



Tessellations

The Beneventi School
Director of Enrollment
Cupertino, CA

Background

Serving gifted students and their families from Pre-K to Grade 8, Tessellations (Tessie) provides an appropriately challenging experiential education that recognizes and nurtures the individual strengths of gifted learners, empowering them to confidently express who they are and pursue a meaningful life. Often when students start at Tessie, it is the first time they feel like they're interacting with intellectual peers. Whether discussing every airplane model that was ever built since the first flight or explaining to another student the concept of infinity, students greet each other's interests with kindness and awe. Tessie teachers foster their students' curiosity and are appropriately attuned to the corresponding sensitivities that some of these learners display. Exploration, openness, and a commitment to meet the developmental needs of all its students is what you'll find at the heart of this new and still developing school.



Born out of the demand of Silicon Valley's families, Tessie opened in 2020 through a collaboration between a group of like-minded families and educators. In just five years, Tessie has grown from serving 30 gifted learners online to almost 300 on a 9.4-acre main campus, as well as an additional local nature campus that provides easy access to the outdoor exploration—a key part of the project-based program. Tessie's promise is to support gifted learners in their education and development so that these young people develop the mindset and skills to contribute to creative and innovative life-changing solutions.

Tessellations at a Glance

A Foundation for Lifelong Learning: At Tessellations, we spark a love of learning that extends beyond the classroom—nurturing curiosity, creativity, and critical thinking for a meaningful life.

Global Perspectives, Personalized Attention: Small class sizes and a globally experienced faculty create a dynamic, inclusive space where every student is seen, heard, and challenged.

Innovative, Student-Centered Learning: Through interdisciplinary, project-based learning and the arts, Tessellations students explore deep ideas and build real-world connections across subjects.

Inspiring Achievement and Fulfillment: From preschoolers at TCC to high school graduates, Tessellations students grow with confidence, purpose, and the skills to shape their own paths.

The Whole Person Approach: We cultivate emotional intelligence and resilience alongside academic growth, building a foundation for lifelong success and well-being.

Equity and Sustainability Through Storytelling: Our students think critically and act compassionately—connecting ideas through storytelling to champion equity and environmental stewardship.

Outdoor Learning & the Arts: Whether exploring nature or performing on stage, Tessellations students discover passions that shape their identities and futures.



Facts and Figures

Founded: 2020

2025-26 Schoolwide Enrollment: 251

Pre-K: 45

Lower School (K-5th): 133

Middle School (6th-8th): 73

Student-Faculty Ratio: approximately 5:1

Employees: 82, including 55 full-time faculty

% of Faculty with Advanced Degrees: 47%

Operating Budget: \$17 million

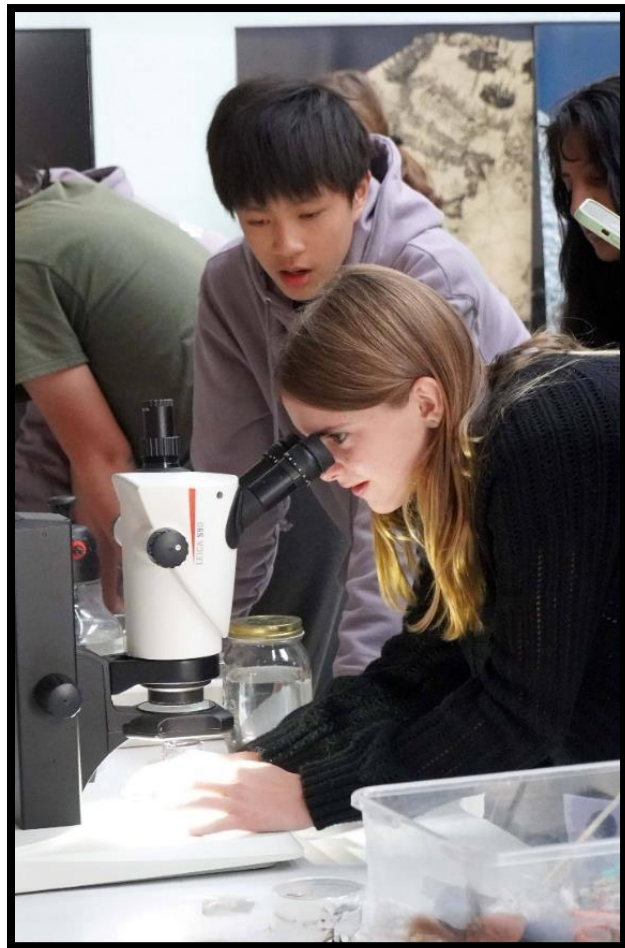
Tuition: \$44,500 for PreK-Grade 1, \$45,050 for Grades 2-5, \$46,150 for Grades 6-8

