To Apply

Please complete the online Application to become a Southern Teachers Candidate and submit a cover letter explaining your interest in and qualifications for this position.
Performance Objectives

Analyze a Demographic Study of the Greater Wilmington Area

The greater Wilmington area has experienced 10% growth over the last decade. The Director of Enrollment will research demographic trends in the area and analyze the data to determine how the growth has impacted the school’s traditional markets and discover new markets. This new data will inform the development of a five-year marketing and admissions plan.

Build Upon the Efforts to Increase Diversity in the Student Body

Seeking to fulfill its mission to be a learning community for all, Cape Fear Academy seeks to recruit a more diverse student body. The Director of Enrollment will recruit and enroll students from varied backgrounds with diverse abilities, skills, and interests.

Become a Brand Ambassador in the Wilmington Community

The Director of Enrollment will become the face of the school to the Wilmington community by attending events and connecting with new companies and organizations in the area. The new Director will help introduce the amazing opportunities available to Cape Fear students and explore potential partnerships with Cape Fear Academy and local businesses and organizations.

Integrate the Use of Technology in the Admissions Process

Keeping in mind the importance of maintaining the “personal touch” of the admissions process, the Director should determine aspects of the process that could be automated.

Provide Continued Focus on Student Retention

Cape Fear Academy’s 94% student retention is a result of hard work by the entire school community. The new Director of Enrollment will continue to collaborate with administrators, teachers, and parents to refine a comprehensive retention plan that specifically addresses retention in the transition from Middle School to Upper School.
The Position

To help set the goals for and execute the implementation of the enrollment management program, consistent with Cape Fear Academy’s philosophy and mission statement, and to maintain a high level of professionalism and support of the school at all times.

Responsibilities

• Lead recruitment of prospective families via open houses, community involvement, campus tours, etc.
• Oversee admission process, including assessments, interviews, records, recommendations, and communication of decisions.
• Review all applicant files, convene Admission Committees, and make admission recommendations to the committees.
• Coordinate the financial aid process: inform and liaise with parents, convene and serve on the Financial Aid Committee, preview applicant files, and prepare summary reports and recommendations.
• Demonstrate sensitivity and cultural competency in relation to economic, cultural, and other identifiers present in the enrollment of a diverse student body.
• Manage international inquiries and related processes.
• Guide and convene the Retention Committee and coordinate annual retention plans with Division Directors and other committee members.

Directors and other committee members.
• Steer the Parent Ambassador Council: select and train members, convene and lead meetings, and generate informational content in collaboration with the Associate Director of Advancement for Communications.
• Organize the enrollment contract planning process: convene the annual planning session with members of the business office, IT, and admission departments; shepherd the implementation of the plan’s timeline.
• Supervise the onboarding process for new families, including welcome and orientation events and publications, as well as transition check-ins within the first month of attendance.
• Oversee the maintenance of accurate records of all inquiries, tours, and interviews, as well as acceptance and enrollment ratios for reports, including those for the Board of Trustees and NAIS.
• Manage, as needed, the updating of print and digital materials for admission and financial aid (Admission website pages, New Parent Guide, etc.).
• Collaborate with the Associate Director of Advancement for Communications in the preparation of materials for external advertising.
• Handle the departmental budget: planning, monitoring expenditures, and record-keeping.

Position Requirements

Compelling applicants will have strong oral, public speaking, and written communication skills and be highly relational with students and adults of all backgrounds. Additionally, the Director of Enrollment will need to be an outward-facing self-starter who can eloquently and concisely articulate the value of independent schools and Cape Fear Academy. He or she will need to be invested in marketing and networking in and beyond the CFA community. The position also requires high competence in multi-tasking; organizing and implementing multiple events, programs, and projects; leading staff; analyzing and using data; and collaborating with colleagues.

Applicants should have five years’ experience in independent school admissions and preferably an advanced degree. Directly related experience or a combination of directly related education and experience may be considered in place of the above requirements.
The School

History and Philosophy
Cape Fear Academy first opened its doors in September 1967. It was named after the original Cape Fear Academy, a military school for boys in Wilmington that operated from 1868 until 1916. The current school’s first seniors graduated in 1971.

CFA is committed to four core principles: Character, Community, Opportunity, and Academic Excellence. Character training focuses on sound decision-making, respect and empathy for others, resilience, and accountability. The school strives to be a close-knit community with meaningful and long-lasting personal connections, supportive relationships, and respect for diversity. CFA believes that developing the whole child requires a broad range of opportunities. Students are therefore encouraged to find and pursue their passions in the arts, athletics, and other co-curricular activities. Dynamic learning experiences engage students’ curiosity and prepare them to think critically and creatively.

