D. Scott Looney

39221 Woodward Avenue, #115
Bloomfield Hills, Michigan 48304

EDUCATION:

M. A. (4.0 GPA)	**Northwestern University,** Evanston, Illinois	2000
B. A.	**DePauw University,** Greencastle, Indiana	1986

EXPERIENCE:

Cranbrook Schools, Bloomfield Hills, Michigan **1995 - Present**

Assistant Director of Schools **2003 - Present**

The Assistant Head of School at a coeducational day and boarding school, grades PK through 12th, with a total enrollment of over 1,600 students and 280 faculty/staff. Responsible for curriculum, cross-divisional projects, strategic planning, institutional research, communications, parent relations, and website development. Coordinated the ISACS Accreditation Self Study 2004-2005. Acting Director of Schools in the absence of the Director of Schools. History/Social Science Instructor, teaching a 12th grade elective course: *Public Opinion and American Politics*. Student Advisor.

Co-Chair of the All-Schools Curriculum Committee **1999 - Present**

Permanent co-chair of the curriculum committee with membership representing all divisions. The committee's purpose is to: review all curricular changes; launch curricular initiatives; periodically review specific departmental curricula; and review inter-divisional curricular transitions. Initiated and managed a school wide curriculum mapping project.

Interim Co-Head of the Girls' Middle School **2002 - 2003**

Jointly responsible for the operations of a Middle School division of 165 girls in grades 6th-8th with a 21 person faculty/staff. Primary duties included parent relations, managing and evaluating faculty, and coordinating a comprehensive building project. Concurrently managed all website development.

Director of External Affairs **2000 - 2002**

Supervised the offices of Admission & Financial Aid, Alumni Affairs, Summer & Special Programs as well as the Schools' website development. Managed a staff of seventeen. Coordinated external communications, marketing, alumni relations, enrollment, financial aid, and institutional research.

Director of Admission & Financial Aid. **1995 - 2000**

Supervised all admission and financial aid operations. Directed a staff of twelve that increased upper school boarding enrollment to capacity for the first time in 15 years (a 32% increase in boarding enrollment over three years) and all school enrollment by over 200 students, while also raising entrance test averages. Managed a financial aid budget of over $4.5 million.

Lake Forest Academy, Lake Forest, Illinois **1991 - 1995**

Director of Admission

Supervised all admission and financial aid operations at a coeducational boarding/day school of approximately 300 students. Recruited and directed a staff of five. Increased Academy's boarding enrollment to capacity for the first time in nine years, while also raising averages on entrance tests. Coached JV Girls Basketball. Student advisor.

Phillips Academy, Andover, Massachusetts **1987 - 1991**

Assistant Dean of Admission

Supervised the selection process for entering grades: 10th (1991), 9th (1990), 11th (1989), and 12th/PG (1988). Managed recruitment efforts for Midwest region. Coordinated production of admission video. Directed the counselor visit program. Created "adopt-a-school" program. Coached JV Girls Softball, and JV Boys Basketball. Student advisor.

DePauw University, Greencastle, Indiana **1986 - 1987**

Assistant Director of the Annual Fund

Solicited annual fund gifts from alumni, parents and friends of DePauw. Coordinated and wrote direct mail campaign. Organized the Senior Class gift drive, alumni phonathon and selected reunion gift efforts.

PROFESSIONAL ACTIVITIES:

E.E. Ford Fellow, 2003-2004

NAIS Financing Institute Faculty Member 2003

Chair - Association of Independent Michigan Schools (AIMS) Advocacy Initiative Task Force 2002-2004

Crow's Nest Institute Founding Faculty Member, 2000 – Present (*three-day retreat for experienced Admission Directors*).

TABS Admission Academy 2000 and 2001 Faculty Member: (*four-day workshop for new admission professionals*).

Member of the NAIS Admission and Marketing Committee 1999-2000.

Member of the NAIS Strategic Planning Retreat, 1999

Executive Director of The Midwest Boarding Schools Association 1994 –1997.
(*Elected for two terms by peers to coordinate all marketing and professional development efforts for consortium of 33 boarding schools*).

Consultant with a variety of private schools on admission, financial aid, curriculum mapping, school finance, marketing, demographics and market research.

Conference Presenter for the following organizations: National Association of Independent Schools (NAIS), The Association of Boarding Schools (TABS), Educational Records Bureau (ERB), Independent Schools of the Central States (ISACS), Secondary School Admission Test Board (SSATB), Midwest Boarding Schools Association (MWBS), Association of Independent Michigan Schools (AIMS), National Business Officers Association (NBOA), New York State Association of Independent Schools (NYSAIS), Association of Delaware Valley Independent Schools (ADVIS), Independent Schools of St. Louis (ISSL), the Ohio Association of Independent Schools (OAIS) and the Association of Independent Maryland School (AIMS).

PUBLICATIONS:

"Chapter 1: Admission Best Practices" Scott Looney and Drew Miller from A Guide to Using NAIS's Principles of Good Practice, editor James Tracy to be published by NAIS in 2006.

Navigating the Rough Road to Effective Pricing. Independent School Magazine, Fall 2003, pp. 68-75.
Reprinted as a chapter in the book, Looking Ahead: Independent School Issues and Answers, 2nd Edition,, editors Patrick F. Bassett and Craig Thorn IV, pp. 57-63.

Population Demographics are Up, the Economy is Down…Now What? Independent Schools of the Central States (ISACS) Newsletter, Fall 2002.

Demographic Research: Why, Who, When, What, How and Where Inside Private School Management Newsletter, Vol. 5, Number 2, July 2000, pp. 6-10.

Tomorrow is Today: Preparing Independent Schools for Greater Accessibility and Diversity. Peter Braverman and Scott Looney, Independent School Magazine, Spring 1999, pp. 32-37.

Computers in the Admission Office. Independent School Magazine, Spring 1998, pp. 69-70.

Lessons from Private Colleges: A Short-term Fix and a Long-term Solution. National Association of Independent Schools Annual Admission and Marketing Newsletter. February, 1997. Reprinted in the Independent Schools of the Central States (ISACS) Newsletter, Spring 1997.

Social Facilitation: A Test of Two Theories. (Undergraduate Thesis). Ryujin, D. H., Looney, D. S., Goodell, A. P., (1986). Proceedings and Abstracts of the Eastern Psychological Association, 58:28.

PERSONAL INFORMATION:

Married with three sons, Ryan (11), Tyler (8) and Zachary (7). Wife, Leslie Short, is currently a first grade assistant teacher at Cranbrook Schools, previously a teacher for young children with special needs (B.A., DePauw University; M.S., Wheelock College).