

Bishop Chatard High School

Director of Enrollment Management

The Bishop Chatard High School Director of Enrollment Management advances the mission of the Archdiocese of Indianapolis North Deanery High School through the development, promotion and execution of the school's new-student enrollment program. The Director of Enrollment infuses creativity and innovation into the development and execution of the school's admission promotion program in a way that emphasizes the school's Catholic mission, academic and student life opportunities, and value derived from an archdiocesan high school education.

The Director of Enrollment also works collaboratively with other school departments to support retention of current students. The Director reports directly to and is supervised by the Executive Director of Marketing and Enrollment Management.

Under the guidance of the Executive Director and in collaboration with the Enrollment team, the Director of Enrollment Management is responsible for:

Catholic Mission:

- In collaboration with the Executive Director, integrate the Catholic mission into the enrollment promotion and admission process
- As part of a collaborative team, develop a 3-year strategic plan for enrollment marketing, admissions strategies and opportunities, and student retention

Admission of New Students:

- Develop and implement a comprehensive admissions promotion program designed to attract and engage current middle school families. Creativity and innovation are key to meeting the goals of this ongoing and evolving program.
- Implement and integrate enrollment management software/tools to facilitate tracking of prospective students and manage the application status
- Follow industry Best Practices, proposing and integrating program updates that integrate new enrollment strategies
- Supervise/Manage the freshman and transfer student application process; Support the Enrollment Coordinator to ensure a seamless application process
- Supervise/Manage admission acceptance notifications
- Supervise/Manage prospective student and parent information events and visits
- Supervise/Manage 8th grade shadow program
- Plan, manage and host, in collaboration with faculty, staff, school leadership and volunteers, the annual Bishop Chatard Open House

- Actively manage/supervise Enrollment Department social media channels
- In coordination with Marketing Department, create and develop virtual educational and engagement opportunities; Work with website manager to maintain virtual presence on BCHS website
- Work with the Guidance Department to administer the High School Placement Test (HSPT) & coordination of incoming freshmen registration
- With the website manager, review and update all enrollment-related pages of the BCHS website
- Coordinate and facilitate incoming freshmen welcome retreat & freshmen parent sessions
- Launch and coordinate one-to-one communication program with prospective families during application process, including phone and other outreach opportunities
- In collaboration with the Executive Director, coordinate outreach efforts to/with the students of the North Deanery, including Summer Camp program
- Manage current and historical admissions data and prepare reports as required
- Recruit and supervise the Bishop Chatard Student Ambassador Program
- Recruit and facilitate Bishop Chatard Parent Ambassadors

Retention of Current Students:

- Review exit interview data collected by the guidance department to help in assessing current enrollment activities, policies, and procedures
- Serve as a resource to and collaborator with the Director of Student Life

Administrative:

- Engage as a member of the BCHS Advancement Team
- Prepare and manage, in cooperation with the Executive Director, the Enrollment Department budget
- Coordinate BCHS representation at North Deanery grade school graduation programs
- Solicit the help of the Trinity Club as needed to support enrollment events