

# BRS Enrollment

## End of Month Report – July 2016

Dear Members and Friends of the BRS School Advancement Committee:

Our team is pleased to provide this report of admission activity through July 31, 2016.

We are now in the home stretch of the Fall, 2016 recruiting season, approaching the September 30 finish line.

As such, the totals change almost daily, as applicants complete the necessary paperwork, verbal commitments become contracted students, and the occasional surprise - both good and bad - pops up.

Thus, this report is a necessary mix of hard numbers, verbal commitments, and a careful read of other good work still very much in process.

Given the above caveats, here's how we look:

Thru today, August 17, we are comparing favorably with YTD activity over the last five years and toward our 2016 goals.

### Re-enrollment

- 102 returning contracts are in hand toward our goal of 104
- We have an additional 10 students who are EITHER verbal commitments which await paperwork OR are highly likely to return pending a final detail or two.
- Given this, we are projecting 109+/- at September 30, with a potential to go beyond that.

### New Enrollment

- 55 new contracts are in hand toward our goal of 70
- We have an additional 8 students who are EITHER verbal commitments which await paperwork OR are highly likely to join our community.
- Given this, we are projecting 68+ at September 30, with team seeing a very achievable path all the way to 70.

Together, we have 157 contracts in hand, and project 174 – 179 students enrolled by September 30.

Obviously, this would meet our goal of 174, and would represent success in both categories - particularly in re-enrollment.

I write this with a mix of excitement and trepidation; thrilled that we are so close to complete at the earliest date in years, while still cautious that we have important work in process and about seven or eight additional new students to identify.

Bottom line - we are faring well, are energized by our yield thus far, and can project success at September 30.

Two more important items of note:

- We project that we will be +/-1% against the 70/30 domestic/international ratio across the student body – likely from 20+ states and 16+ countries. Good news for sure.
- We project that we will exceed the \$2.05M Financial Aid budget by \$50,000+/- . This is because we expect to retain a greater number of returning students than planned – a very happy problem to have!

41 days remain in this cycle. Our team will bring you one more report of progress on September 15th. I know you will join us in praying for smooth sailing between now and then.

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

Cheers.

DFD

# BLUE RIDGE SCHOOL

## BRS Enrollment

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*\*This page represents enrollment as of 8/17/16.*

### 2015-2016 Enrollment (Previous)

Opening - September 30, 2015	164 (117d,47i)
Mid-Year Additions	21 (12d,9i)

### YTD Matriculation **185 (129d,56i)**

Mid-Year Withdraws	18 (17d,1i)	Current Enrollment
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### Current Enrollment Total **167 (112d,55i)**

By Grade Level

		9th	36 (26d,10i)
YTD Domestic Total	129	10th	41 (25d,16i)
YTD International Total	56	11th	51 (38d,13i)
YTD Percentage International	30.3%	12th	39 (23d,16i)

### 2016-2017 Enrollment

By Grade Level

	Goal	Year to Date	Percent to Goal	9th	10th	11th	12th
<b>Total Enrollment</b>	<b>174</b>	<b>157 (104d,53i)</b>	<b>90.2%</b>	24 (17d,7i)	43 (29d,14i)	52 (32d,20i)	38 (26d,12i)
Returning Students	104	102 (66d,36i)	98.1%				
New Students	70	55 (38d,17i)	78.6%				

\* Within these figures are two faculty children who are returning and two faculty children expected to be new enrollees, a total of four students.

#### Returning Students

End of Year Total	167 (112d,55i)
Graduating	39 (23d,16i)
Eligible to Return	128 (90d,38i)
Not Inviting to Return	7 (6d,1i)
Total Inviting to Return	121 (84d,37i)
Eligible Contracts on Hold	2 (2d,0i)
Contracts Sent YTD	119 (82d,37i)
Contracts Outstanding YTD	17 (16d,1i)

<b>Returning Student Goal</b>	<b>104</b>
<b>Returning Contracts YTD</b>	<b>102 (66d,36i)</b>
<b>Percent to Goal</b>	<b>98.1%</b>

**Add'l Verbals & Likely 10 (10d,0i)**

#### New Students

Inquiries	515 (344d,171i)
Applications	253 (148d,105i)
Interviews	152 (85d,67i)
Campus Visits	135 (96d,39i)
Acceptances	98 (62d,36i)

<b>New Student Goal</b>	<b>70</b>
<b>New Student Contracts YTD</b>	<b>55 (38d,17i)</b>
<b>Percent to Goal</b>	<b>78.6%</b>

**Add'l Verbals & Likely 8 (7d,1i)**

# BLUE RIDGE SCHOOL

## BRS Enrollment

### End of Month Report — July 2016

<b>Inquiries</b>	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
July	28 (23d,5i)	27 (23d,4i)	42 (35d,7i)	58 (44d,14i)
Current YTD	504 (336d,168i)	548 (369d,179i)	547 (402d,145i)	663 (509d,154i)
End of Year		608 (415d,193i)	606 (447d,159i)	729 (565d,164i)

<b>Applications</b>	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
July	15 (14d,1i)	26 (22d,4i)	28 (20d,8i)	23 (18d,5i)
Current YTD	252 (147d,105i)	300 (180d,120i)	248 (160d,88i)	240 (154d,86i)
End of Year		327 (197d,130i)	285 (188d,97i)	275 (183d,93i)