% of Students receiving Financial Aid: 10%

Total Funds Raised, 2025-26: \$6.1 million

Parent Participation in Annual Giving: 84%

On the Web: <https://tessellations.school/>



The Position: Director of Enrollment

The Director of Enrollment leads Tessellations School's strategic and operational enrollment efforts from the Children's Center (TCC) through Grade 8. The Director is responsible for overseeing all aspects of the admissions process, including recruitment, admissions evaluation, family engagement, outreach, tuition assistance, yield strategy, and enrollment forecasting.

Reporting to the Chief of Advancement, the Director plays a central role in advancing the school's mission by developing and executing a strategic, data-informed admissions program designed to attract, enroll, and retain mission-aligned families who thrive in Tessellations' distinctive educational environment for gifted learners.



As a senior member of the Advancement team, the Director collaborates closely with the Chief of Advancement and the Director of Communications & Marketing to align admissions' messaging, outreach strategies, and enrollment growth with the school's broader institutional priorities.

Working in partnership with the Associate Director of Admissions, who oversees admissions data systems and operational infrastructure, the Director uses enrollment analytics, funnel metrics, and market insights to guide recruitment strategy, improve yield, and support long-term institutional planning.

Key Responsibilities

Strategic Enrollment Leadership

- Deepen and expand by clear metrics Tessellations' market share in Silicon Valley.
- Develop and implement a strategic enrollment plan aligned with the school's mission and growth goals.
- Establish admissions, yield, and enrollment targets in collaboration with school leadership.
- Monitor demographic trends and market conditions within the independent school landscape.
- Identify opportunities to strengthen recruitment among mission-aligned communities.
- Use admissions analytics and enrollment dashboards to inform strategic decision-making and enrollment planning.

Admissions Management

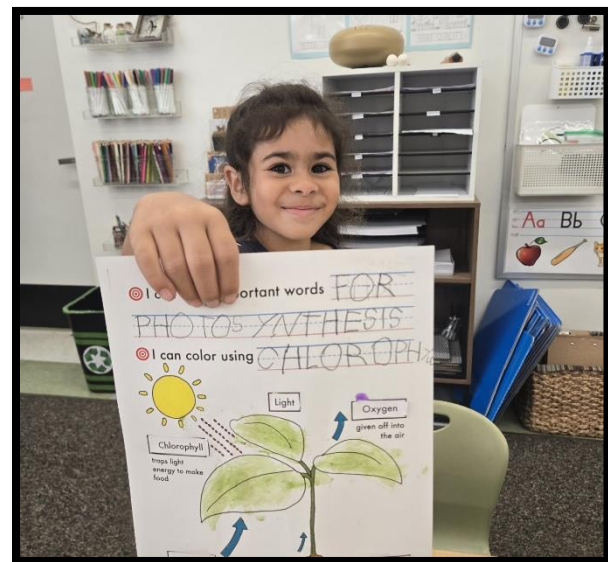
- Oversee the full admissions cycle from inquiry through enrollment.
- Lead application review, student assessments, interviews, and admissions committee meetings.
- Guide families through the admissions and enrollment process.
- Ensure a welcoming, mission-aligned experience for prospective families including: yield week, the ambassador program, welcome school events, and orientation.
- Ensure newly admitted families experience a thoughtful and supportive onboarding process.
- Support long-term family engagement and retention through collaboration with Advancement and school leadership.

Contracts

- Responsible for the issuance, administration, and tracking of enrollment contracts.
- Ensure procedural accuracy, consistency, and timeliness in contract workflows.
- Monitor contract completion, deadlines, and enrollment status changes.
- Maintain close coordination and timely communication with the Business Office.

Yield Strategy & Enrollment Conversion

- Develop strategies to strengthen applicant yield and enrollment conversion.
- Design admission-student engagement programs and yield initiatives.
- Partner with Advancement and Communications teams to support enrollment conversion through targeted engagement.
- Evaluate yield trends and adjust recruitment and communication strategies accordingly.



