



Position Statement
Director of Admissions and
Financial Aid Search
Aspen Academy

Greenwood Village, Colorado
Start Date: July 1, 2024



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creation and articulation of the distinct and comprehensive PK to Eighth-grade LiFE (Leadership, Finance, Entrepreneurship) program, Aspen Academy empowers students with the tools to fulfill this commitment. From their earliest days in school, Aspen Academy students learn the mindset, skills, and actions of impactful entrepreneurs. In their final years as students, they are afforded the opportunity to run the various school businesses and design their own business as a capstone project.

The Director of Admissions and Financial Aid will be a crucial member of the school's leadership team and will advise and guide the president, colleagues, and the Board of Trustees in all matters related to student recruitment, enrollment, financial aid, and the strategic outreach of Aspen Academy amid the rapidly evolving landscape. In addition to overseeing the efforts of admission, enrollment systems and planning, and financial aid services, the Director will partner closely with colleagues across the institution on student success, retention, strategic planning, organizational excellence, and inclusion.

OVERVIEW

Aspen Academy is seeking a Director of Admissions and Financial Aid to join the team in the summer of 2024. The Director will have the skills, experience, and mindset to recruit and enroll bright, kind and engaged students and families. Aspen Academy is nationally recognized as a premier school devoted to developing the durable skills needed for an extraordinarily successful life.

Situated on the south side of the Denver Metro Area and minutes away from the Denver Tech Center to the East and the mountains to the West, Aspen Academy has experienced rapid growth since its inception nearly two decades ago. The school has one rule: Be Kind. This rule, along with the school's values, are infused into every classroom and program. Aspen has fostered connections within its community, aligning and connecting well with Denver's rise as a center for innovation and entrepreneurship. One of the Academy's core values is to inspire and equip students with the skills to Make The World Better. Through the



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VALUES, MISSION & VISION

Aspen Academy Values

Be Kind.
Do Good.
Work Hard.
Make The World Better.

Mission

We edify and inspire students, parents and educators to grow, learn and lead.

Vision

We are a national leader in innovative and transformative education.

HISTORY AND FOUNDERS

Aspen Academy was founded in 2005 by three women dedicated to the idea of providing an educational opportunity where what you know is equally as important as who you are. It was important to the founders that Aspen Academy became a place where when children left at the end of the day, they couldn't wait to come back in the morning. Now with 400 students, Aspen Academy is the fastest growing private school in the state of Colorado. The scope and complexity of the academic programs in reading, language arts, mathematics, science, social studies, technology, world languages and visual and performing arts, coupled with Aspen Academy's demonstrated commitment to character and leadership instruction have continued to evolve and expand over the years while staying true to the school's mission and vision to edify and inspire students and educators to grow, learn and lead. The school strives to be a national leader in innovative and transformative education. The character and accomplishments of Aspen Academy graduates provide powerful testimony to the success of the School's programs.

Read more about the school's history and Aspen Academy's Founders (and check out the videos that further tell the story) here:

<https://www.aspenacademy.org/about>



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LOCATION

Many are familiar with the resort town of Aspen, Colorado and so one might *incorrectly* assume that the school is located near the famous ski spot. Rather, Aspen Academy occupies a well-resourced campus within the metropolitan area of Denver, Colorado and enjoys access to all that this thriving city has to offer. At 5,280 feet, Denver is located where the Great Plains meet the Rocky Mountains. Known as the Mile High City, residents can expect to enjoy 300 days of sunshine, greenspace and parks, a thriving cultural scene, diverse neighborhoods, beautiful architecture, and spectacular views of the mountain panorama near the city.

To learn more, visit: <https://www.denver.org/>

THE PROGRAM

For a better understanding for the full scope of all that goes into Aspen Academy's top rated program, information is available here: <https://www.aspenacademy.org/program>

Below are some of the highlights of the program and its philosophy.

Pre-Kindergarten

In Pre-Kindergarten, Aspen Academy is committed to equipping students with the skills, habits, attitudes and content needed to successfully develop and navigate an extraordinary and purposeful life. Pre-K begins with social and emotional education fundamentals to support thriving lives for our students.

