



Beginning in the 2012-2013 school year Stephanie Purington will serve as Academic Dean, in addition to continuing her work as The Academy's Registrar. In this capacity, Stephanie will work with faculty to maintain and enhance our academic program, mentor new faculty, facilitate professional development for staff, and monitor the academic performance of all students. She will create and maintain course schedules, daily schedules, and the academic calendar. A member of the faculty for 11 years, Stephanie looks forward to working with Academy students and families in this new role.

The Board of Trustees has authorized the creation of an Office of External Relations, charged with managing marketing, communications, admissions and development at The Academy.

Incoming Head of School Mark Efinger will devote a substantial portion of his time to these functions, and will work closely with Martha Tirk as Director of External Relations and Nora Bates Zale as External Relations Associate. The three are spending a significant amount of time with Sandy Warren to learn about the processes and approach she has developed over the last five years in her role as Director of Admissions. Sandy's advice and wealth of knowledge, along with the continued involvement of faculty in the review process, are key elements for future admissions cycles. In May, Martha and Nora will attend an AISNE workshop that focuses on admissions and marketing for schools that are strongly mission-driven. All will work with The Academy's marketing consultants to develop a strategic outreach plan.

Mark's 20+ years of teaching and advising at Phillips Andover Academy, his experience interviewing prospective students and serving on a faculty team that evaluated applications, his natural storytelling ability and his firm understanding of the mission and core of an Academy education will all support his work in these areas. He also brings management and marketing experience to this effort. It is envisioned that he will be an integral part of the admissions process, meeting with prospective students and families both prior to and during their visits to The Academy. In terms of fund raising, Mark will work closely with Martha and Nora to refine the case for support and deliver it in a variety of venues. He will provide strategic direction for all of these efforts. Working with Martha, Mark has already begun to meet donors and alums. Mark graduated from Phillips Andover, holds a BA from Middlebury College, and an MFA from the University of North Carolina.

Martha has been affiliated with The Academy for 11 years first as a parent, then as a volunteer and Trustee. She joined the Development office staff in 2010. Her depth of knowledge about and passion for The Academy's program, mission, and unique position in the local educational landscape, and her contacts in the community, will guide her work. She has a BS in International Politics and Diplomacy from Georgetown University's Edmund A. Walsh School of Foreign Service. Martha brings over 20 years of fund raising and event management experience to this work. At The Academy, she created and chaired the Cornucopia Auction for four years, using her people skills to build and inspire a dedicated committee. She has established new systems and has integrated a new database for use

in Annual Fund and other giving campaigns, and has worked to encourage and expand a culture of philanthropy among all parts of the Academy community. Martha works closely with the Trustees on both a strategic and an operational level, to support their efforts to broaden the base of support for The Academy. She has a keen appreciation for the events, projects, and everyday occurrences that make The Academy stand out, and knows how to message those effectively. Martha has many ideas for marketing initiatives to help increase the enrollment pool. Her communication, outreach, and relationship building experience in the development arena will inform her new work in marketing and admissions.

Nora is an Academy alum, having graduated in 2000. She has a BA in Photography, Theater and Sociology/Education from Marlboro College and an MA in Art Education from the Steinhardt School of Culture, Education and Human Development at NYU. She has taught art in various hill town and valley elementary schools, both public and private, and maintains connections to those communities. Nora has considerable event management and marketing experience which, combined with her background as an educator, will be invaluable as we develop strategies for recruiting new applicants. Her extensive background in graphics and communications, and her familiarity with social media, are skills and strengths that will help us hone our messages and elevate awareness in the community. Nora will be fully engaged in the admissions process, interacting with prospective students and maintaining all records and correspondence. She will be an active part of the three-person team representing The Academy at independent school fairs, open houses, and at various small-group meetings with prospective families. Coupled with her long affiliation with The Academy and her institutional knowledge, Nora's skill set will also be invaluable to the functions of the External Relations Office in the areas of Development and Alumni Relations.