Enrollment Strategy & Data Interpretation

- Interpret admissions funnel data, enrollment dashboards, and reporting prepared by the admissions operations team.
- Analyze enrollment trends to guide recruitment strategies and institutional planning.
- Develop enrollment forecasts that support school budgeting, staffing, and program planning.

Outreach & Recruitment

- Build relationships with preschools, enrichment programs, and community organizations.
- Represent Tessellations at school fairs, events, and outreach opportunities.
- Partner with the Communications & Marketing team to strengthen the school's visibility and messaging.



Tuition Assistance

- Oversee the tuition assistance process in collaboration with the Business Office.
- Serve on the Financial Aid Committee.
- Support financial aid modeling and projections aligned with enrollment goals.

Team Leadership

- Supervise and mentor admissions staff.
- Foster a collaborative and service-oriented team culture.
- Ensure operational excellence during peak admissions periods.
- Provide leadership and direction for admissions strategy, recruitment initiatives, and team performance.



Institutional Collaboration

- Partner with academic leadership to ensure alignment between admissions criteria and program expectations.
- Work closely with colleagues in advancement and communications to support enrollment growth and community engagement.
- Provide enrollment reports and strategic insights to senior leadership and the Board of Trustees.

Desired Qualifications and Qualities

Education, Experience, and skills

- Bachelor's degree in education, marketing, communications, or related field required; advanced degree preferred
- 5+ years of leadership experience in independent school admissions, enrollment management, or related field
- A deep understanding of the mission and philosophy of gifted, progressive education is a plus
- Proven success in developing and executing admissions strategies that drive enrollment growth and enhance institutional reputation
- Strong data analysis skills and experience with admissions CRM systems
- Excellent public speaking, writing, and interpersonal communication abilities
- Ability to build rapport with diverse families, students, and community partners
- A strategic thinker who is personable, detail-oriented, and results-driven
- A commitment to ethical practices, equity, and sustainability in all aspects of leadership

Personal Characteristics

- Promote a safe, welcoming, and inclusive environment for all prospective and current families.
- Model respectful, empathetic, and equity-minded communication in all interactions.
- Communicate clearly and proactively with faculty, staff, and families.
- Demonstrate strong organizational skills, reliability, and follow-through.
- Take initiative, offer creative solutions, and seek feedback for continuous improvement.
- Represent Tessellations' mission and core values with warmth, integrity, and professionalism in the larger admissions community and in the Bay Area.



Key Competencies

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| <p>Instills Trust</p> | <p>Communicates Effectively</p> | <p>Builds Networks</p> |
| <p>Gaining the confidence and trust of others through honesty, integrity, and authenticity.</p> | <p>Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences.</p> | <p>Effectively building formal and informal relationship networks inside and outside the organization.</p> |
| <p>Decision Quality</p> | <p>Strategic Mindset</p> | <p>Interpersonal Savvy</p> |
| <p>Making good and timely decisions that keep the organization moving forward.</p> | <p>Seeing ahead to future possibilities and translating them into breakthrough strategies.</p> | <p>Relating openly and comfortably with diverse groups of people.</p> |

Benefits and Compensation

The salary for this position is \$160,000 annually. Tessellations School offers a comprehensive benefits package including medical, dental, and vision insurance and a matching 403(b) retirement plan.

Application Requirements and Search Process

DRG is conducting this search on behalf of Tessellations. Interested candidates should submit, as soon as possible, materials including the following:

- A cover letter indicating why they are particularly interested in and qualified for the position.
- A current resume.
- The names, email addresses, and telephone numbers of five references, to include the relationship with the references. (We will obtain permission from candidates, at the finalist stage, before contacting references.)

Application materials should be uploaded directly on the DRG website by visiting the [Tessellations listing](#).

Application Status: Accepting Applications

Start Date: As soon as possible and by July 1, 2025

This position description is based upon material provided by Tessellations, an equal opportunity employer committed to providing equal employment opportunities and who does not discriminate based on perceived or actual race, color, national or ethnic origin, religion, sex, pregnancy (or any related conditions), age, marital status, military or veteran status, medical condition, gender/identity/expression, sexual orientation, or any other characteristic protected by state or federal law.

Jennifer Fleischer, Principal, jfleischer@drgtalent.com

Kennedy Turner, Senior Talent Consultant, kturner@drgtalent.com

