



The Lawrenceville School

Dean of Enrollment Management

The Lawrenceville School

Lawrenceville, New Jersey

THE SEARCH

The Lawrenceville School (Lawrenceville), one of the nation's top co-educational boarding and day schools for students in grades nine through twelve, seeks a strategic and collaborative Dean of Enrollment Management (Dean) to foster a data-driven culture and shape a compelling vision for the School's enrollment management strategy. With applications regularly exceeding 2,400 for 260 seats, Lawrenceville is considered among the most selective and prestigious secondary schools in the country. As the School's chief enrollment officer and a key member of the senior leadership team, the Dean will strengthen all stages of the enrollment management cycle at Lawrenceville and collaborate with leaders across the school community to ensure a cohesive delivery of the mission of the School, which through House and Harkness, challenges a diverse community of promising young people to lead lives of learning, integrity, and high purpose, inspiring the best in each to seek the best for all.

Lawrenceville's legacy and appeal have endured since its founding in 1810. Its prime location, situated on the I-95 corridor and within an hour from two major East Coast metropolises, attracts a uniquely diverse community of boarding and day students, who comprise 70 and 30 percent of the student body, respectively. Lawrenceville's student body totals 820, more than 55 percent of whom are students of color and 16 percent of whom are international, hailing from more than 30 different countries. Its scholarship aid budget of \$16.9 million, of which 58 percent is endowed, allows 31 percent of students to receive generous, grant-based packages, which meet the full demonstrated needs of admitted students' families.

Reporting to the Head of School, Stephen S. Murray, and serving as a key member of his senior staff, the next Dean will provide strategic leadership to the School's enrollment operation, employing a keen understanding of how and where enrollment management impacts and connects to all other campus departments and offices. This individual will foster the continued development of a talented team, support the brand and value proposition of the Lawrenceville experience, and integrate data-informed decision-making into the Admission and Scholarship Aid Offices. With a depth of knowledge in full-cycle enrollment management, the ideal candidate must possess a proven track record of success in creating highly effective and forward-looking marketing and enrollment strategies, along with experience leading a large and sophisticated team. The successful candidate must possess a deep appreciation for the mission, history, and values of Lawrenceville; the participatory citizenship that comes with joining a boarding school community; and the conviction that diversity, inclusion, and well-being are at the heart of the community which Lawrenceville aspires to be.

ABOUT THE LAWRENCEVILLE SCHOOL

Since its founding in 1810 as the Maidenhead Academy, [The Lawrenceville School](#) has built a legacy of excellence in education and a reputation as a leader in academic innovation. From its first academic leader who introduced a then-novel course of foreign language study, to the School's early adoption of Advancement Placement (AP) courses, and the introduction in 1936 of the Harkness method of education, Lawrenceville has been defined by its willingness to explore and adopt best practices in education as they have evolved. The School's encouragement of innovation and continued growth is equally matched by a commitment to maintaining its rich traditions and robust school spirit. The School's hallmark [House System](#), modeled off British boarding schools and unique among boarding schools in the United States, provides a tight-knit community based on class year in which students live, study, and socialize together, allowing them to foster deep connections with fellow students and faculty alike.

Location & Campus

The Lawrenceville [campus](#) is beautifully situated on more than 700 acres in historic Lawrenceville, New Jersey. The center of campus, designed by architect Frederick Law Olmstead, has been designated as a National Historic Landmark. Campus facilities feature 38 major buildings, including academic buildings for every discipline; an extensive residential Circle and Crescent House system; and state-of-the-art health and wellness, arts, and library facilities. The recently completed [Tsai Field House](#) is a community resource unlike any other at an independent school, combining athletics, recreation, and dining in one central location.

Academic & Co-Curricular Programs

Lawrenceville students receive an outstanding education from the School's talented faculty, who deliver a challenging and engaging curriculum of study. Of Lawrenceville's 151 full-time and 4 part-time teaching faculty members, approximately 80 percent hold advanced degrees. Faculty members are not only experts in their disciplines, but also actively involved in the life of the school community, serving across campus as Heads of House, coaches, and advisors. As a result, a Lawrenceville education is marked not only by deep intellectual engagement, but by close faculty-student interactions and mentorship.

The School offers a remarkably rich secondary school curriculum, with 266 courses in a variety of disciplines in nine departments (English, history, interdisciplinary studies, language, mathematics, performing arts, religion and philosophy, science, and visual arts). All students take the same curriculum rooted in core fundamentals in their Second and Third form years (9th and 10th grade), providing a solid academic foundation for wider interests to be explored in the upper levels. Lawrenceville's academic program is built on the twin pillars of intellectual inquiry and civic engagement, preparing students to be responsible, creative, and engaged leaders in the 21st century. Lawrenceville graduates leave campus well prepared for college and beyond.

