

WSMC Enrollment and Outreach Coordinator

Hours/Schedule: 20 hours per week/ 52 weeks per year, weighted to the needs of the job
Classification: Hourly/ Non-exempt
Reports To: Administrator

SUMMARY

Enrollment: Coordinate and Facilitate the entire enrollment process from initial contact through the trial period and withdrawal (when applicable)

Outreach: Work collaboratively with Administrator and Development Director to develop an outreach and marketing plan and calendar annually. Working collaboratively, support the Administrator as much as possible to execute the annual plans.

DUTIES

Enrollment

- Field calls, emails, and walk-ins from prospective parents, describing programs, Waldorf education, tuition adjustment, and admissions procedures
- Develop a script and plan for consistency in Enrollment process and customer service when you are not in the office. Train relevant staff in this script and plan.
- Update, create, print and assemble admissions materials.
- Maintain enrollment records in BigSIS database. Update online forms annually, or more often if needed. Create new ones as needed.
- Schedule and lead tours and/or individual appointments.
- Coordinate the parent/teacher interviews and follow up to insure completion. Obtain referrals/ grades/information from former teachers/schools where age appropriate. Track progress and completion and monitor a timely process.
- Seek new ideas for smoother enrollment process.
- Maintain an enrollment and unenrollment tracker system to ensure all steps are completed.
- Inform parents of enrollment/withdrawal deadlines (March 15th) annually
- Recommend and gain support from the faculty for dates for Open Houses, Morning Roses, group and individual tours and other enrollment and outreach events
- Communicate with inquiring families in a variety of mediums (letters, emails, in person) about events, visiting opportunities, parent education, festivals and events, and enrollment deadlines.
- Coordinate the updates of Back to School materials, online and print versions. Ensure this mailing is sent on time (first week of August).
- Schedule, facilitate, and prepare materials for New Family Orientation in August. Track attendance and follow up with absent families.

- Produce data and reports related to enrollment including reports to Board/ AWSNA. Using database (BigSIS) accurately track inquiries, enrollments, withdrawals and reason, applications sent out, etc. in a month-by-month format. Produce annual summaries of data.
- Create a Retention Plan with Administrator and Faculty that includes opportunities for enrolled families to experience and appreciate the richness and depth of a WSMC education.
- Coordinate all aspects of the Caregiver/Toddler program – Roots and Shoots – when applicable. Enroll students into this program and develop relationships with the families, retaining them whenever possible into the WSMC Early Childhood Program.
- (Oversees summer camp enrollment when a program becomes available.)

Outreach

- Support the Development Director as requested to support outreach and marketing. This may include, but is not limited to:
 - Design, distribute and publish of articles in print, radio, web, poster and other formats to advertise school events in a timely manner (festivals, tours, talks, Open houses etc).
- Coordinate staffing of information tables during school events, on and offsite.
- Maintain mailing list of individuals and groups interested in knowing about events and festivals at our school, including inquiries, siblings, former students, day care directors, etc. for targeted mail and email communications
- Help to develop enrollment materials that present a consistent look for the school and exhibit a professional approach to marketing materials

Retention

- Plans 1 – 2 general retention events per year - Open House, Waldorf 101, or Walk through the Grades each year and markets the value and importance to our families –

Other Duties as Assigned

Committees/ Meetings:

- Weekly Admin Staff
- Monthly ECP
- SoJER, bi-weekly
- Board (4 x per year approx),
- Faculty (12 x per year approx)
- Employee Orientation (August)
- Community Meeting (January)