

BRS Enrollment

End of Month Report – March 2020

Dear Members and Friends of the BRS External Affairs Committee:

Your Admission Team is glad to provide this update of activity through March 31, with additional metrics reported here through April 7.

The Covid-19 Pandemic has had a dramatic effect on new inquiry/application activity since mid-March. This, combined with the necessity to close campus to all outside visitors, has fundamentally changed how we are working toward September, 2020.

Yet, I am proud to report that your team is working steadily and well from five different locations in Central Virginia and is making headway.

Some immediate highlights:

- We have nine new students to-date (four contracted and five verbals) plus an additional two highly likely – a total of 11. I think this is positive under the circumstances but still off the mark from a traditional March.
- There are 29 additional accepted new students still in the pipeline – the team is concentrating its work on those for now. New inquiry and application activity in the admission funnel has essentially stopped since about March 20.
- On the returning side, we have 30 contracts in hand, and an additional 44 have been offered a spot for 2020/21. There are as many 42 more who may be invited to return once their academic/co-curricular/financial performance has improved.
- Working virtually, we are crafting a new campus tour and parent-to-parent forums using Zoom. A few days from now, unique appeals to alumni and alumni parents will roll out, encouraging those constituents to refer admission candidates to BRS. Also of note, application fees have been waved from now to June 1.
- Financial Aid continues its work virtually and is doing its best to respond to increased demand and new anxiety from a growing number of BRS families – new and returning. NAIS and other industry leaders are suggesting that Fin Aid need could grow by 20% or more in the coming months. We are monitoring that closely.

We cannot know what the full impact of COVID-19 will be on Fall admission until much closer to September. For forecasting purposes today, we are assuming that typical activity from March 15th – June 1 will simply be lost. Thus, the three budget models being created for contingency use are based on historically possible levels of recruiting yield from June 1 – forward. We hope this positions the School reasonably once we begin to emerge from this dire situation.

As always, thanks a million for all you do.

Cheers.

DFD

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**This page represents enrollment as of 04/07/2020*

2019-2020 Enrollment (Previous)

Opening - September 30, 2020	172 (133d,39i)
Mid-Year Additions	9 (5d,4i)

YTD Matriculation **181 (138d,43i)**

Mid-Year Withdraws	12 (10d,2i)
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Closing Enrollment Total **169 (128d,41i)**

Closing Enrollment
By Grade Level

		9th	21 (12d,9i)
YTD Domestic Total	138	10th	49 (41d,8i)
YTD International Total	43	11th	46 (35d,11i)
YTD Percentage International	23.8%	12th	53 (40d,13i)

2020-2021 Enrollment

	Goal	Year to Date	Percent to Goal	By Grade Level	
Total Enrollment	177	34 (17d,17i)	19%	9th	0 (0d,0i)
Returning Students	107	30 (15d,15i)	28%	10th	9 (6d,3i)
New Students	70	4 (2d,2i)	6%	11th	14 (8d,6i)
				12th	11 (3d,8i)

Returning Students

as of Apr 07

End of Year Total	169 (128d,41i)
Graduating	53 (40d,13i)
Potentially Eligible to Return	116 (88d,28i)
Not Inviting to Return	0 (0d,0i)
Total Inviting to Return	116 (88d,28i)
Eligible Contracts On Hold	42 (37d,5i)
Contracts Sent YTD	74 (51d,23i)
Contracts Outstanding	44 (36d,8i)
Withdrawn After Confirmation	0 (0d,0i)

Returning Student Goal	107
Returning Contracts YTD	30 (15d,15i)
Percent to Goal	28 %
Add'l Verbals	0 (0d,0i)

New Students

as of Apr 07

Inquiries	263 (184d,79i)
Applications	105 (53d,52i)
Interviews	84 (42d,42i)
Campus Visits	46 (37d,9i)
Acceptances	53 (29d,24i)
Accepted Counseled Out	0 (0d,0i)
Accepted Refused Offer	13 (5d,8i)
Accepted Financial Aid Wait	0 (0d,0i)
Withdrawn After Confirmation	0 (0d,0i)

New Student Goal	70
New Student Contracts YTD	4 (2d,2i)
Percent to Goal	6 %
Add'l Verbals	5 (4d,1i)

BLUE RIDGE SCHOOL

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Inquiries	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
Mar	13 (13d,0i)	34 (30d,4i)	24 (20d,4i)	39 (28d,11i)
Current YTD	261 (183d,78i)	332 (234d,98i)	327 (230d,97i)	343 (233d,110i)
End of Year		530 (400d,130i)	565 (423d,142i)	518 (371d,147i)

Applications	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
Mar	3 (3d,0i)	21 (17d,4i)	17 (15d,2i)	27 (20d,7i)
Current YTD	104 (53d,51i)	132 (90d,42i)	108 (73d,35i)	151 (86d,65i)
End of Year		239 (177d,62i)	229 (169d,60i)	238 (157d,81i)

Interviews	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
Mar	1 (1d,0i)	11 (8d,3i)	15 (14d,1i)	17 (13d,4i)
Current YTD	84 (42d,42i)	101 (64d,37i)	99 (63d,36i)	105 (48d,57i)
End of Year		167 (119d,48i)	180 (126d,54i)	174 (104d,70i)

Campus Visits	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
Mar	0 (0d,0i)	9 (8d,1i)	14 (13d,1i)	11 (10d,1i)
Current YTD	46 (37d,9i)	77 (65d,12i)	84 (63d,21i)	55 (43d,12i)
End of Year		138 (123d,15i)	148 (126d,22i)	114 (99d,15i)

Acceptances	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
Mar	5 (3d,2i)	8 (5d,3i)	16 (13d,3i)	27 (13d,14i)
Current YTD	51 (29d,22i)	56 (35d,21i)	56 (36d,20i)	44 (26d,8i)
End of Year		125 (91d,34i)	119 (88d,31i)	103 (72d,31i)

Enrolled New Students	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
Mar	3 (1d,2i)	10 (6d,4i)	15 (10d,5i)	11 (3d,8i)
Current YTD	3 (1d,2i)	10 (6d,4i)	15 (10d,5i)	11 (3d,8i)
End of Year		64 (54d,10i)	77 (62d,15i)	61 (43d,18i)

* Each value represents students from the displayed year and future years.

