



Position Statement
Dean of Enrollment Management
Mercersburg Academy

Mercersburg, Pennsylvania
Start Date: July 1, 2025



Dean of Enrollment Management Position Statement



Overview

Mercersburg Academy is seeking a dynamic and experienced Dean of Enrollment Management to join the school's senior leadership team in the summer of 2025. The ideal candidate will be passionate about recruiting, enrolling, and retaining talented and engaged students and families. With over a century of history, Mercersburg Academy is recognized as a premier independent boarding school offering rigorous academics, a vibrant community, and transformative opportunities for personal growth and leadership development.

Located in the scenic countryside of south-central Pennsylvania, Mercersburg Academy provides a stunning 300-acre campus, close-knit community, and unparalleled access to opportunities for students to excel academically, athletically, and artistically. The academy's mission is to prepare students for success in a global society by fostering creativity, resilience, collaboration, and intellectual curiosity. The school's longstanding commitment to its core values—service, respect, character, and community—is embedded throughout its curriculum and student life programs.

The Dean of Enrollment Management will play a key role in advancing the mission of Mercersburg Academy by overseeing all aspects of student recruitment, admissions, enrollment systems, and financial aid. The Dean will collaborate with faculty, staff, the Head of School, and the Board of Trustees to develop and implement a strategic vision for enrollment management, while ensuring the school maintains its rich tradition of attracting and supporting a diverse student body from across the country and around the world.



Mission

At Mercersburg Academy we embrace the values of hard work, character, and community while learning to balance independence with interdependence and individual humility with collective pride. Our students commit to a life of learning, seek to understand the spiritual nature of human existence, and develop a determination to lead and serve the world.

History

Founded in 1893, Mercersburg Academy has a proud history of preparing students for leadership roles in all areas of life. With a commitment to academic rigor and personal development, the school fosters a vibrant community where students are challenged to grow intellectually, emotionally, and socially. Mercersburg's innovative programs and focus on holistic education have earned it a reputation for excellence. Today, the Academy continues to set the standard for boarding school education, offering a broad array of academic and extracurricular opportunities to its 440 students in grades 9 through 12/PG.

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Location

Nestled in the historic town of Mercersburg, PA, and located within a short drive of major metropolitan areas such as Washington, D.C., Baltimore, and Philadelphia, Mercersburg Academy offers students the best of both worlds: a serene campus environment with easy access to urban cultural and career opportunities. The picturesque location, with its rolling hills and rich history, provides a peaceful backdrop for academic discovery and personal growth. The school's campus features state-of-the-art facilities, including athletic fields, modern academic buildings, and beautiful residential housing.

The Program

Mercersburg Academy offers a transformative education designed to nurture independent thinkers, innovative problem solvers, and ethical leaders. Through its hallmark programs the school empowers students to explore their interests, sharpen their skills, and prepare for success well beyond their school years.

The curriculum emphasizes critical thinking, collaboration, and communication, providing a well-rounded education in STEM, the arts, world languages, and the humanities. Mercersburg takes a student-centered approach to learning, where hands-on experiences, interdisciplinary inquiry, and personalized mentorship create a foundation for meaningful engagement and learning.

In the 9th and 10th grades, students build essential skills across disciplines, with intentionally limited homework to ensure focus on skill development over volume. In the 11th and 12th grades, students engage in deeper, project-based work. By senior year, most graduation requirements are fulfilled, allowing students to pursue a self-directed capstone project, either MAPS or Springboard, as a dynamic culmination

of their academic journey. These capstones foster originality and allow students to produce thought-provoking work, laying a strong groundwork for college and beyond.

The arts are a vibrant aspect of Mercersburg's culture. Students have the opportunity to participate in a range of performances and exhibitions, from choral and instrumental ensembles to dance, theater, and gallery showcases. The arts program fosters self-confidence and personal growth, providing students with valuable insights into their identities and future paths.

Mercersburg's athletic program, known as "The Storm," is rooted in a commitment to character, leadership, and teamwork. Seventy-five percent of students participate in sports, filling 27 varsity teams and additional junior varsity squads. With options for athletes of all levels, the program encourages growth both on and off the field, instilling school pride and unity.

Life at Mercersburg celebrates diversity of thought, open dialogue, and inclusion. Both faculty and students describe the Mercersburg community as welcoming and affirming. Students attribute the welcoming atmosphere to the desire of upperclassmen to connect with younger students and help them discover their voices and places in the community. Approximately 85 percent of students reside on campus, and even day students are integrated into dorm life, making Mercersburg a true boarding experience. Students engage in evening and weekend activities, from club meetings and study groups to off-campus trips and wellness events, fostering a tight-knit and supportive community.



