

BROOKE HOPKINS

VISIT **BROOKEHOPKINS.COM**

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PROFESSIONAL EXPERIENCE

COMMUNITY MUSIC SCHOOL OF SPRINGFIELD

Director of Enrollment and Family Engagement

Springfield, MA

August 2018 - Present

- Grew the school's enrollment by 10% total in fiscal years 2019 and 2020
- Played a key role in retaining a significant portion of students and revenue in the final quarter of fiscal year 2020
- In 2018, redesigned the financial aid application process to be simpler, more accessible, and equitable for students and families
- In 2018/2019, initiated and managed the digitization and streamlining of enrollment and other key organizational processes
- Design and implement branding and marketing strategies via the school's website, social media presence, direct email communications, digital and print advertisements, enrollment promotions and incentives, partnership and community programs, and the school's physical space
- Lead the administrative team in revising/clarifying student, family, and faculty policies in order to update, reformat, and distribute the school's official handbooks to its constituents on a yearly basis
- Participate in the hiring of faculty, administration and staff
- Directly manage and train the registration team in leads acquisition, sales flow, and customer relations
- Co-plan and co-lead faculty and staff meetings
- Create and execute all communications regarding the school's COVID-19 response and plans for future programming
- Since the onset of the COVID-19 pandemic in March of 2020, collaborate with other senior administrators to respond to immediate needs (i.e., changes in daily operations, the move to virtual programming, collecting tuition payments, and personnel and payroll considerations) and create short- and longer-term plans (i.e., retaining students and maintaining family relationships in spring 2020, re-envisioning summer programming, determining and communicating fall 2020 programming, and strategizing for fall 2020 enrollment)
- Collaborate with other senior administrators on scenario planning for fiscal year 2021 (i.e., quarterly budgeting re-evaluation and revision, marketing and fundraising during a pandemic and recession, ensuring equity and providing access to learning amidst a growing digital divide, tracking state health guidelines and enacting hybrid teaching models, and re-envisioning the school's preschool program)

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% the previous year 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
- 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 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, partnered with Strengths Movement author Jennifer Fox to develop the 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 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 interest in and 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

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*

Gurian Certified Trainer; *August 2016*

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*

COMMITTEES SERVED

Strategic Plan Marketing Committee Member, Community Music School; *January 2020 - present*

Policy Committee Head, Community Music School; *January 2020 - present*

Barr Klarman MA Arts Initiative Cohort Member, Community Music School; *October 2018 - present*

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*

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PROFESSIONAL ACCOMPLISHMENTS

COVID-19 Admin Response Team at Community Music School of Springfield; *March 2020 - present*

10% 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 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*

REFERENCES

Ms. Eileen McCaffery

Executive Director, Community Music School of Springfield
(860) 729.5002 / emccaffery@communitymusicschool.com

Ms. Nichole Healy

Accounts Manager (former), The Little School
(317) 534.7554 / nhealy@rabungap.org

Ms. Rachel Rivard

Enrollment Coordinator, Community Music School of Springfield
(860) 933-6447 / rrivard@communitymusicschool.com

Ms. Dawn Todd

Co-Owner, Noah's Ark Companion Animal Hospital
Founder and Director, Noah's Ark Humane Society
(919) 949.5730 / dawntodd@noahsarkvet.us

Ms. Rebecca Storozuk

Director, Community Music School of Springfield's
Prelude Preschool of the Arts
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