

# BRS Enrollment

End of Month Report - November 2014

Members and Friends of the BRS School Advancement Committee:

Our team is glad to offer this update on Admission activity, through November 30, 2014.

As you know, our mid-year (January 31) net tuition revenue target is \$275,000. This translates to 12-14 new students, depending on the details of each one. This would bring us to a total matriculation of 173-175 since 2014/15 began.

As of this writing, we have three new students contracted, one verbal, and eight more applicants in play. Of these eight, three appear very likely, and two more may develop nicely.

Just this week, our traditional feeder sources (our closest consultants and a small set of schools) have begun calling with referrals. These few days before Christmas and the first three weeks of January are the time when we usually see this type interest – or not.

Thus, I can report that we are doing pretty well thus far, though we do need the system to work as it would traditionally to get all the way to our NTR goal.

In our December report (to be submitted January 15<sup>th</sup>) we will be able to provide a more precise prediction of our outcome in this mid-year cycle.

Meanwhile, a quick closing word about inquiries – the subject most often on our minds here.

You will see here that inquiries are back up, at least relative to where they were YTD in 2013/14. This is good, but notice that the growth is in international new inquiries, not in domestic ones. This is thanks to continued very good staff work and a strong positive reputation abroad. However, this is further proof (as if we needed it!) that our focus on generating more quality domestic inquiries must still be our number one priority.

We owe a big “thank you” to the Trustees who joined us here on campus last week to welcome the visiting team from VAIS. Our conversations with that visiting team about the business of leading schools in today’s topsy marketplace were both helpful and confirming. We believe the VAIS team’s findings about our admission efforts will be favorable, both in numbers and in the all-important “fit” of the boys we admit to our unique program.

All of us here wish you and yours a very Merry Christmas. We are grateful to you!

Cheers.

DFD

PS/ Also note here a new set of data regarding our direct contact with domestic educational consultants. This will be a permanent addition in all future reports.

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## 2014-2015 Enrollment (Previous Year)

Opening Day 161 (102d,59i)

Mid-Year Additions 3 (2d,1i)

**YTD Matriculation 164 (104d,60i)**

Mid-Year Withdraws 3 (3d,0i)

**Current Enrollment Total 161 (101d,60i)**

Current Enrollment

By Grade Level

9th 25 (13d,12i)

10th 37 (23d,14i)

11th 56 (35d,21i)

12th 43 (30d,13i)

Current Domestic Total 101

Current International Total 60

Current Percentage International 37.3%

## 2015-2016 Enrollment

By Grade Level

	Goal	Year to Date	Percent to Goal	9th	10th	11th	12th
<b>Total Enrollment</b>	—	—	—	—	—	—	—
Returning Students	—	—	—	—	—	—	—
New Students	—	—	—	—	—	—	—

### Returning Students

End of Year Total —

Graduating —

Eligible to Return —

Contracts On Hold YTD —

Contracts Sent YTD —

Contracts Outstanding YTD —

**Returning Student Goal —**

**Contracts Received YTD —**

**Percent to Goal —**

### New Students

Inquiries 219 (132d,87i)

Applications 80 (35d,45i)

Interviews 50 (14d,36i)

Campus Visits 26 (21d,5i)

Acceptances 0 (0d,0i)

**New Student Goal —**

**Enrolled New Students YTD 0 (0d,0i)**

**Percent to Goal 0.0%**

*d: Domestic Student*

*i: International Student*

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<b>Inquiries</b>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>	<u>2012-2013</u>
November	77 (18d,59i)	51 (23,28i)	28	32
Current YTD	219 (132d,87i)	229 (179d,50i)	241	234
End of Year		606 (447d,159i)	729 (565d,164i)	632

<b>Applications</b>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>	<u>2012-2013</u>
November	48 (9d,39i)	26 (10d,16i)	9	12
Current YTD	80 (35d,45i)	51 (31d,20i)	41	63
End of Year		285 (188d,97i)	275 (183d,93i)	303

<b>Interviews</b>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>	<u>2012-2013</u>
November	40 (5d,35i)	21 (5d,16i)	11	3
Current YTD	50 (14d,36i)	36 (18d,18i)	34	24
End of Year		160 (89d,71i)	175 (111d,64i)	176

<b>Campus Visits</b>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>	<u>2012-2013</u>
November	5 (5d,0i)	8 (8d,0i)	—	—
Current YTD	26 (21d,5i)	22 (22d,0i)	—	—
End of Year		143 (118d,25i)	129 (112d,17i)	—

