

BROOKE HOPKINS

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PROFESSIONAL EXPERIENCE

OAK GROVE MONTESSORI SCHOOL

Ages 2.9 - 6th grade day school; Mansfield, CT

Associate Head of School

July 2022 - Present

- Direct, implement, and supervise the school's programs and initiatives relating to enrollment, development, marketing, communications, alumni relations, and educational and administrative technology
- Provide support for the Head of School in vision and leadership, human resources, curriculum development, finance and budget, DEIJ initiatives, and relations and training for the board of trustees
- Intentionally rebuild community engagement and school spirit after several years of Covid restrictions that limited gathering opportunities, decreased school satisfaction, and negatively impacted enrollment

Infrastructure Project Coordinator

March 2022 - June 2022

- Instituted a comprehensive School Information System (SIS), along with integrated communication and invoicing systems
- Directed a complete redesign of the school's website in order to be a marketing tool for prospective families
- Created data-driven branding and marketing strategies specifically designed to grow enrollment in elementary classrooms
- Conducted a technology and safety audit in order to advise the school on how to utilize a state-funded grant
- Created the school's Alumni Association and began to activate the Young Alumni Network

COMMUNITY MUSIC SCHOOL OF SPRINGFIELD

Springfield, MA

Director of Enrollment and Marketing Strategy

August 2018 - March 2022

- In fiscal years '19 and '20 grew the school's enrollment by 20%; maintained strong enrollment during the '20-'22 pandemic
- Managed the school's robust financial aid program, including redesigns of the application and allocation processes for increased equity and accessibility in 2019 and 2021
- Directed and implemented the enrollment process for the school's 550 students, including instituting an internet-based enrollment management system in 2019 and transitioning to hybrid programming in 2020
- Developed and implemented data-driven branding and marketing strategies for the school's digital and print media
- Created partnership and community programs for underserved communities in the area
- Oversaw the yearly redesign/revision of the faculty, staff, and student/family handbooks in order to clearly and consistently communicate the school's policies and procedures
- Participated in the equitable hiring process of all faculty and staff and managed the enrollment and marketing teams

THE LITTLE SCHOOL

Pre-K - 4th grade day school; Clarkesville, GA

Head of School

January 2016 - July 2017

- Launched and managed the school's second annual fund campaign, which reached 100% community participation (faculty, staff, board members, and parents)
- Improved teacher retention rate from 40% to 85% for the 2016/2017 school year
- Redesigned budget and purchasing policies to minimize waste, maximize educational results, increase the faculty-to-student ratio, and substantially raise faculty salaries
- Streamlined marketing materials and strengthened brand recognition in the community
- Clarified school policies and procedures through clear communications and a tightening of the community's commitment to the mission and core values
- Significantly increased school spirit and pride through a series of special events, scheduled and surprise student activities, and consistent teacher appreciation efforts
- Designed professional development opportunities that directly addressed faculty-identified challenges regarding discipline processes and inclusive teaching practices
- Managed daily operations during the school's merger with Rabun Gap - Nacoochee School (effective July 1, 2017)

Member, Board of Trustees

January 2015 - December 2015

- Created the school's second annual fund drive, which reached 100% faculty/staff, board, and parent participation

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PROFESSIONAL EXPERIENCE (CONTINUED)

NOAH'S ARK COMPANION ANIMAL HOSPITAL & HUMANE SOCIETY **Franklin, NC**
Assistant to the Director *March 2015 - December 2015*

- Developed marketing materials, managed electronic communications and social media presence, and maintained website
- Researched grants and coordinated fundraising to help fund the non-profit humane society portion of the business

RABUN GAP - NACOOCHEE SCHOOL Pre-K - 12th grade boarding/day school; Rabun Gap, GA
Director of English Immersion *August 2013 - June 2015*

- Redesigned traditional ESL program to better serve international students in an English Immersion setting
- Conducted international admissions interviews and aided the international admissions process

PURNELL SCHOOL **9 - 12th grade boarding school; Pottersville, NJ**
Director of the Affinities Program *June 2007 - June 2013*

