

POSITION STATEMENT

WESTSIDE SCHOOL

SEATTLE, WASHINGTON



DIRECTOR OF ENROLLMENT MANAGEMENT

START DATE: JULY 1, 2026





OVERVIEW

Westside School is a vibrant and forward-thinking independent school rooted in a deep commitment to progressive education, whole-child development, and a strong sense of community. Since its founding, Westside has cultivated a warm, inclusive environment where students are known, valued, and inspired to grow intellectually, socially, and emotionally. The school brings together a diverse community of learners and families who are drawn to its child-centered philosophy, its emphasis on experiential learning, and its belief in the power of curiosity, creativity, and collaboration.

Located in the North Arbor Heights neighborhood of West Seattle, Westside's campus reflects the school's dynamic spirit—thoughtfully designed learning spaces, access to natural surroundings, and a culture that encourages exploration both inside and outside the classroom. The program integrates academic rigor with social-emotional learning, fostering confident, capable students who are prepared to engage thoughtfully with an ever-changing world. Through close relationships, innovative teaching, and a commitment to equity and belonging, Westside empowers

students to develop a strong sense of self and a responsibility to their communities.

As Westside looks to the future, it seeks a strategic and relational leader to serve as its next Director of Enrollment Management—an individual who will play a critical role in strengthening the school's market position, articulating its distinctive value, and ensuring a thoughtful, mission-aligned approach to attracting and enrolling families who will thrive in its community.

MISSION, VISION, AND VALUES

Mission

Westside students learn to think critically and act with compassion in a joyful, supportive community.

Vision

Westside is committed to being a collaborative, inclusive school where learners discover their unique strengths, embrace challenges, and develop a passion for learning, in order to contribute positively to their world.

Values

Joyful Learning: Westside students find joy through discovery. They are inspired by challenges and immersed in meaningful explorations that spark their curiosity and sense of wonder.

High Academic Standards: Our dynamic program inspires students through differentiated and interdisciplinary learning opportunities designed to meet clear and measurable goals. Westside students engage in deep thinking, discourse, and creative problem-solving.

Confident Learners: Westside students actively engage in and take ownership of their learning. They build resilience by taking risks and embracing productive struggle. Students are empowered to understand and appreciate their unique learning styles.

Caring Community: We foster a community where empathy and support empower every Westside student to grow, recognize their worth, and care for others, creating a more compassionate environment for all.

Fostering Belonging: We remove barriers and uplift individuals, creating a community where all identities are seen, known, and celebrated. Through authentic relationships, shared responsibility, and equitable practices, we strive to honor each person's lived experience and build a space where everyone belongs and thrives—together.

HISTORY AND LOCATION

Founded by a group of educators and parents who wanted a positive and self-esteem school experience for children, Westside School began as the Westside School for Young Children in 1981. In 1996 Westside was accepted as a

member of the Northwest Association of Independent Schools and became an accredited independent school. In 2011 the school added 6th grade with its first 8th grade class graduating in 2014. After a successful capital campaign Westside moved to its permanent home in the West Arbor Heights neighborhood in West Seattle. The campus has 53,000 square feet of space dedicated to learning and includes 27 classrooms, a library, 500 seat auditorium, and green space. In 2021 Westside expanded its preschool after securing adjacent property. The new preschool space added classrooms, remodeled bathrooms, multiuse space, a playground, and garden area. Westside now employs 38 teachers, 15 instructional assistants, and 26 staff including learning support and counselors.



QUICK FACTS

Year Founded	1981
Ages/Grades Served	3 years to 8th Grade
Total Enrollment	392
Diversity	Caucasian/European - 51% Multi-ethnic - 23% Asian American - 9% Hispanic/Latinx - 4% African/African American - 4% Middle Eastern - 2% Other - 9.4%
% Students Receiving Aid	18%
Total Aid Given	\$1.1 million
Total Faculty	57
Average Faculty Tenure at School	6 years
Student to Faculty Ratio	Early Learning: 7:1 Pre-K: 8:1 Elementary: 10:1 Middle: 17:1
Average Class Size	Early Learning: 14 Pre-K: 16 Elementary: 19 Middle: 17
Highest Tuition	\$29,000
Annual Budget	\$10.9 million
Most Recent Accreditation	2025
Accreditations, Memberships, Affiliations	NAIS, Washington Federation of Independent Schools, Puget Sound Independent Schools, Northwest Association of Independent Schools, the Independent Curriculum Group



THE PROGRAM

Early Learning Program at Westside School

The Lower School program at Westside is a vibrant, engaging environment where curiosity leads the way and every child is known, valued, and inspired. Through questions, discovery, independence, and collaboration, the program nurtures each student's unique strengths while cultivating a lifelong love of learning.

