



Waldorf Academy Board of Trustees Student Recruitment & Retention Committee Mandate

Mandate

The Student Recruitment and Retention Committee is a committee of the Board of Directors whose mandate is to support effective student recruitment and retention practices at Waldorf Academy. The Committee develops expertise in these issues, continuously reviews current practices and results, provides recommendations for improvements where possible, and works actively with Waldorf Academy administrative staff and faculty to implement new initiatives and track corresponding results.

Authority

The committee is chartered by and accountable to the Waldorf Academy Board of Trustees.

Membership

Robert McKay (Committee Chair)
Dean Husseini (Administrator)
Jennifer Deathe (Administrator)
Matthew Lynch (Board Member)
Jessica Abraham (Faculty)
Gis Segler (Treasurer)

Objectives / Responsibilities

1. Develop expertise in student recruitment and retention by studying relevant professional literature and learning best practices from other private schools, including both Waldorf and non-Waldorf institutions
2. Develop an annual recruitment and retention strategy, as part of the school's annual operational plan, with specific recruitment and retention procedures and activities, annual recruitment and retention targets, and a budget requirement, for presentation to the Board of Directors.
3. Maintaining records of Waldorf Academy student recruitment and retention procedures and activities, including both current approaches, and previous approaches that have been tried and abandoned.
4. Conducting interviews with interested parents to determine how they heard about the school; Maintaining a database of specific marketing initiatives and specific results to inform future marketing efforts and investments.

5. Conducting exit interviews and surveys in order to determine why families leave Waldorf Academy; Maintaining a detailed database of results as a basis for on-going analysis and identification of retention issues.

Major Interdependencies

- Finance Committee
- Parent Service & Fundraising Committee
- Community Council