Service learning and performing arts are also important components of the Lawrenceville student experience. All Lawrenceville students participate in community service, which can take the form of

weekly projects in the Trenton-Princeton-Lawrenceville area, or service trips through the Harkness Travel Program. The School also offers a wealth of opportunities for students to study and practice the arts, and students are encouraged to explore their talents on the stage, in the performance hall, and through exhibitions. In addition, students pursue their interests and passions through more than 100 clubs and organizations, which specialize in a range of areas such as writing, acting, debating, music, art, history, religion, science, photography, woodworking, and AI.

Athletics are an integral part of the curriculum at Lawrenceville, and all students are required to participate in interscholastic sports, dance, or intramurals. The School offers 73 interscholastic sports, 32 varsity teams, 21 sports, and 45 co-curriculars. Girls' track and field, boys' and girls' squash, and boys' lacrosse all boast national rankings, with the boys' lacrosse team having won two consecutive national titles. Historically, Lawrenceville Big Red successfully competed in the Mid-Atlantic Prep League, but since the 2018-2019 academic year, the School expanded athletic competition to regularly include other members of the [Eight Schools Association](#): Choate Rosemary Hall, Deerfield Academy, The Hotchkiss School, Phillips Academy-Andover, Phillips Exeter Academy, Northfield Mount Hermon, and St. Paul's School.

Admission, Advancement, & Scholarship Aid

Admission standards for Lawrenceville are rigorous and competitive. For the 2024-2025 academic year, Lawrenceville enrolled 824 students (52 percent boys, 48 percent girls), 55 percent of whom are students of color, and 16 percent of whom are international, representing 38 U.S. states and 33 countries. The School admitted 25 percent of applicants from a pool of 2,449, with a yield of approximately 59 percent. Tuition, room, and board for the 2024-2025 academic year is \$79,500 for boarding students (70 percent) and \$65,420 for day students (30 percent). The average boarding student scholarship aid award is over \$63,000 and the average day student award is over \$45,000, with 31 percent of students receiving some form of need-based aid. The School's current scholarship aid budget is \$16.9 million, 58 percent of which is provided by endowed funds.

The School has an endowment of \$626 million and recently marked the successful conclusion of its largest campaign to date. *Emerge Transformed: The Campaign for Lawrenceville*, which closed on June 30, 2023, and raised a monumental \$475.7 million for institutional programs and priorities, making it the most successful campaign ever completed by an independent school. Top campaign priorities included scholarship aid, faculty and academic support, campus and community, and financial sustainability. Ultimately, \$117.8 million was raised for scholarship aid, to ensure that a Lawrenceville education remains accessible and affordable for families at every income level. The incredible success of the campaign undoubtedly reaffirms the institutional support for the mission of the enrollment team.

Strategic Plan

Launched in December 2023, Lawrenceville's [strategic plan](#), entitled "House, Harkness, Heart: A New Era for Community Wellbeing," focuses on student wellbeing and engages the community in advancing five Key Aspirations centered in House, Harkness, and Heart -- the tenets of the Lawrenceville experience.

Lawrenceville seeks to build an even stronger community to which all members contribute and have the opportunity to grow and thrive physically, emotionally, spiritually, and intellectually, holding the belief that overall wellbeing is enhanced when students feel safe, supported, and empowered in an environment that promotes kindness, respect, joy, and a measured pace of life.

Leadership

On July 1, 2015, [Stephen S. Murray](#) became The Lawrenceville School's 13th Head of School. An accomplished educator with a record of leadership at two of the nation's most prestigious independent schools, Murray joined Lawrenceville after serving for ten years as the head of school at University School in Shaker Heights and Hunting Valley, Ohio. Prior to the University School, Murray led a distinguished career at Deerfield Academy in Deerfield, Massachusetts, including serving as Assistant Head of School, Academic Dean, Dean of Students, and as a teacher, coach, and faculty resident. Murray received a B.A. in French and political science with honors from Williams College, an Ed.M. from the Harvard Graduate School of Education, an M.A. in French Literature from the Harvard Graduate School of Arts and Sciences, and he is a graduate of Phillips Exeter Academy.

Governance

Lawrenceville is governed by an experienced and dedicated Board of Trustees, currently 28 in number, led by Jonathan G. Weiss '75, and comprised almost entirely of alumni and/or parents of graduates. They bring a wealth of expertise and insight to their fiduciary and policy responsibilities as well as personal enthusiasm about the transformational nature of the Lawrenceville experience. The trustees work through an active structure of standing and ad-hoc committees which meet regularly. The incoming Dean of Enrollment Management will liaise with the Admission Committee, which includes 10 members and is chaired by Alexandra "Alex" Buckley Voris '96 and Corrente "Corrie" Schankler '98.