Children learn through active engagement, with teachers serving as thoughtful guides who encourage independent thinking, meaningful questions, and deep exploration. In Westside classrooms, the process of discovery is as important as the outcome, fostering resilience, creativity, and critical thinking.

Learning is hands-on from the very first day. Students participate in collaborative projects,

interactive lessons, and opportunities to share their thinking, building confidence and developing their voice. They are challenged to make connections, solve problems, and apply their learning in meaningful ways.

Westside also extends learning beyond the classroom. Experiences in nature, visits with experts, and real-world exploration help students understand their environment and their place within it, making learning both relevant and memorable.

The curriculum is dynamic and evolving, shaped by ongoing reflection and collaboration among faculty. By the end of Lower School, students are confident, curious, and capable learners—well prepared for the next stage of their education and a lifetime of thoughtful engagement.

Lower School at Westside: Inspiring Joyful, Confident Learners

The Lower School program at Westside is a vibrant and engaging journey where curiosity leads the way and every child is known, valued, and inspired. Filled with questions, discoveries, independence, and collaboration, the program reflects a deep commitment to nurturing each student's unique strengths while cultivating a lifelong love of learning.

At the heart of the Lower School experience is a belief that children learn best when they are actively engaged. Teachers serve as thoughtful guides, partnering with students in the learning process—encouraging them to think independently, ask meaningful questions, and explore ideas deeply. In Westside classrooms, the process of discovery is just as important as the outcome, fostering resilience, creativity, and critical thinking.

Learning is dynamic and hands-on from the very first day. Students engage in collaborative projects, interactive lessons, and opportunities to share their thinking, helping them build confidence and develop their voice. Whether working independently or alongside peers, children are challenged to make connections, solve problems, and apply their learning in meaningful ways.

Extending beyond the classroom walls, Westside embraces the world as a powerful teacher. Through experiences in nature, visits with experts, and real-world exploration—from local parks to working farms—students gain a deeper understanding of their environment and their place within it. These authentic learning opportunities spark curiosity and make learning both relevant and memorable.

Underlying the program is a dynamic and evolving curriculum, shaped by ongoing reflection and collaboration among faculty. Free from the constraints of a prescribed public-school model, Westside educators thoughtfully design and refine learning experiences to meet the needs of each child and to reflect best practices in student-centered education.



By the end of their Lower School journey, Westside students are confident, curious, and capable learners—well prepared not only for the next stage of their education, but for a lifetime of thoughtful engagement with the world around them.

Middle School Program at Westside School — Nurturing Curiosity, Building Community, Empowering Growth

Westside School's Middle School supports the whole child during a pivotal stage of development. Grounded in a student-centered, inquiry-based approach, the program encourages curiosity and uses students' questions to drive meaningful exploration.

An integrated curriculum blends academics, the arts, social justice, and social-emotional learning, helping students grow as thinkers, creators, and engaged community members. Through hands-on, experiential learning and opportunities for reflection and collaboration, students build critical thinking skills, confidence, and purpose. The following describe the Middle School program:

A Developmentally Responsive Approach

Guided by research-based developmental “yardsticks,” the program aligns teaching with students' evolving social, emotional, physical, and academic needs. This balance of challenge and support fosters independence, resilience, and self-awareness.

A Strong Sense of Community

Community is central to the Middle School experience. Shared Core Agreements—integrity, kindness, personal best, respect, and responsibility—shape a supportive, inclusive culture.

Advisory: The Anchor of Student Support

Each student belongs to a small advisory group that meets daily for reflection, goal setting, and conversation. Advisory ensures every student is known, supported, and guided academically and emotionally.

