



New to Director: Leading Admission & Enrollment with Confidence

A Six-Week Leadership Cohort for New Admission & Enrollment Directors

Program Overview

Stepping into a director's role requires more than technical expertise, it requires a new way of thinking. This six-week cohort is designed for professionals who are new to leading an admission or enrollment office and are navigating the challenges of strategic leadership, team management, and institutional influence.

Through expert-led sessions, peer learning, and real-world application, participants will develop the confidence, skills, and network needed to lead successfully in today's evolving enrollment landscape.

Program Format

Weekly Live Session

- 90-minute interactive session
- Leadership presentation (35–40 minutes)
- Case study or facilitated discussion (20 minutes)
- Cohort reflection and peer coaching (15–20 minutes)

Faculty

Experienced Admission and Enrollment Leaders

Weekly Schedule

Week 1

Making the Transition: From Manager to Leader

Topics

- The first-year mindset
- Shifting from individual contributor to leader
- Defining your leadership philosophy
- Building credibility and trust
- Setting priorities

Leadership Challenge

Develop your personal leadership vision and identify your top three priorities for the year.

Week 2

Leading High-Performing Teams

Topics

- Hiring and onboarding
- Delegation
- Coaching and feedback
- Team culture
- Difficult conversations

Leadership Challenge

Conduct a strengths assessment of your current team and identify one opportunity to improve collaboration.

Week 3

Strategic Enrollment Leadership

Topics

- Enrollment forecasting
- Data-informed decision-making
- Financial aid strategy
- Retention
- Aligning enrollment with institutional goals

Leadership Challenge

Identify one enrollment metric that deserves greater attention and propose an action plan.

Week 4

Influencing Across the Institution

Topics

- Partnering with heads of school

- Working with trustees
- Faculty collaboration
- Marketing partnerships
- Communicating with confidence

Leadership Challenge

Map your key stakeholders and create a strategy to strengthen one important relationship.

Week 5

Leading Through Change and Complexity

Topics

- AI and innovation
- Crisis communication
- Change management
- Decision-making under uncertainty
- Managing competing priorities

Leadership Challenge

Apply a change management framework to a current initiative or challenge at your school.

Week 6

Building Your Leadership Legacy

Topics

- Professional growth
- Ethical leadership
- Strategic planning
- Succession planning
- Long-term vision

Leadership Challenge

Develop a 12-month leadership action plan with measurable goals and accountability milestones.

Cohort Experience

Participants will:

- Build a trusted network of fellow new directors.
 - Engage in confidential peer coaching and problem-solving.
 - Discuss real leadership challenges in a supportive environment.
 - Share resources and strategies between sessions.
 - Continue relationships beyond the program.
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Reflection Questions

Each week participants reflect on:

- What leadership challenge am I currently facing?
 - What new perspective did I gain this week?
 - How will I apply what I learned?
 - What support do I need from my peers?
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Learning Outcomes

By the end of the program, participants will be able to:

- Transition confidently into the role of director by adopting a strategic leadership mindset.
- Lead, coach, and develop high-performing admission and enrollment teams.
- Apply data, financial aid, and enrollment insights to support strategic decision-making.
- Build productive relationships with heads of school, trustees, faculty, and institutional partners.
- Navigate change, communicate effectively, and lead with confidence in complex environments.
- Develop a personalized leadership plan and a strong network of peers to support continued growth.