

BLUE RIDGE SCHOOL

BRS Enrollment

End of Month Report – March 2019

Dear Members and Friends of the BRS External Affairs Committee:

Your admission team is glad to provide this report of activity through March 31.

As you will see, both re-enrollment and new enrollment efforts are generally progressing well against previous years YTD.

While it is still early to predict outcomes in either category, our team believes both are progressing positively at this point. Most important, we are very busy and are engaging great kids from all over the US and the World.

Regarding **re-enrollment**, our on-campus committee is now fully operational and are individually following up with families we would like to return to BRS in September. At this point, we are focused on the “Contracts Sent YTD” group of 94 students, as noted on Page One. We hope to add to that group gradually in the next few weeks, as students currently on hold (for various reasons – normal and typical this time of year) become eligible to return and contracts are issued.

Regarding **new enrollment**, there are several very interesting trends that are developing into patterns – and that make this season different from any one we have seen recently.

- Domestic inquiries are consistent with YTD activity against the last two years – 234 vs. 230 and 233, respectively in 2018/19 and 2017/18. While we would always love to have more, the consistency of this figure – alongside similar figures in Applications, Interviews, and Campus visits – tells us we may have reached a place of relative reliability for now.
- The competition has never been more intense! The good news/bad news is that more of our applicants (domestic and international) are applying to multiple schools. We now routinely cross with Woodberry and Asheville, along with Christ, Trinity Pawling, Christchurch and Avon Old Farms. As a result, more of our accepted candidates have declined our offers this year, and have done so earlier than in recent memory – 18 of 63 thus far. A majority of these have chosen other boarding schools. While this is a strategically tricky development, we believe it is more positive than negative in the long-run - an indicator that we are more broadly and favorably recognized in the larger marketplace today than before. However, we'll need to plan accordingly in future models...What we once saw as the future has now become reality! Blue Ridge is competitive...we aren't sneaking up on anyone anymore!
- The international market continues to shrink. Our efforts in recent years to further diversify our feeder sources are keeping us competitive in both quality and number. We have just 91 international applicants YTD vs. 141 in 2016/17 and 110 in 2017/18. Yet, our yield of quality applicants from this pool has remained positive because of the strong relationships we continue to maintain around the world.
- Financial Aid requests – both need and merit-based – have increased in all categories and across all income levels – domestic, international, returning and new.

We expect to have a clearer picture of our yield in the April report (which will hit the Portal on May 15th). Then, we will be able to set very specific targets for what the second half of this season will need to look like in order to hit our overall enrollment goals at Opening Day.

As always, please let me know if you have questions of any kind.

Cheers.

DFD

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**This page represents enrollment as of 04/12/2019*

2018-2019 Enrollment (Previous)

Opening - September 30, 2018 190 (142d,48i)
 Mid-Year Additions 7 (5d,2i)

YTD Matriculation 197 (147d,50i)

Mid-Year Withdraws 16 (14d,2i)

Closing Enrollment Total 181 (133d,48i)

Closing Enrollment
By Grade Level

		9th	30 (23d,7i)
YTD Domestic Total	147	10th	41 (28d,13i)
YTD International Total	50	11th	54 (39d,15i)
YTD Percentage International	25.4%	12th	56 (43d,13i)

2019-2020 Enrollment

	Goal	Year to Date	Percent to Goal	By Grade Level	
Total Enrollment	180	65 (37d,28i)	36%	9th	7 (4d,3i)
Returning Students	111	52 (28d,24i)	47%	10th	17 (9d,8i)
New Students	69	13 (9d,4i)	33%	11th	23 (14d,9i)
				12th	18 (10d,8i)

Returning Students

as of Apr 12

End of Year Total	181 (133d,48i)
Graduating	56 (43d,13i)
Potentially Eligible to Return	125 (90d,35i)
Not Inviting to Return	0 (0d,0i)
Total Inviting to Return	125 (90d,35i)
Eligible Contracts on Hold	31 (26d,5i)
Contracts Sent YTD	94 (64d,30i)
Contracts Outstanding YTD	42 (36d,6i)

Returning Student Goal	111
Returning Contracts YTD	52 (28d,24i)
Percent to Goal	47 %
Add'l Verbals	0 (0d,0i)

New Students

as of Apr 12

Inquiries	344 (245d,99i)
Applications	133 (90d,43i)
Interviews	107 (70d,37i)
Campus Visits	86 (74d,12i)
Acceptances	62 (37d,25i)

New Student Goal	69
New Student Contracts YTD	13 (9d,4i)
Percent to Goal	33 %
Add'l Verbals	0 (0d,0i)

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Inquiries	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
March	34 (30d,4i)	24 (20d,4i)	39 (28d,11i)	39 (25d,14i)
Current YTD	332 (234d,98i)	327 (230d,97i)	343 (233d,110i)	350 (209d,141i)
End of Year		565 (423d,142i)	518 (371d,147i)	561 (376d,185i)

Applications	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
March	21 (17d,4i)	17 (15d,2i)	27 (20d,7i)	19 (11d,8i)
Current YTD	132 (90d,42i)	108 (73d,35i)	151 (86d,65i)	148 (64d,84i)
End of Year		229 (169d,60i)	238 (157d,81i)	271 (163d,108i)

Interviews	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
March	11 (8d,3i)	15 (14d,1i)	17 (13d,4i)	10 (7d,3i)
Current YTD	101 (64d,37i)	99 (63d,36i)	105 (48d,57i)	94 (41d,53i)
End of Year		180 (126d,54i)	174 (104d,70i)	165 (96d,69i)

