



Tessellations

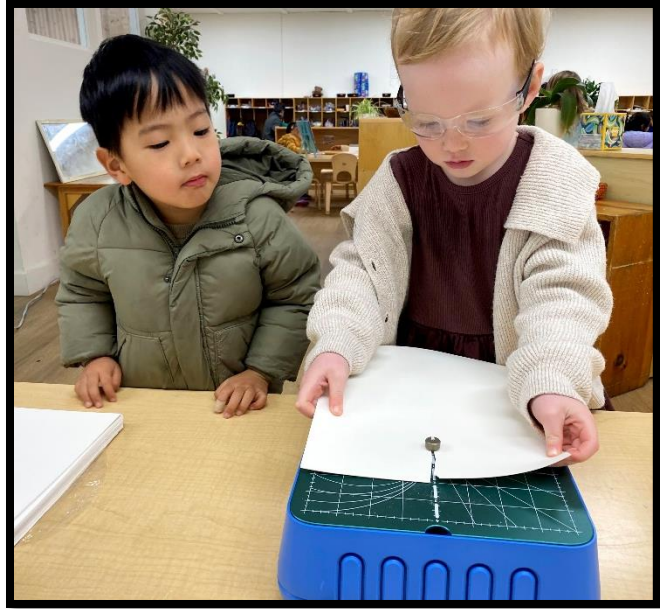
The Beneventi School

Director of Admissions

Cupertino, CA

Background

Serving gifted students and their families from Pre-K to Grade 12, 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

Mission

Tessellations provides 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.

Vision

We are a community of imaginative, empathetic, productive, and passionate lifelong learners who advance an equitable and sustainable world.

Values

- Wonder, curiosity, and deep learning
- Rigor, resilience, and courage
- Kindness, generosity, and integrity
- Open-mindedness and adaptability
- Acceptance of self and harmony with others
- Connection with and respect for nature



Facts and Figures

Founded: 2020

2024-25 Schoolwide Enrollment: 267

Pre-K: 34

Lower School (K-5th): 158

Middle School (6th-8th): 75

High School (9th grade only this year): 7

Student-Faculty Ratio: approximately 5:1

Employees: 80, including 73 full-time faculty

% of Faculty with Advanced Degrees: 40%

Operating Budget: \$15 million

Tuition: \$41,000 for PreK-Grade 5,
\$42,500 for Grades 6-8, \$49,500 for
Grades 9-12

% of Students receiving Financial Aid: 10%

Total Funds Raised, 2023-24: \$7.5 million

Parent Participation in Annual Giving: 88%

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



Opportunities and Challenges

The Director of Admissions at Tessie will be a key contributor to this growing school. Keeping true to the mission and vision, the Director will play an important role in recruitment, retention, marketing, and communications for and about the school.

A core component in the current phase of Tessie will be building out the Middle School and Upper School population especially. Helping to get word out to the larger community and making the case for why Tessie will be an opportunity for the Director of Admissions to have a significant voice.



The Position: Director of Admissions

The Director of PreK–12 Admissions (DOA) is a visionary and strategic leader responsible for overseeing all facets of admissions and tuition assistance at Tessellations School. Reporting directly to the Head of School, the DOA plays a critical role in advancing the school’s mission by developing and implementing data-driven strategies to attract, enroll, and retain gifted and mission-aligned students across all grade levels.

The DOA leads the admissions team and works closely with the Head of School, Director of Marketing and Communications, Director of Enrollment and Financial Aid, Associate Head of School for Teaching and Learning, Division Directors, faculty, and staff to set and achieve ambitious enrollment goals, with a particular emphasis on entry points in the Children’s Center (TCC), TK, Grade 6, and Grade 9. The DOA will create and execute a multi-year strategic admissions plan, collaborate to craft marketing messages that leverage

Tessellations' core differentiators to advantageously position Tessellations in the independent school marketplace, and build robust relationships with feeder schools to strengthen the enrollment pipeline.

The DOA must be a dynamic communicator and community builder who embodies the values of Tessellations, fostering a warm, inclusive, and intellectually vibrant first impression for prospective families. As a key member of the school's leadership team, the DOA also participates in long-term planning and may present data-informed reports to the Board of Trustees when appropriate.

Key Responsibilities

Strategic Admissions Leadership:

- Develop and implement a multi-year strategic admissions plan aligned with Tessellations' vision for enrollment growth and sustainability.
- Establish ambitious but attainable admissions and yield targets in collaboration with the Head of School, Admission Team, and Director of Communications and Marketing.
- Focus targeted efforts to increase enrollment in TCC, TK, Grade 6, and Grade 9.
- Build strong relationships with key feeder schools at preschool, elementary, and K-8 levels to support a reliable and mission-aligned applicant pool.



Admissions Management and Oversight:

- Lead and manage all aspects of the PreK-12 admissions process, from inquiry through enrollment.
- Ensure the admissions team delivers a high-quality, responsive, and personalized experience for all applicant families.
- Ensure prospective families are guided through the process with warmth, clarity, and transparency.
- Oversee the design and management all admissions events (e.g., open houses, tours, student work sessions, classroom visits).
- Collaborate with the admissions committee and faculty to conduct interviews and assess applicant fit.
- Use data and analytics to monitor applicant trends, track progress toward goals, and evaluate effectiveness of admissions process, outreach and marketing strategies.

Market and Positioning:

- Partner with the Director of Marketing and Communications to develop key messaging that clearly conveys Tessellations' unique value proposition.
- Expand awareness of Tessellations' educational model and gifted philosophy in the broader Bay Area and beyond.
- Collaborate with the Director of Communications and Marketing to align all admissions-related content (website, print materials, digital campaigns) to reflect the school's mission and brand.
- Represent Tessellations at community events, school fairs, and national admissions networks and organizations.

Tuition Assistance and Enrollment Strategy:

- Oversee and manage all aspects of the tuition assistance process in coordination with the Associate Director of Admissions.
- Ensure equitable access to the school's program through transparent, mission-aligned aid practices.
- Collaborate with the Business Office to maintain enrollment and tuition assistance projections that support a balanced budget and diverse student body.



Institutional Collaboration and Reporting:

- Attend weekly administrative meetings and contribute to strategic decision-making across the school.
- Report regularly to the Head of School on key metrics, pipeline status, and strategic progress.
- Provide data-informed reports and insights to the Board of Trustees as requested.
- Share information about new students with faculty and Division Directors to support smooth transitions and individualized student support.

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

Instills Trust Gaining the confidence and trust of others through honesty, integrity, and authenticity.	Communicates Effectively Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences.	Drives Results Consistently achieving results, even under tough circumstances.
Decision Quality Making good and timely decisions that keep the organization moving forward.	Strategic Mindset Seeing ahead to future possibilities and translating them into breakthrough strategies.	Interpersonal Savvy Relating openly and comfortably with diverse groups of people.

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.

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