- In 2007, developed Purnell's Affinities Curriculum, a comprehensive four-year, 100-lesson seminar program to help students with learning differences discover and utilize their strengths
- From 2008 until 2013, developed and implemented Purnell's Affinities Program, a comprehensive school-wide program to empower students to engage meaningfully in school and realize their college and career goals
- Acted as liaison for the school's external relations through various speaking engagements, enrollment events, and networking opportunities

Internship Coordinator and Career Counselor *August 2007 - June 2013*

Individual Learning Plan Coordinator *August 2008 - June 2013*

Dorm Parent *August 2005 - June 2013*

Spanish Teacher (9 - 12) *August 2005 - June 2007*

WESTERLY SCHOOL OF LONG BEACH **K - 8th grade day school; Long Beach, CA**
Spanish Teacher (K - 8) *September 2003 - June 2005*

SANTA ANA UNIFIED SCHOOL DISTRICT **Public K - 5th grade public school; Santa Ana, CA**
Student Teacher (bilingual grades K and 5) *January 2003 - June 2003*

SPECIALIZED SKILLS

Big picture thinking and creative problem solving while maintaining attention to detail
Especially adept with managing complex logistical, scheduling, and budgeting tasks
Engendering school spirit and community pride with all students, parents, faculty and staff
Deep commitment to addressing challenges of equity and inclusion in education
Identifying needs or deficits and addressing them strategically and creatively
Organization and follow-through when completing and managing tasks
Superb verbal and written communication skills
Developing and executing fundraising campaigns
Extensive experience in developing, delivering, and overseeing individualized instruction
Creating compelling branding and marketing strategies with attractive, effective materials

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PROFESSIONAL DEVELOPMENT

Understanding the Indian Child Welfare Act (DCF Volunteer Case Reviewer Continuing Ed); *Aug 2022*
Education Services within DCF (DCF Volunteer Case Reviewer Continuing Ed); *July 2022*
Substance Use & Parenting Impact (DCF Volunteer Case Reviewer Continuing Ed); *June 2022*
Family Networks within DCF (DCF Volunteer Case Reviewer Continuing Ed); *May 2022*
Domestic Violence & Children (DCF Volunteer Case Reviewer Continuing Ed); *February 2022*
LGBTQ Issues in Child Welfare (DCF Volunteer Case Reviewer Continuing Ed); *January 2022*
Connect the Dots: Disability Justice IS Social Justice; *November 2021*
Power and Human-Centered Design: Disrupting Power Asymmetry with George Ayre; *October 2021*
A Reflection on Resilience: Wisdom Gained During a Pandemic with Angela Park; *October 2021*
Unpacking Adulthood; *October 2021*
No Substitute for Authenticity: Recruiting and Centering Black Teachers; *October 2021*
DCF Volunteer Case Reviewer Pre-Service Training; *8 hours in September 2021*
Phasing Out Inconvenient Processes with Intelligent Automation; *August 2021*
Barr and NAS Mid-Level Leader Coaching; *July 2021 - February 2022*
Dismantling Bias & Coaching on Embedding Equity in Your Daily Work with Angela Park; *April 2021*
Recruitment and Equitable Hiring with Angela Park; *March 2021*
Equity in Decision Making with Angela Park; *July 2020*
Scenario Planning: What Comes Next with TDC; *July 2020*
Scenario Planning in the Time of COVID-19 with TDC; *May 2020*
Barr Klarman MA Arts Initiative Cultural Competency Training; *16 hours in October 2019*
Immunity to Change Leadership Training with Minds at Work; *16 hours in April 2019*
Barr Klarman MA Arts Initiative Fundamentals of Capitalization Training; *November 2018*
North Georgia Community Foundation Workshop: Developing Winning Grant Proposals; *April 2016*
MIT Grant Writing Workshop (online); *August 2015*
Constant Contact Webinar: Getting Real Results from Social Media; *June 2015*
Canva Exclusive Webinar: Advanced Canva Tips; *June 2015*
NAIS / TABS Global Symposium; *April 2014*
Personal Learning Networks Training; *30 hours during the 2011 - 2012 school year*
NAIS School Leadership Institute; *August 2011*
NJAIS Roundtable Discussion on Gender and Sexuality; *April 2011*
NAJIS Emerging Leaders Symposium; *40 hours during the 2010 - 2011 school year*
Bicentennial Education Symposium: Education in the 21st Century; *June 2010*
SIMS Curriculum Development Training; *30 hours in June and September 2008*
Why Gender Matters Lecture and Discussion with Dr. Leonard Sax; *March 2008*
Diversity Workshop on Gender and Sexual Orientation; *20 hours in fall 2007 and winter 2008*
All Kinds of Minds® Generalist Certification; *40 hours in January 2007*
Covey Workshop; *20 hours in fall 2006 and winter 2007*
Learning and the Brain Conference; *November 2007*
Self-esteem Teacher Lecture and Discussion with Dr. Robert Brooks; *8 hours in December 2007*
Reciprocal Teaching Training; *8 hours in August 2006*