<b>Acceptances</b>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>	<u>2012-2013</u>
November	0 (0d,0i)	0 (0d,0i)	0	0
Current YTD	0 (0d,0i)	0 (0d,0i)	0	0
End of Year		114 (68d,46i)	132 (76d,56i)	122

<b>Enrolled Students</b>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>	<u>2012-2013</u>
November	0 (0d,0i)	0 (0d,0i)	0	0
Current YTD	0 (0d,0i)	0 (0d,0i)	0	0
End of Year		70 (49d,21i)	71 (47d,24i)	54

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

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## YTD Breakdowns

<b>Inquiries</b>				
	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>	<u>2012-2013</u>
9th	179 (107d,72i)	172 (140d,32i)	167	152
10th	22 (11d,11i)	28 (19d,9i)	38	53
11th	13 (12d,1i)	23 (16d,7i)	31	18
12th	5 (2d,3i)	6 (4d,2i)	5	11
Tot.	219 (132d,87i)	229 (179d,50i)	241	234

<b>Applications</b>				
	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>	<u>2012-2013</u>
9th	64 (25d,39i)	32 (19d,13i)	16	31
10th	10 (5d,5i)	8 (5d,3i)	15	17
11th	4 (4d,0i)	11 (7d,4i)	7	10
12th	2 (1d,1i)	0 (0d,0i)	3	5
Total	80 (35d,45i)	51(31d,20i)	41	63

<b>Interviews</b>				
	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>	<u>2012-2013</u>
9th	40 (8d,32i)	24 (12d,12i)	16	16
10th	5 (2d,3i)	5 (2d,3i)	12	5
11th	4 (4d,0i)	7 (4d,3i)	5	2
12th	1 (1d,0i)	0 (0d,0i)	1	1
Total	50 (14d,36i)	36 (18d,18i)	34	24

<b>Campus Visits</b>				
	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>	<u>2012-2013</u>
9th	19 (15d,4i)	15 (15d,0i)	—	—
10th	3 (2d,1i)	2 (2d,0i)	—	—
11th	4 (4d,0i)	5 (5d,0i)	—	—
12th	0 (0d,0i)	0 (0d,0i)	—	—
Total	26 (21d,5i)	22 (22d,0i)	—	—

<b>Acceptances</b>				
	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>	<u>2012-2013</u>
9th	0 (0d,0i)	0 (0d,0i)	0	0
10th	0 (0d,0i)	0 (0d,0i)	0	0
11th	0 (0d,0i)	0 (0d,0i)	0	0
12th	0 (0d,0i)	0 (0d,0i)	0	0
Total	0 (0d,0i)	0 (0d,0i)	0	0

<b>Enrolled Students</b>				
	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>	<u>2012-2013</u>
9th	0 (0d,0i)	0 (0d,0i)	0	0
10th	0 (0d,0i)	0 (0d,0i)	0	0
11th	0 (0d,0i)	0 (0d,0i)	0	0
12th	0 (0d,0i)	0 (0d,0i)	0	0
Total	0 (0d,0i)	0 (0d,0i)	0	0

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

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## YTD Financial Aid Breakdowns

<b>Domestic (All Years)</b>		Total	Full Pay	Financial Assistance
	Inquiries	132	30	102
	Applications	34	3	31

<b>Domestic (2015-2016)</b>		Total	Full Pay	Financial Assistance
	Inquiries	110	20	90
	Applications	34	3	31

<b>Domestic (2016-2017 &amp; Beyond)</b>		Total	Full Pay	Financial Assistance
	Inquiries	22	10	12
	Applications	0	0	0

<b>International (All Years)</b>		Total	Full Pay	Financial Assistance
	Inquiries	87	4	83
	Applications	45	0	45

<b>International (2015-2016)</b>		Total	Full Pay	Financial Assistance
	Inquiries	78	4	74
	Applications	45	0	45

<b>International (2016-2017 &amp; Beyond)</b>		Total	Full Pay	Financial Assistance
	Inquiries	9	0	9
	Applications	0	0	0

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## Domestic Educational Consultants

### Number of Consultants Contacted

	Consultants	In Person	Personalized	Mass	Referred	Enrolled
Primary	39	17	10	39	4	0
Secondary	66	8	3	66	1	0
Tertiary	202	2	0	202	0	0
Total	307	27	13	307	5	0

### Number of Contacts with Consultants

	Consultants	In Person	Personalized	Mass	Referred	Enrolled
Primary	39	28	22	195	5	0
Secondary	66	11	4	330	1	0
Tertiary	202	2	0	1,010	0	0
Total	307	41	26	1,535	6	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.*