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Mercersburg Academy At-A-Glance

Year Founded:	1893
Grades Served:	9-12 and Postgraduate Year
Total Enrollment:	Approximately 440
Boarding %:	85
Day %:	15
States Represented:	30
Countries Represented:	32
Diversity:	48
Students Receiving Aid %:	48%
Total Aid Given:	\$11,000,000
Total Faculty:	106
Student to Faculty Ratio:	4:1
Courses Offered:	150
Endowment:	\$422,000,000

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Responsibilities

- The Dean of Enrollment Management manages all aspects of the enrollment management process including admission and financial aid operations. Reporting directly to the Head of School, the Dean manages an office of nine and serves on the school's senior leadership team and may have residential and athletic or extracurricular duties.
- In collaboration with the Head of School, develop, and evaluate the vision for recruitment and retention of students for the school, including goal setting and attainment. Works alongside the director of admission on execution.
- Effectively communicate and build relationships with prospective families, feeder schools, educational consultants, international agents, etc.
- Participate in all facets and phases of the enrollment process, including fielding inquiry calls, conducting on/off-campus student interviews, and traveling domestically and internationally.
- Sets annual enrollment and admission goals, in accordance with the school's mission to promote economic, racial, and ethnic diversity in the student body.
- Works with the Director of Financial Aid to organize and oversee the Academy's financial aid program and budget in conjunction with the Business Office.
- Oversees new student enrollment and works with the Director of Admission on the reenrollment of current students in close connection with the Student Life Office, Business Office, and the Head of the School.
- Informs the senior leadership team, admission staff and faculty of research and demographics in admission and enrollment trends, ensuring that changes and challenges are anticipated, understood, and addressed.
- Develops annual admission and enrollment goals and objectives with the admission office.
- Attends Board of Regents meetings, is involved in strategic planning, and keeps the Board fully apprised of the Academy's enrollment endeavors.
- Maintains and presents statistical and trend data related to admission and enrollment to the senior leadership team, the faculty, and Board of Regents.
- Liaison between all relevant internal departments in matters relating to the enrollment and retention of students.
- Extends themselves beyond the responsibilities of a job description when the need arises.
- Assists Head of School with all other duties as assigned.

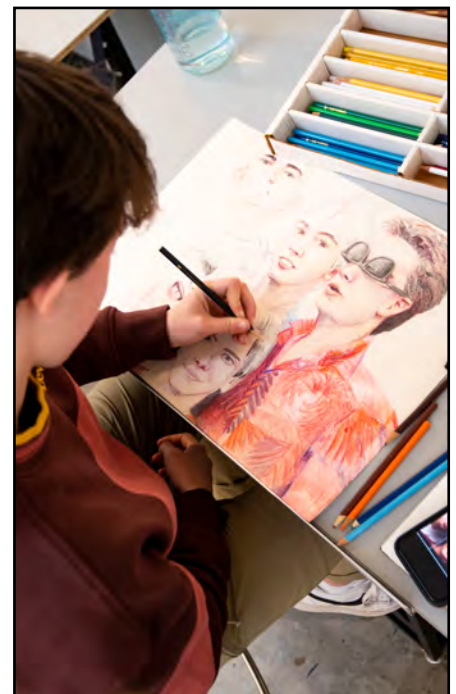
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Qualifications, Skills and Characteristics

The successful candidate will possess the following qualifications and attributes:

- A bachelor's degree (required) or a master's degree (preferred)
- A minimum of 10 years of admissions and financial aid leadership experience, or relevant experience
- Outstanding communication skills, both written and spoken
- An intuitive understanding of data and demonstrated success managing an admission database
- The ability to think critically, creatively, and strategically as well as superior interpersonal, organizational and managerial skills
- Experience with financial aid
- Professionalism and a sense of humor as well as high energy, flexibility, and a collaborative style
- Possess the energy, ability, and willingness to travel overnight, both domestically and internationally, and have flexibility to work weekends, early mornings, and evenings when needed for campus events



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Application Process

Candidates interested in applying to be the Dean of Enrollment Management at Mercersburg 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)

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:

John Green
john.green@rg175.com

Adam Peichert
adam.peichert@rg175.com

Joe Coleman
joe.coleman@rg175.com

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

Mercersburg Academy abides by both the spirit and the letter of the law in all its employment and admission policies. The school provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, marital status, religion, gender, sexual orientation, age, national origin, genetic information, or disabilities which do not prevent performance of essential job tasks. This policy applies to all terms and conditions of employment, including recruitment, promotion, demotion or transfer, termination, transfer or layoff, leaves of absence, discipline, compensation, and training.