COMMITTEES SERVED

Admissions Committee Head, Oak Grove Montessori School; *July 2022 - present*
Health and Safety Committee, Oak Grove Montessori School; *July 2022 - present*
Diversity, Equity, and Inclusion Committee, Oak Grove Montessori School; *July 2022 - present*
Technology Committee, Oak Grove Montessori School BoT; *March 2022 - present*
Marketing and Development Committee, Oak Grove Montessori School BoT; *March 2022 - present*
Volunteer Case Reviewer, Massachusetts Department of Children and Families; *September 2021 - present*
Strategic Plan Marketing Committee Member, Community Music School; *January 2020 - March 2022*
Handbook /Policy Committee, Community Music School; *January 2020 - March 2022*
Barr Klarman MA Arts Initiative Cohort Member, Community Music School; *October 2018 - March 2022*
Financial Aid Committee Head, Community Music School; *August 2018 - March 2022*
Discipline Committee Head, The Little School; *January 2016 - June 2017*
Admissions Committee Member, The Little School; *January 2016 - June 2017*
Financial Aid Committee Member, The Little School; *January 2016 - June 2017*
Fundraising Committee Member, The Little School Board of Trustees; *January 2015 - December 2015*
Academic Council Member, Rabun Gap - Nacoochee School; *August 2013 - June 2015*
International Support Team Member, Rabun Gap - Nacoochee School; *August 2013 - June 2015*
Accreditation for Growth (AFG) Committee Member, Purnell School; *August 2005 - June 2013*
Technology Cohort Member, Purnell School; *August 2009 - June 2010*
Scheduling Committee Member, Purnell School; *August 2008 - June 2009*
Diversity Committee Member, Purnell School; *August 2007 - June 2008*

PROFESSIONAL ACCOMPLISHMENTS

COVID-19 Admin Response Team at Community Music School of Springfield; *March 2020 - March 2022*
20% Enrollment Growth at Community Music School of Springfield; *Fiscal years 2019, 2020*
100% Community Participation in The Little School's Annual Fund Campaign; *April 2016*
SAIS Membership Candidacy for The Little School; *May 2016*
Featured on Better Educators Podcast; *November 2013*
Purnell School Graduation Speaker; *June 2012*
NJAIS Conference Presenter; *October 2008, October 2010, October 2012*
Keynote Speaker at Purnell School Alumni Reunion Events; *Feb/Nov/Dec 2010, May 2011, April 2012*
Parents' Weekend Keynote Speaker: Women in Leadership at Purnell School; *October 2012*
NAIS School Leadership Institute Participant; *August 2011*
Purnell School Parents' Weekend Presenter: Maximizing One's Strengths; *October 2010, October 2011*
Creator of the Purnell School Professional Women's Speaker Series; *September 2010*
Formatting Workshop Presenter, Purnell School; *January 2010*
Personal Leadership Group Leader, Purnell School; *October 2007 - June 2008*

EDUCATION

Master of Arts in Teaching

University of California, Irvine; *August 2003*

Bilingual Multiple Subject Teaching Credential

University of California, Irvine; *August 2003*

Bachelor of Arts in Spanish (Emphasis in Teaching Language and Culture)

Minor in Education

University of California, Irvine; *August 2002*

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REFERENCES

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