Learn more about early education at Aspen Academy here: <https://www.aspenacademy.org/program/prek>

Lower School

Aspen Academy looks at learning as a way to ignite the personal passions and interests of each and every student - whoever you are, whatever you love, or wherever you want to go. With a highly differentiated, individualized, and data driven approach, the lower school is able to zone in on what each student uniquely needs with regard to their performance levels, personal interests, learning styles, and strengths. Students are held to high expectations and the core academic curriculum reflects a clear commitment to the essential building blocks of child development in language, mathematics, social studies, science, the arts, fitness, and character and leadership. Aspen Academy provides exceptional training in fundamental skills and analytical thinking, while encouraging independence of mind, intellectual curiosity, and creative growth.

Read an overview by grade level here: <https://www.aspenacademy.org/program/lower-school-academics>

Middle School

Middle School academics, partnered with a focused leadership development sequence, prepare students for the most demanding secondary schools. Students thrive as they build lasting relationships with peers and teachers through small class sizes and a community focus.

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In Middle School, Aspen's Essentials Program offers performance-based courses that continue to build leadership, confidence and pride for each student. Expeditionary Learning opportunities are intentionally designed to support a variety of curriculum content and provide students an opportunity to apply, extend, and enrich their learning within the world.

See more about the Academic Domains and how the program expands in the Middle School here: <https://www.aspenacademy.org/program/middle-school-academics>

All of Aspen Academy programs intentionally and consistently cultivate:

- Critical Thinking and Problem-Solving
- Collaboration Across Networks
- Agility and Adaptability
- Initiative and Entrepreneurialism
- Effective Oral and Written Communication
- Accessing and Analyzing Information
- Curiosity and Imagination



HOW YOU LEAD YOUR LiFE MATTERS

One-of-a-Kind LiFE Curriculum

Aspen Academy students are resilient leaders, curious scholars, strategic thinkers, innovative creators, and avid communicators. LiFE (Leadership, Finance and Entrepreneurship) equips Aspen Academy students with the skills, habits, attitudes and knowledge to lead themselves, others, ideas, and organizations well. The program fosters confidence, curiosity, and innovation in our lifelong learners. LiFE is the integration of Leadership, Financial Acumen, and Entrepreneurship curriculum with a robust suite of proprietary programs designed to bring the principles and lessons in the curriculum to life through “real-life” application in every classroom on a daily basis.

As one of the primary differentiators of Aspen Academy, the program has several hallmarks each year, including a school-wide Entrepreneurs Expo, where Pre-Kindergarten through 8th Grade students bring grade-wide, classroom and individual businesses to life. Another is BSE (Bear's Student Enterprises) where 7th and 8th graders own and operate the school's cafe, store, and broadcast and media productions. BSE's Executive Team is the youngest C-suite in the country.

Get a sense of the scope of this unique program and how it is embedded throughout the school here: <https://www.aspenacademy.org/program/life>

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SCHOOL DATA

Year Founded:	2005
Grades Served:	PK-8
Total Enrollment:	Approximately 400
Lower School Enrollment:	Approximately 60%
Middle School Enrollment (Gr. 5-8):	Approximately 40%
Boys %:	54%
Girls %:	46%
Diversity %:	12%
Students Receiving Aid %:	4.3%
Total Aid Given:	\$152,085
Total Faculty:	50
Female Faculty %:	78%
Male Faculty %:	22%
Student/Faculty Ratio:	8:1
Average Class Size:	18
Average Faculty Tenure at School:	3 years
Highest Tuition:	\$22,450
Annual Budget:	Operating Budget \$12M
Most Recent Accreditation:	ACIS
Accreditations, Memberships, Affiliations:	ACIS, NBOA, NAIS, ATLIS, CASE, CAGT, NAGC, SHRM, ISM



RESPONSIBILITIES

- Using best practices and data-informed strategies, oversee and coordinate the efforts of the Admissions Team serving both prospective and current students, enrollment systems and planning, and student success.
- Lead the Aspen community in developing and implementing a strategic recruitment, enrollment, and retention plan, while executing and evaluating innovative initiatives reflecting the school's strategic plan.
- Encourage and coordinate the collective participation of the campus community including faculty, staff, parents, alumni, and students in a wide variety of strategic enrollment activities.
- Direct and ensure full enrollment with waiting lists for all grade levels.