ROLE OF THE DEAN OF ENROLLMENT MANAGEMENT

The Dean of Enrollment Management oversees a 16-member admission and scholarship aid staff and supervises four direct reports, including the Director of Admission; Director of Data Management Strategy and Operations; Director of Scholarship Aid; and the Administrative Assistant to the Dean of Enrollment Management. The team is comprised of both faculty and staff representing all corners of the Lawrenceville community, including seven who serve as coaches, teachers, House leaders, and advisors.

The next Dean will capitalize on Lawrenceville's many strengths, including its enduring appeal in the mid-Atlantic region, its unique residential system, its best-in-class management enrollment software (Slate), its robust scholarship aid program, and its dedicated team. Still, as greater changes in the educational market and demographic landscape threaten to impact the existing conditions in which the enrollment management function currently operates, the Dean will closely monitor these trends, embracing data and predictive modeling to anticipate disruptive changes large and small, to ensure the vibrancy of the Lawrenceville community for generations to come.

OPPORTUNITIES & CHALLENGES FOR THE DEAN OF ENROLLMENT MANAGEMENT

Provide strategic leadership across the full spectrum of enrollment management.

As Lawrenceville's chief architect in enrollment strategy, the next Dean will develop a holistic approach to enrollment that leverages the School's current strengths and plans for long-term changes in the independent school and educational market. With a sophisticated understanding of recruitment, yield, and retention, as well as national trends, the Dean will identify and dissect changes in the School's enrollment data and will address those trends in a way that sustains the unique character of the Lawrenceville community, and that strategically supports the financial wellbeing of the School. In recent years, while the athletic profile of the School has made serious gains, Lawrenceville has simultaneously seen dips in application volume, yield, and a downward trend in retention, all of which signal a need to revisit the overarching strategy of the office, and engage in discussions around how the enrollment strategy connects to broader conversations at Lawrenceville about the School's mission and purpose for its students, and how the School can best build and cultivate an ideal culture and successful community.

Foster, support, and enable the success of a talented admissions team.

As the next Dean joins the admission and scholarship aid teams, they will spend time understanding and assessing the strengths in the structure of the team and the distribution of functional responsibilities, while identifying areas of improvement that consider both the immediate and future needs of the team. To this end, the Dean will support an existing culture of trust and mutual respect, while building a cohesive team identity and vision through greater clarity of roles and responsibilities, and elevating already high standards of collaboration, accountability, and feedback. In recent years, the team has evolved to include more full-time staff members whereas historically, the admission and scholarship aid teams were comprised almost exclusively of faculty who wore many hats and participated actively in the broader Lawrenceville community. The push and pull of different staffing preferences and models has strained the effectiveness of the team and needs to be reevaluated.

Serve as a thought partner to and critical member of Lawrenceville's senior leadership team.

The successful Dean will import a strong understanding of systems-thinking to the senior leadership team, with a keen appreciation for how the full enrollment operation impacts offices and partners across campus. As the senior leadership team considers both material and existential problems, the Dean will offer holistic and data-informed contributions alongside other senior leaders, to the benefit of Lawrenceville in its entirety. Collaborating across campus, communicating eagerly, and partnering closely with colleagues in Academics; Advancement; Athletics and Co-Curricular Education; Communications and External Relations; Diversity, Inclusion and Community Engagement; Finance; and Student Life, this next Dean must be a generous, thoughtful, communicative, connected, and inclusive colleague above all else.

Sustain Lawrenceville's brand and value proposition in a changing demographic landscape.

Students and families have long sought a Lawrenceville education for the unique educational and residential opportunity it offers, and this commitment to excellence has contributed to its strong reputation and demand in the market. However, as the demographic and financial landscape of the

country evolves, Lawrenceville joins other elite schools in needing to clearly define its value proposition as an independent school situated among the country's best public and independent day schools in an extremely crowded and competitive market. While Lawrenceville has long benefited from its participation in the [Ten Schools](#), traveling widely with Andover, Choate, Deerfield, Exeter, Hill, Hotchkiss, Loomis Chaffee, St. Paul's, and Taft, the incoming Dean must challenge the office to work more independently, ambitiously, and strategically to understand Lawrenceville's perception in the market and design targeted marketing strategies to expand the School's geographic reach while further penetrating existing markets. The next Dean will join other campus senior leaders in creating a compelling statement of value for the Lawrenceville experience that highlights its assets, including its strong scholarship aid resources and its academically and representatively diverse living-learning communities. Lawrenceville currently benefits from an active and engaged current and alumni parent association that dedicates countless hours during the admissions cycle to staffing the waiting room in the visitor's center and engaging with visiting families all week long. Continuing to leverage this powerful parent engagement, and collaborating even more widely with colleagues, parents, and alumni across the world, will enable the Dean and their team to further broadcast and differentiate the Lawrenceville brand.