Campus Visits	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
March	9 (8d,1i)	14 (13d,1i)	11 (10d,1i)	9 (7d,2i)
Current YTD	77 (65d,12i)	84 (63d,21i)	55 (43d,12i)	76 (42d,34i)
End of Year		148 (126d,22i)	114 (99d,15i)	139 (98d,41i)

Acceptances	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
March	8 (5d,3i)	16 (13d,3i)	27 (13d,14i)	19 (11d,8i)
Current YTD	56 (35d,21i)	56 (36d,20i)	44 (26d,8i)	32 (11d,21i)
End of Year		119 (88d,31i)	103 (72d,31i)	112 (73d,39i)

Enrolled New Students	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
March	10 (6d,4i)	15 (10d,5i)	11 (3d,8i)	8 (2d,6i)
Current YTD	10 (6d,4i)	15 (10d,5i)	11 (3d,8i)	8 (2d,6i)
End of Year		77 (62d,15i)	61 (43d,18i)	70 (51d,19i)

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

* Only reflects movement towards September 2019 goals (no mid-year data is shown here)

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YTD Breakdowns

Inquiries				
	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
9th	199 (135d,64i)	208 (148d,60i)	220 (143d,77i)	221 (137d,84i)
10th	59 (42d,17i)	56 (35d,21i)	72 (49d,23i)	68 (29d,39i)
11th	61 (48d,13i)	51 (37d,14i)	41 (32d,9i)	45 (31d,14i)
12th	13 (9d,4i)	12 (10d,2i)	10 (9d,1i)	16 (12d,4i)
Total	332 (234d,98i)	327 (230d,97i)	343 (233d,110i)	350 (209d,141i)

Applications				
	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
9th	62 (36d,26i)	64 (46d,18i)	90 (42d,48i)	86 (34d,52i)
10th	32 (25d,7i)	23 (10d,13i)	39 (24d,15i)	35 (11d,24i)
11th	31 (25d,6i)	19 (15d,4i)	19 (17d,2i)	20 (13d,7i)
12th	7 (4d,3i)	2 (2d,0i)	3 (3d,0i)	7 (6d,1i)
Total	132 (90d,42i)	108 (73d,35i)	151 (86d,65i)	148 (64d,84i)

Interviews				
	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
9th	54 (31d,23i)	56 (35d,21i)	63 (21d,42i)	54 (20d,34i)
10th	23 (15d,8i)	22 (10d,12i)	24 (11d,13i)	24 (8d,16i)
11th	19 (15d,4i)	19 (16d,3i)	16 (14d,2i)	12 (9d,3i)
12th	5 (3d,2i)	2 (2d,0i)	2 (2d,0i)	4 (4d,0i)
Total	101 (64d,37i)	99 (63d,36i)	105 (48d,57i)	94 (41d,53i)

Campus Visits				
	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
9th	42 (31d,11i)	52 (37d,15i)	27 (18d,9i)	47 (21d,26i)
10th	17 (17d,0i)	14 (9d,5i)	13 (11d,2i)	13 (7d,6i)
11th	15 (14d,1i)	17 (16d,1i)	14 (13d,1i)	12 (10d,2i)
12th	3 (3d,0i)	1 (1d,0i)	1 (1d,0i)	4 (4d,0i)
Total	77 (65d,12i)	84 (63d,21i)	55 (43d,12i)	76 (42d,34i)

Acceptances				
	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
9th	30 (17d,13i)	38 (23d,15i)	24 (12d,12i)	21 (6d,15i)
10th	17 (11d,6i)	10 (6d,4i)	12 (7d,5i)	7 (2d,5i)
11th	8 (7d,1i)	7 (6d,1i)	7 (6d,1i)	4 (3d,1i)
12th	1 (0d,1i)	1 (1d,0i)	1 (1d,0i)	0 (0d,0i)
Total	56 (35d,21i)	56 (36d,20i)	44 (26d,8i)	32 (11d,21i)

Enrolled New Students				
	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
9th	6 (3d,3i)	11 (7d,4i)	9 (2d,7i)	6 (1d,5i)
10th	3 (2d,1i)	2 (1d,1i)	1 (0d,1i)	2 (1d,1i)
11th	1 (1d,0i)	2 (2d,0i)	1 (1d,0i)	0 (0d,0i)
12th	0 (0d,0i)	1 (1d,0i)	0 (0d,0i)	0 (0d,0i)
Total	10 (6d,4i)	15 (10d,5i)	11 (3d,8i)	8 (2d,6i)

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YTD Financial Aid Breakdowns

Domestic Applications	Total	Full Pay	Financial Assistance
(All Years)	83	10	73
(2019-2020)	83	10	73
(2020-2021 & Beyond)	0	0	0

International Applications	Total	Full Pay	Financial Assistance
(All Years)	42	7	35
(2019-2020)	42	7	35
(2020-2021 & 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	45	10	9	45	6	1
Secondary	84	11	5	84	4	0
Tertiary	319	5	4	319	2	0
Total	448	26	18	448	12	1

Number of Contacts with Consultants

	Consultants	In Person	Personalized	Mass	# Students Referred From Consultants	# Students Enrolled From Consultants
Primary	45	14	17	266	9	1
Secondary	84	12	7	501	5	0
Tertiary	319	6	6	1914	3	0
Total	448	32	30	2681	17	1

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.*