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- In partnership with the Head of School, CFOO, and Trustees' Finance Committee to establish annual rates for tuition and fees; and design strategic financial aid packaging of merit-based awards and need-based financial aid to maximize enrollment and net tuition revenue goals.
- Bring significant independent school experience and a body of enrollment knowledge to Aspen Academy, building on the considerable strength of the institution and raising the visibility of the school in the market.
- Partner with the Office of Marketing & Communications to highlight Aspen Academy's unique educational brand, utilizing best practices and current technology for information dissemination for student recruitment and retention purposes.
- Develop strong cross-divisional relationships to support the enrollment, retention, and success of a diverse student body.
- Engage with the Senior Leadership Team on all issues pertaining to the health, vitality, and well-being of Aspen Academy.
- Lead the enrollment management division in developing and maintaining systems, procedures, policies, and practices that facilitate strategic and data driven decision making, transparency and sharing of information across the institution, and support an exceptional experience for prospective and current students and families.
- Design goals for enrollment in conjunction with directors and using an intentional mindset for relationship building.
- Maintain the superb academic quality of the student body and extend the geographic and socioeconomic reach of the recruitment efforts.
- Nurture the collegial community of Aspen Academy to inspire a culture of enrollment, emphasizing the vital role faculty, staff, parents, students, and alumni play in recruiting, enrolling, and retaining students through graduation and beyond.
- Mentor, empower, and lead a bright and diligent team and support professional development opportunities.



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QUALIFICATIONS, SKILLS AND CHARACTERISTICS

As a member of Aspen Academy's senior leadership team, the Director will be a strategic, creative, and communicative leader with a demonstrated history of success in recruitment, enrollment, and retention. The successful candidate must have a bachelor's degree, and a minimum of five years of experience in positions of progressively increasing responsibility in enrollment management. An advanced degree, as well as previous experience in a senior leadership role, is preferred.

- Passion and experience with recruitment for innovative educational programs.
- Demonstrated knowledge of demographics, best practices in enrollment, financial aid policies, market trends, and innovative thinking
- Demonstrated success in the recruitment of students including diverse populations; evidence of experience in achieving sustainable results.
- A contemporary approach to enrollment management; transparent with impeccable ethical standards, possessing optimism and confidence.
- Data savvy, strategically deft, with the ability to analyze, interpret, and articulate information in a manner that educates, informs, and engages others.
- Experience in the market assessment, development, and promotion of new academic programs.
- Intense interest and ability to collaborate across campus.
- Positive and productive view of challenges, opportunities, resources, and problem solving.
- Able to discern the nuanced needs of a community of professionals, listening deeply to the thoughts and ideas of others.
- Experience leading organizational change and ability to offer a compelling vision, while engaging a campus community in the development, adoption, and implementation of a strategic enrollment plan.
- Demonstrated ability to build, lead and inspire an outstanding staff with an open mind and creative and generous spirit.
- Experienced and supportive management skills to advocate for, motivate, and mentor a diligent division, promoting a culture of transparency, consistency, and trust among the various offices of enrollment management.
- Outstanding communication skills; ability to make a compelling case to students and their families, illustrating the powerful impact and outcomes of an Aspen Academy education.
- Experienced change manager with the ability to unify teams and foster relationships.
- A demonstrated commitment to cultural competency, diversity, and inclusion.
- Positioned to influence national organizations and participate in national conversations on admissions, financial aid, and enrollment.

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SALARY RANGE

Commensurate with education and experience, the full-time salary range for this position is \$100,000 - \$125,000.

APPLICATION PROCESS

Candidates interested in applying to be the Director of Admissions and Financial Aid at Aspen Academy may apply online at: <https://rg175.com/candidate/signup>

The application includes:

- Letter of Interest
- Resume
- Personal Statement/Education Philosophy (or school-related writing sample)
- List of Five References with contact information (References will not be contacted without prior notice)

While the application deadline for this search is ongoing, we anticipate that the search will move quickly. Aspen Academy plans to make an appointment in the months ahead with the next Director beginning this summer. You are encouraged to submit materials promptly, if interested. If you have any questions about the search, please contact the consultants from Resource Group 175 who is supporting the search: Adam Peichert adam.peichert@rg175.com and Joe Coleman joe.coleman@rg175.com

Thank you for your interest in Aspen Academy. We look forward to hearing more about your interest in this outstanding opportunity for a talented Admissions professional.

Aspen Academy maintains a strict policy of nondiscrimination in regard to employment. All aspects of employment at Aspen Academy are governed on the basis of competence, merit, and qualifications, and will not be influenced in any manner by race, color, religion, sex, age, national origin, ancestry, veteran's status, disability, or any other classes referred in applicable state and federal laws.