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YTD Breakdowns

Inquiries				
	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
9th	173 (136d,37i)	199 (135d,64i)	208 (148d,60i)	220 (143d,77i)
10th	45 (22d,23i)	59 (42d,17i)	56 (35d,21i)	72 (49d,23i)
11th	32 (18d,14i)	61 (48d,13i)	51 (37d,14i)	41 (32d,9i)
12th	11 (7d,4i)	13 (9d,4i)	12 (10d,2i)	10 (9d,1i)
Total	261 (183d,78i)	332 (234d,98i)	327 (230d,97i)	343 (233d,110i)

Applications				
	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
9th	54 (32d,22i)	62 (36d,26i)	64 (46d,18i)	90 (42d,48i)
10th	25 (8d,17i)	32 (25d,7i)	23 (10d,13i)	39 (24d,15i)
11th	21 (12d,9i)	31 (25d,6i)	19 (15d,4i)	19 (17d,2i)
12th	4 (1d,3i)	7 (4d,3i)	2 (2d,0i)	3 (3d,0i)
Total	104 (53d,51i)	132 (90d,42i)	108 (73d,35i)	151 (86d,65i)

Interviews				
	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
9th	49 (26d,23i)	54 (31d,23i)	56 (35d,21i)	63 (21d,42i)
10th	21 (7d,14i)	23 (15d,8i)	22 (10d,12i)	24 (11d,13i)
11th	14 (9d,5i)	19 (15d,4i)	19 (16d,3i)	16 (14d,2i)
12th	0 (0d,0i)	5 (3d,2i)	2 (2d,0i)	2 (2d,0i)
Total	84 (42d,42i)	101 (64d,37i)	99 (63d,36i)	105 (48d,57i)

Campus Visits				
	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
9th	28 (23d,5i)	42 (31d,11i)	52 (37d,15i)	27 (18d,9i)
10th	10 (7d,3i)	17 (17d,0i)	14 (9d,5i)	13 (11d,2i)
11th	8 (7d,1i)	15 (14d,1i)	17 (16d,1i)	14 (13d,1i)
12th	0 (0d,0i)	3 (3d,0i)	1 (1d,0i)	1 (1d,0i)
Total	46 (37d,9i)	77 (65d,12i)	84 (63d,21i)	55 (43d,12i)

Acceptances				
	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
9th	24 (16d,8i)	30 (17d,13i)	38 (23d,15i)	24 (12d,12i)
10th	13 (5d,8i)	17 (11d,6i)	10 (6d,4i)	12 (7d,5i)
11th	14 (8d,6i)	8 (7d,1i)	7 (6d,1i)	7 (6d,1i)
12th	0 (0d,0i)	1 (0d,1i)	1 (1d,0i)	1 (1d,0i)
Total	51 (29d,22i)	56 (35d,21i)	56 (36d,20i)	44 (26d,8i)

Enrolled New Students				
	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
9th	0 (0d,0i)	6 (3d,3i)	11 (7d,4i)	9 (2d,7i)
10th	2 (1d,1i)	3 (2d,1i)	2 (1d,1i)	1 (0d,1i)
11th	1 (0d,1i)	1 (1d,0i)	2 (2d,0i)	1 (1d,0i)
12th	0 (0d,0i)	0 (0d,0i)	1 (1d,0i)	0 (0d,0i)
Total	3 (1d,2i)	10 (6d,4i)	15 (10d,5i)	11 (3d,8i)

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YTD Financial Aid Breakdowns

Domestic Applications	Total	Full Pay	Financial Assistance
(All Years)	51	1	50
(2020-2021)	51	1	50
(2021-2022 & Beyond)	0	0	0

International Applications	Total	Full Pay	Financial Assistance
(All Years)	51	1	50
(2020-2021)	51	1	50
(2021-2022 & Beyond)	0	0	0

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Domestic Educational Consultants

Number of Consultants Contacted

	Consultants	In Person	Personalized	Mass	# Consultants Who Referred A Student	# Consultants Who Enrolled A Student
Primary	46	10	9	46	5	0
Secondary	84	2	4	84	2	0
Tertiary	319	3	4	319	0	0
Total	449	15	17	449	7	0

Number of Contacts with Consultants

	Consultants	In Person	Personalized	Mass	# Students Referred From Consultants	# Students Enrolled From Consultants
Primary	46	10	29	275	7	0
Secondary	84	2	7	504	2	0
Tertiary	319	3	4	1914	0	0
Total	449	15	40	2693	9	0

Consultant contacts included in each type:

In Person - visit to BRS campus, face-to-face meeting (office or conference), reception

Personalized - phone call, personal email, handwritten note

Mass - publication mailing, mass email, holiday card

Classification of Consultants:

Primary - those who know BRS well, are likely to refer mission-appropriate students

Secondary - those who are aware of BRS but with whom we do not currently have a strong connection

Tertiary - those who are outside of our normal geographic network who are mostly unfamiliar with BRS

** Consultant data is from October 1st of academic year through end of reported month.*