Academics
In CFA’s innovative Little Explorers program, 3-to-5-year olds are encouraged to investigate, plan, and collaborate as they encounter new challenges and explore new territory in an inviting and loving environment. Early exposure using age-appropriate

Parent Ambassador Council
Cape Fear Academy Parent Ambassador Council (PAC) members increase positive word-of-mouth about Cape Fear Academy, helping promote strong enrollment and positive school culture. Parent Ambassadors serve as opinion leaders for the school, keeping up to date on the school’s operations through meetings, informal forums, publications, and emails. These men and women help with new family outreach and assimilation throughout the spring and summer. Moreover, they participate in and encourage others to participate in school activities, particularly those related to enrollment.
The School (Continued)

methods allows students to gain early understanding in many areas, particularly literacy. The program provides eager young learners with a balance of nurture, structure, and independence proven to maximize cognitive, social, and emotional growth. It is the ideal start to a dynamic education that equips CFA students with the knowledge, skills, and determination to go further in school and life.

At CFA’s Lower School, cross-curricular studies include everything from the First Grade Oceans Study to Science, Technology, Engineering, Arts, and Math (STEAM) projects to explore, process information, and problem-solve in the real world. By fifth grade, CFA students are mastering multi-disciplinary learning techniques, creating their own businesses, and participating in a weekly Advisory program that prepares them for a successful transition to Middle School.

The transition from childhood to adolescence presents well-known changes and challenges for young people. Fortunately, CFA teachers are experts at helping students understand and navigate this unique time in their lives. CFA’s Middle School curriculum fosters healthy physical, social, emotional, and academic development. This is when students learn to truly embrace the rigor of a college-preparatory curriculum that includes English and literature, social studies, math, science, world languages, fine arts, STEM, and character education. Arts, athletic, and extracurricular programs keep students active and engaged while providing boundless opportunities to discover their passions.

Many families enroll their children at Cape Fear Academy for the school’s challenging academic programs. Over 80% of students in the Upper School take at least one of its 28 AP courses, and 90% of them earn a 3 or higher on the AP exam. Additionally, CFA

AP CAPSTONE

AP Capstone is built on the foundation of a new, two-year upper school course sequence — AP Seminar and AP Research — and is designed to complement and enhance the in-depth, discipline-specific study provided through AP courses. The two AP Capstone courses, with their associated performance tasks, assessments, and application of research methodology, complement the rigor of AP courses and exams by equipping students with the power to analyze and evaluate information with accuracy and precision in order to craft and communicate evidence-based arguments.
The School (Continued)

offers many opportunities in the classroom and beyond for students to analyze issues, explore perspectives that differ from their own, and consider elements shaping their worldview. Small, student-centered classes demand thorough research, encourage thoughtful debate, and help students develop a deeper understanding of themselves and the world.

CFA’s “flex period” demonstrates the school’s commitment to student-centered learning. Time is set aside twice a week for students to seek help from teachers, attend club meetings, travel to athletic contests, engage in project-based learning, and collaborate with peers. The result is an Upper School program that resembles a college environment, where students take ownership of their learning in partnership with teachers who are experts in their fields. At CFA, academics are not confined to classrooms or class periods. That attitude is reinforced by the Summer Internship Program, which provides opportunities for outstanding CFA students to explore career possibilities as interns. Students enjoy involvement with companies and businesses connected to CFA families and throughout the Wilmington community. Internships have included an array of different fields and settings, including a film studio, veterinary office, and medical center.

CFA’s comprehensive college counseling program begins in eighth grade. Seeking the “right fit” for every student above all else, college counselors advise students on an array of college options and expose them to varied resources and experiences. Additionally, counselors offer support and tools to enhance students’ and parents’ understanding of the application process, and they educate them on a range of topics from goal setting to financial aid. CFA’s strong academic program, combined with its intentional college counseling process, has produced a 100% college acceptance rate, including 81% acceptance at students’ first-choice schools and an 84% rate of college graduation.

Athletics and Arts

The Cape Fear Academy athletic program is an integral part of students’ full educational experience. It is CFA’s desire to use athletics to promote character and impart values. Coaches help student-athletes become responsible adults by promoting good sportsmanship, leadership on and off the field, commitment to one’s team or activity, critical thinking during practice and competition, time management, self-discipline, and enjoyment. The CFA goal is to challenge student-athletes to strive to be the best they can be on and off the field. It is beneficial for athletes to have fun, fight adversity, risk failure, get up when knocked down, compete as diligently as possible, not use excuses, and learn how to win and lose gracefully.
The School (continued)

Cape Fear Academy is a member of the North Carolina Independent School Athletic Association and the Coastal Rivers Conference. The school’s athletics facilities feature two gymnasiums, a six-court tennis complex, and natural and synthetic field space both on the main campus and across College Road. Over 90% of Cape Fear Academy’s Upper School students play on an interscholastic team, and in the last 20 years, 49 students have gone on to play at the NCAA Division I, II, II, NAIA, Junior College, or sanctioned club level.