A Thoughtfully Designed Daily Experience

Extended learning blocks allow for deeper engagement, while breaks and recess support focus, well-being, and connection. This balanced rhythm keeps students energized throughout the day.

Meaningful Assessment and Growth

Standards-based grading emphasizes mastery over letter grades. Clear feedback helps students understand strengths, identify growth areas, and take ownership of their learning.

Technology as a Tool for Learning

A 1:1 Chromebook program supports research, collaboration, and creation while building strong digital citizenship and responsible technology use.



ATHLETICS AND THE ARTS AT WESTSIDE SCHOOL

Athletics: Building Character Through Play

At Westside School, athletics extend the classroom—grounded in collaboration, integrity, sportsmanship, and joyful participation. Student-athletes are encouraged to work together, compete with integrity, and most importantly, have fun.

Westside's inclusive philosophy is reflected in its no-cut policy, ensuring every student has the opportunity to participate, grow, and be part of a team. Competing in the CYO league, students develop skills while experiencing the camaraderie of team sports.

Westside offers a developmentally appropriate program throughout the year and includes:

- Cross Country (K–8) – An all-school sport that builds endurance and confidence, with distances tailored by grade level.
- Soccer (Fall) – Students develop teamwork and strategy through practices and weekend matches.
- Basketball (Winter) – A fast-paced sport emphasizing skill development, fitness, and collaboration.
- Volleyball (Late Winter–Spring) – Focused on coordination and teamwork, with co-ed and single-gender opportunities.
- Track & Field (Spring) – A dynamic program including sprints, distance, relays, and field events.

Across all sports, students build resilience, discipline, and leadership while forming lasting connections with teammates and coaches.

Arts: Expression, Identity, and Creative Confidence

The arts are central to the Westside experience, nurturing creativity and empowering students to explore and express their unique perspectives. Through artistic practice, students deepen their understanding of themselves, others, and their place in the world. Westside's arts program is designed to:

- Reflect students' identities while introducing diverse perspectives
- Build artistic skills and conceptual understanding
- Encourage creative risk-taking and autonomy
- Foster interdisciplinary connections
- Promote a growth mindset that values exploration and productive struggle

Through music, theater, and dance, students develop confidence, collaboration, and creativity. Music education engages students holistically—supporting physical coordination, emotional expression, and intellectual understanding. Students experience rhythm, melody, and harmony in active, meaningful ways before formalizing their knowledge.

The visual arts program is grounded in the elements of design—color, line, form, shape, texture, and space—and encourages experimentation with a wide range of materials and techniques. Art is often integrated across disciplines, enriching learning in science, social studies, and language arts.

Students regularly share their work through exhibitions, hallway displays, and Middle School arts showcases, gaining experience in curation, presentation, and collaboration. These opportunities foster pride, leadership, and a strong sense of belonging.



EXPERIENTIAL EDUCATION AT WESTSIDE SCHOOL

Experiential education is central to how Westside students learn and grow. Through hands-on projects, field trips, service learning, and outdoor experiences, students connect classroom concepts to the world around them—finding math in planting a garden, science in exploring nature, and history through cultural immersion. Time in nature builds confidence, responsibility, and creativity.

Students at every grade level engage in meaningful learning beyond the classroom. From exploring local ecosystems to studying regional cultural and natural history, these experiences foster curiosity, collaboration, independence, and resilience.

Beginning in third grade, students participate in overnight experiences that progressively build skills and confidence. The third grade Camp Sealth trip introduces outdoor learning through a one-night experience focused on teamwork, exploration, and outdoor living skills. In fourth grade, the Islandwood overnight becomes a meaningful rite of passage, where students explore sustainability and environmental stewardship through hands-on field studies and collaborative challenges.

Experiential learning expands in Middle School, with multiple off-campus trips each year, including at least two multi-day experiences. These immersive opportunities integrate academics with personal challenge, helping students build outdoor skills, strengthen community, and deepen appreciation for the natural world.

Through experiential education at Westside, learning comes to life—cultivating independence, confidence, and a lifelong love of exploration.



