



Student Recruitment - Request for Qualification

Responses will be accepted until 5 p.m. December 17, 2021

Journey Community Schools is interested in receiving a Statement of Qualifications for a Student recruiter.

Established in 2020 after spinning off from Aspire Public Schools, Journey Community Schools is a Tennessee non-profit corporation that was formed to engage families and community partners in our scholars' learning journey; cultivate a safe, positive and joyous learning environment and empower teachers and leaders with support to deliver an inclusive, innovative and rigorous education. Our vision is to develop a community of lifelong learners who excel in all areas of life. We accomplish that by paving pathways to success through our charter schools in the Memphis area in primary and secondary grades. The support for Journey is derived primarily from State of Tennessee public education monies, foundation contributions, and various government agency grants. Journey community schools has one home office and three schools in the Memphis area serving scholars in grades K-8: Hanley School, Coleman School and East Academy.

Description of Need

Journey Community Schools is seeking an experienced and charismatic individual to manage and execute the organization's student recruitment efforts for the 2022-2023 school year. Responsibilities include the following:

- Ensure each school exceeds enrollment target by August 1, 2022
- Leverage parents, Family Outreach Coordinators, parent councils, and staff in planned marketing efforts
- Host 1-2 community events per month from January-August
- Manage 1 open house per month at each school
- Help develop and manage day-to-day deliverables, including developing plans, securing volunteers, and providing incentives
- Share information and data obtained while recruiting with school and regional leadership
- Develop and nurture positive relationships with families and the community
- Support the registration and enrollment process
- Support Business Managers with mass communications
- Manage in-person enrollment of students
- Manage the follow up of returning students who did not complete registration, new students who did not complete registration, and prospective students who inquired about registration.

- Provide a minimum of 20 hours of contract services weekly from January 2022 through August 2022.

Additionally, the recruitment lead will demonstrate the following:

- Experience with leadership, including demonstrated strength in culture-building and leading peers
- Relationship-building and management
- Communication, presentation, and interpersonal skills
- Demonstrated ability to write clearly and persuasively and interact effectively with different audiences
- Event management
- Organization, time management and follow-up
- High sense of urgency
- Ability to work collaboratively

Our team is seeking information about your qualifications to develop a list of those to invite for an interview with our committee.

Projected Project Schedule:

RFQ Issued	12/3/21
Receipt of Qualifications	12/17/21
Optional Interviews	1/10/22
Notification of Selection Results	1/12/21
Board Approval	1/13/21
Contract Start Date	TBD

Thank you,

Jessica Lindsay
Director of Development
Journey Community Schools