay View athletes and is particularly successful in securing collegiate scholarships. In collaboration with the Director of Athletics and coaches,

Opportunities & Priorities

the Director of Enrollment Management will focus on attracting talented student-athletes to join Bay View's winning teams, further strengthening the program and fostering growth.

PERFORMING & VISUAL ARTS

Bay View proudly hosts a vibrant Performing Arts program, highlighted by five major annual productions, including a Broadway-level musical, a dramatic play, a Christmas concert, orchestra performances, and a locally acclaimed cabaret now in its 41st year. The Academy's students consistently earn recognition for their talent, with the Drama Club winning the 2024 Rhode Island State DramaFest. Similarly, Bay View's Visual Arts department shines, with students frequently showcased and awarded for their exceptional work. This robust arts program fosters a nurturing environment for young artists to explore, develop, and showcase their talents, contributing to Bay View's legacy of artistic excellence. The next Director of Enrollment Management will capitalize on the exceptional quality of Bay View's arts program to draw in prospective students, enhancing the Academy's tradition of artistic excellence.

INTERNATIONAL STUDENT RECRUITMENT & ENROLLMENT

Prior to the COVID-19 pandemic, Bay View enjoyed a robust international student population. The international students stayed in homestays with Bay View community members, which became a limiting factor in the number of students that could be enrolled. The next Director will seek new partnerships with sending organizations, who, ideally, provide comprehensive resources such as homestay placement.

MESSAGING EXCELLENCE

The next Director will collaborate closely with the Administration Team to guarantee that Bay View's messaging, both within the school and to the broader community, accurately reflects the Academy's mission, vision, and unique value proposition. Internally, this means fostering a cohesive understanding and articulation of the school's goals and ethos across all departments. Externally, it involves strategically communicating Bay View's unparalleled distinctiveness and the exceptional opportunities it offers, distinguishing the Academy in the broader educational sector.

Director of Enrollment Management Profile

The ideal candidate will possess the following competencies and should be able to respond to them in their cover letter.

- Drive & Ambition
- Marketing Acumen
- Team Player & Collaborator
- Fierce Advocate for All-Girls Education
- Energetic, Passionate & Committed Connector
- Creative & Innovative
- Effective Listener & Communicator
- Relationship Builder
- Customer Service Oriented
- Highly Relational
- Organized & Efficient
- Experience with Mercy and/or Catholic Education, Preferred
- Experience with International Student Recruitment, Preferred

Application Deadline: April 15, 2024

Candidates should send a current resume, cover letter specific to this opportunity statement, and a list of five professional references to Tim Viands, President, IndySchool Consultancy at tim@indyschoolconsultancy.com.

The salary will be competitive and commensurate with experience.

NOTE: Strong candidates may be considered before the application deadline.

BENEFITS

- Medical & dental insurance
- Employee Assistance Program
- Group retirement plan
- Bay View tuition remission for your daughter(s); and Bishop Hendricken remission for your son(s)
- Paid vacation, personal, sick, and holiday leave
- Summer schedule: Monday – Thursday from 8am – 2pm with Fridays off (as workload allows)
- Professional Development Allowance
- Relocation Assistance, Negotiable



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Mercy
Education
Courageous Action. Selfless Spirit.™