DIRECTOR OF ENROLLMENT MANAGEMENT

Position Overview and Key Responsibilities

Position Overview

The Director of Enrollment Management is a senior leader responsible for admissions, enrollment strategy, and student retention. This role supports the growth of a vibrant, inclusive, and mission-aligned community. The Director serves as a key ambassador for Westside, guiding prospective families through the admissions process and partnering internally to align enrollment goals with program strengths and long-term sustainability.

Key Responsibilities

Strategic Enrollment Leadership

- Develop and implement a multi-year enrollment strategy aligned with the school's mission
- Set, monitor, and achieve enrollment and retention goals (PreK–8)
- Analyze enrollment data, market trends, and demographics to inform decisions
- Partner with the Head of School on tuition strategy, financial aid, and long-term planning

Admissions & Recruitment

- Oversee the full admissions lifecycle, from inquiry through enrollment
- Design targeted recruitment strategies to attract mission-aligned families
- Serve as a primary contact for prospective families, ensuring a warm, responsive experience
- Lead admissions events, including open houses, tours, and outreach

Financial Aid & Access

- Collaborate with the Business Office to administer financial aid
- Support equitable, strategic allocation of tuition assistance
- Counsel families through the financial aid process

Retention & Family Experience

- Partner with division heads and faculty to support retention
- Monitor retention data and lead engagement initiatives
- Support onboarding and transition experiences for new families

Marketing & Communications

- Collaborate with Marketing/Communications on clear, consistent messaging
- Oversee admissions materials, digital presence, and storytelling
- Represent Westside at fairs, community events, and outreach opportunities

Leadership & Collaboration

- Supervise admissions staff and support team development
- Serve as a member of the leadership team
- Collaborate across departments to align enrollment with program priorities

DIRECTOR OF ENROLLMENT MANAGEMENT PRIORITIES

Westside's strongest and most frequently cited asset is its community—students are known, supported, and valued. The school's progressive, experiential academic model is also a key differentiator, emphasizing creativity, flexibility, independence, and student agency.

The next Director of Enrollment Management will lead five strategic priorities:

Build a Comprehensive Enrollment Strategy

Develop multi-year projections, analyze attrition patterns, and align financial aid with enrollment goals.

Define and Articulate the Westside Academic Story

Collaborate with school leadership to clarify student outcomes, codify differentiators, and create consistent, school-wide messaging.



Increase Market Visibility and Demand Generation
Strengthen community presence, implement digital marketing strategies, and expand outreach and events.

Strengthen Retention and the Full Student Journey

Focus on key transition years, identify drivers of attrition, and communicate the long-term value of a Preschool–Grade 8 experience.

Align Admissions, Advancement, and Finance

Integrate enrollment strategy with financial planning and fundraising, and engage alumni as ambassadors.

IDEAL CANDIDATE PROFILE

Qualifications

- Bachelor’s degree required; advanced degree preferred
- 5+ years in admissions, enrollment management, or related leadership role (independent school experience preferred)
- Demonstrated success in strategic planning, data analysis, and achieving enrollment goals
- Exceptional interpersonal and communication skills
- Commitment to diversity, equity, inclusion, and belonging
- Strong organizational skills and attention to detail

Leadership Competencies

- Warm, visible, and approachable leadership style
- Collaborative decision-maker with clear, consistent communication
- Skilled in change management and organizational alignment

- Strategic thinker able to build systems and long-range plans
- Exceptional storyteller and communicator
- Data-driven decision maker
- Relationship builder across diverse stakeholders
- Deep understanding of the local school market

APPLICATION PROCESS

Westside School has retained Resource Group 175 to support its search for a new Director of Enrollment Management. If you wish to submit your application, you may do so at:

<https://rg175.com/current-search/648>

An application includes:

- Letter of interest (cover letter)
- Resume or CV
- A writing sample of choice
- Names of five current references and contact information for each (the references will not be contacted until the finalist stage of the process.)

This opportunity begins in July 2026. Qualified applicants will hold at least a bachelor’s degree, preferably an advanced degree, and bring a minimum of five years of enrollment management experience and educational leadership experience.

The deadline for receipt of application materials is **May 4, 2026**. For any questions or further information about the position, please contact Joe Coleman at joe.coleman@rg175.com, 540-409-1692.

Westside School does not discriminate on the basis of sex, race, creed, color, national origin, age, veteran or military status, sexual orientation, gender expression or identity, or disability.