Leverage the use of data and create an accessible culture of data proficiency.

In 2020, Lawrenceville made a strategic investment in Slate, the premier CRM tool used for enrollment management largely at the college and university level, and they remain one of only a handful of independent schools to utilize this technology. The tool provides greater opportunities for data collection, process improvement, and efficiency. The next Dean will capitalize on Slate to make meaningful, data-informed decisions to improve enrollment trends in the Admission Office. Additionally, in embracing a culture of data, the Dean will work to build proficiency across the team in utilizing this software to assist as appropriate in assessing enrollment activities and scholarship aid packaging. Using data to drive decision-making should allow this office to evolve into a more transparent, equitable, and efficient operation that can better communicate their methods and results to broad constituencies including the senior leadership team, colleagues across campus, Board, alumni, and prospective families.

QUALIFICATIONS & CHARACTERISTICS

The ideal candidate will be an experienced and effective leader, skilled at enrollment management and capable of serving as an inspiring leader for the admission and scholarship aid teams. The candidate must embrace Lawrenceville's mission and values, fully engaging in the life and rhythms of a boarding school community. Strong candidates will bring many of the following skills and attributes:

Professional Experience

- Significant and substantive experience in the leadership and supervision of a large and sophisticated admissions and financial aid office. Experience in a comprehensive boarding school, other independent school, and/or higher education setting is strongly preferred.
- The ability to analyze, summarize, and present complex data to various constituencies, including faculty, staff, trustees, students, and families, and skill in engaging the board and school leadership in strategic, data-driven discussions.

- Expertise in regional and national enrollment trends in independent boarding and day schools as well as familiarity with emerging issues in independent and boarding school education.
- Experience in creating data-informed marketing strategies.
- Experience in developing strategic admission and financial aid models; capacity to move multiple projects forward successfully and projecting confidence in the face of organizational change.
- Experience in managing net tuition revenue targets while meeting strategic institutional priorities for financial aid.
- A lengthy track record as a strong recruiter with experience opening new geographic markets for an institution, as well as experience with competitive athletic recruitment; proven ability to articulate the value proposition of an institution situated in a crowded local and national market.
- The ability to build a meaningful connection to and understanding of Lawrenceville culture, and a deep respect for the holistic needs of enrollment team members.
- Evidence of building and sustaining diversity in a student body, along with a deep understanding of the educational value of a diverse community.
- Demonstrated record of working collaboratively across divisions and departments with people of diverse backgrounds, skills, and roles.
- Experience navigating and leading institutional change.
- A consultative and motivational management style and proven record of leading and mentoring a strong team that provides exceptional service to all stakeholders.
- Comfort and skill as chief ambassador for a school community with students, families, and alumni; the ability to effectively understand and externally represent a school.
- Experience with software systems that support recruitment, application review, and financial aid.

Personal Qualities

- Excellent organizational, systems thinking, and communication skills.
- A curious and innovative mind coupled with strong analytical skills.
- An enthusiastic champion of the transformative nature of a boarding school education.
- A people person and educator who is passionate about and skilled at connecting with teenagers.
- Enthusiasm, optimism, charisma, drive, and a sense of humor.
- Integrity and the highest ethical, moral, and professional standards.

APPLICATIONS, INQUIRIES, & NOMINATIONS

All inquiries, nominations, referrals, and applications (resumes and letters of interest) should be sent electronically and in confidence to:

Carrie Alexander, Diana Carmona, and Marlyn Desire | Isaacson, Miller

<https://www.imsearch.com/open-searches/lawrenceville-school/dean-enrollment-management>

The Lawrenceville School is a diverse and inclusive community and makes all employment decisions without regard for an individual's race, creed, color, religion, national origin, nationality, sex, pregnancy, affectional or sexual orientation, gender identity or expression, age, veteran status, physical or mental disability (including AIDS and HIV related illness), genetic information, refusal to provide genetic information, refusal to submit to genetic testing, ancestry, familial status, marital status, domestic partnership status, civil union status, atypical cellular or blood trait, military service, application for military service, or any other characteristic protected by applicable law. The Lawrenceville School will also provide reasonable accommodations for qualified individuals in accordance with applicable law.