Over 70% of Cape Fear’s students participate in the performing arts. Visual art electives include 2-D Fundamentals, 3-D Fundamentals, Ceramics & Sculpture, Drawing & Painting, and Independent Study. The range and quality of the fine arts at CFA is impressive, from its award-winning theatre program to its acclaimed publications class that teaches graphic design, photography, and journalism.

A rich legacy over the last 15 years includes accolades for Upper School students at the NC Theatre Competition for one-acts, a winter play (Classics/Contemporaries), and a spring musical. CFA is the only high school in NC to perform at Historic Thalian Hall. In addition, Middle School and Lower School students each produce an annual musical held in the state-of-the-art Erin E. McNeill Fine Arts Center on campus.

For students of all ages, the Visual Art program provides a variety of opportunities to express one’s personal vision. Exposure to numerous materials while integrating art history and curricular themes gives students an alternative process to express their own understanding of the world around them. Seasonal activities with an emphasis on honing fine motor skills give students many creative outlets. Student art is displayed throughout the Lower, Middle, and Upper School buildings, enhancing CFA’s space and providing a vehicle to showcase the school’s talented youth.

Middle Schoolers with no prior musical experience can join Beginning Band, whose goals are to become proficient on the individual instrument, to learn to play...
The School (continued)

as a group, and perform full band arrangements competently. Once the basics are grasped, students may join the Intermediate Band, which requires at least one year of experience on a woodwind, brass, or percussion instrument. Intermediate Band is a continued study of the instrument, which includes playing together as an ensemble, utilizing a band method book, and learning a wide variety of concert band repertoire. CFA’s bands perform throughout the year at events like Grandparents and Special Friends Day, the Holiday and Spring Concerts, Commencement, the Salute to Seniors, and in the pit for the annual spring musical.

Cape Fear Academy offers chorus in 6th-12th grade. The 6th Grade Chorus, the 7th/8th Grade Chorus, and the Upper School Vocal Ensemble all perform at Holiday Concerts, Spring Concerts, in-house assembly programs, and for special events on and off-campus. Students in the choral program learn many styles of music, healthy vocal techniques, music history and music theory skills (including units in guitar, ukulele and keyboard skills). Upper School Vocal Ensemble students participate in master classes and statewide competitions.

Journalism students get to produce both the school yearbook and the Upper School newspaper, The Hurricane. Using Adobe Creative Suite and Classroom in a Book, students learn the basics of Photoshop and InDesign as they create yearbook pages, write news articles, and take their own photographs. The course emphasizes strong writing, visual and graphic design skills as students interview subjects and explore their school through coverage of events, sports, classes, and organizations. Selling and designing advertisements that provide financial support for these publications is an integral part of the classroom experience. Attendance at the North Carolina Scholastic Media Summer Institute at UNC-Chapel Hill is an annual event.
The Community

Wilmington lies on the Cape Fear River in North Carolina’s Inner Banks region. Nestled between a river and the ocean, the city is famous for its breathtaking beaches, amazing restaurants, and friendly people. The local economy is strong, with a healthy mix of old and new employers, including PPD, nCino, and Live Oak Bank. Wilmington also has a large regional hospital and medical complex.

Wilmington offers exciting opportunities for adults and children alike. It is home to the WWII Battleship USS North Carolina, a war memorial open to public tours and across from the downtown port area. Additionally, families can take a short drive to the North Carolina Aquarium at Fort Fisher, named a top 20 aquarium in the U.S. by Trip Advisor. For outdoor enthusiasts, Wilmington boasts beautiful biking and running trails, parks, and gardens. Moreover, residents can take advantage of living near the water by fishing, surfing, paddleboarding, and kayaking. The University of North Carolina at Wilmington enrolls approximately 14,000 undergraduate students and 1,800 graduate students in bachelor’s, master’s, and doctoral degree programs. Cape Fear Community College enrolls 25,000 students and features an award-winning, state-of-the-art Fine Arts Center. Wilmington is a center of film and television production, including Iron Man 3, One Tree Hill, and The Summer I Turned Pretty.

The Wilmington Metro Area’s population is 302,000, making it North Carolina’s eighth most populous metropolitan area. The cost of living is around the national average. Forbes Magazine ranks Wilmington among the top 40 cities in the United States for business and careers and anticipates further job and economic growth for the area. For anybody looking for an affordable lifestyle near the beach and a comfortable pace of life, Wilmington is ideal.

Application Process & Timeline

For consideration, candidates should submit applications to Southern Teachers at SouthernTeachers.com, along with a current resume and a cover letter explaining their interest in and qualifications for this leadership position.

Questions may be directed to Mr. Joe Coleman at Joe.Coleman@SouthernTeachers.com or 434-295-9122.

Please do not contact the school.

Initial interviews with the consultant at Southern Teachers will be ongoing.

The new Director of Enrollment will begin work July 2023.