<b>Interviews</b>	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
July	8 (7d,1i)	20 (18d,2i)	23 (17d,6i)	13 (10d,3i)
Current YTD	152 (85d,67i)	199 (114d,85i)	144 (77d,67i)	147 (88d,59i)
End of Year		214 (126d,88i)	160 (89d,71i)	175 (111d,64i)

<b>Campus Visits</b>	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
July	12 (10d,2i)	18 (17d,1i)	19 (17d,2i)	9 (9d,0i)
Current YTD	135 (96d,39i)	149 (117d,32i)	125 (103d,22i)	105 (89d,16i)
End of Year		165 (131d,34i)	143 (118d,25i)	129 (112d,17i)

<b>Acceptances</b>	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
July	9 (7d,2i)	18 (14d,4i)	18 (12d,6i)	10 (6d,4i)
Current YTD	98 (62d,36i)	106 (79d,27i)	89 (49d,40i)	106 (54d,52i)
End of Year		121 (93d,28i)	114 (68d,46i)	132 (76d,56i)

<b>Enrolled New Students</b>	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
July	9 (7d,2i)	5 (3d,2i)	10 (5d,5i)	3 (2d,1i)
Current YTD	48 (34d,14i)	48 (38d,10i)	45 (27d,18i)	42 (23d,19i)
End of Year		70 (58d,12i)	70 (49d,21i)	71 (47d,24i)

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

\* Only reflects movement towards September 2016 goals (no mid-year data is shown here)

# BRS Enrollment

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## YTD Breakdowns

<b>Inquiries</b>				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	285 (188d,97i)	316 (184d,132i)	308 (234d,74i)	343 (278d,65i)
10th	107 (60d,47i)	102 (74d,28i)	111 (71d,40i)	150 (111d,39i)
11th	81 (63d,18i)	106 (96d,10i)	99 (75d,24i)	127 (82d,45i)
12th	31 (25d,6i)	24 (15d,9i)	29 (22d,7i)	43 (38d,5i)
Total	504 (336d,168i)	548 (369d,179i)	547 (402d,145i)	663 (509d,154i)

<b>Applications</b>				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	123 (63d,60i)	156 (66d,90i)	115 (69d,46i)	93 (60d,46i)
10th	65 (35d,30i)	65 (45d,20i)	55 (34d,21i)	76 (48d,28i)
11th	44 (32d,12i)	67 (61d,6i)	62 (45d,17i)	58 (34d,24i)
12th	20 (17d,3i)	12 (8d,4i)	16 (12d,4i)	13 (12d,1i)
Total	252 (147d,105i)	300 (180d,120i)	248 (160d,88i)	240 (154d,86i)

<b>Interviews</b>				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	73 (35d,38i)	110 (42d,68i)	65 (29d,36i)	58(39d,19i)
10th	43 (22d,21i)	38 (26d,12i)	37 (19d,18i)	48(28d,20i)
11th	25 (19d,6i)	44 (41d,3i)	35 (24d,11i)	34(15d,19i)
12th	11 (9d,2i)	7 (5d,2i)	7 (5d,2i)	7 (6d,1i)
Total	152 (85d,67i)	199 (114d,85i)	144 (77d,67i)	147 (88d,59i)

<b>Campus Visits</b>				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	66 (38d,28i)	81 (52d,29i)	69 (53d,16i)	44 (40d,4i)
10th	32 (24d,8i)	26 (23d,3i)	25 (20d,5i)	33 (26d,7i)
11th	26 (23d,3i)	39 (39d,0i)	24 (24d,0i)	21 (17d,4i)
12th	11 (11d,0i)	3 (3d,0i)	7 (6d,1i)	7 (6d,1i)
Total	135 (96d,39i)	149 (117d,32i)	125 (103d,22i)	105 (89d,16i)

<b>Acceptances</b>				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	42 (23d,19i)	52 (36d,16i)	44 (19d,25i)	42(22d,20i)
10th	25 (16d,9i)	26 (19d,7i)	23 (14,9i)	37(21d,16i)
11th	23 (16d,7i)	26 (23d,3i)	16 (11d,5i)	22 (7d,15i)
12th	8 (7d,1i)	2 (1d,1i)	6 (5d,1i)	5 (4d,1i)
Total	98 (62d,36i)	106 (79d,27i)	89 (49d,40i)	106 (54d,52i)

<b>Enrolled New Students</b>				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	20 (14d,6i)	27 (20d,7i)	21 (10d,11i)	16 (7d,9i)
10th	11 (8d,3i)	12 (10d,2i)	14 (9d,5i)	16 (9d,7i)
11th	14 (9d,5i)	9 (8d,1i)	9 (7d,2i)	6 (4d,2i)
12th	3 (3d,0i)	0 (0d,0i)	1 (1d,0i)	4 (3d,1i)
Total	48 (34d,14i)	48 (38d,10i)	45 (27d,18i)	42(23d,19i)

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

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# BRS Enrollment

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## YTD Financial Aid Breakdowns

<b>Domestic (All Years)</b>		Total	Full Pay	Financial Assistance
	Inquiries	330	75	255
	Applications	141	32	109

<b>Domestic (2016-2017)</b>		Total	Full Pay	Financial Assistance
	Inquiries	271	62	209
	Applications	135	31	104

<b>Domestic (2017-2018 &amp; Beyond)</b>		Total	Full Pay	Financial Assistance
	Inquiries	59	13	46
	Applications	6	1	5

<b>International (All Years)</b>		Total	Full Pay	Financial Assistance
	Inquiries	167	55	112
	Applications	103	45	58

<b>International (2016-2017)</b>		Total	Full Pay	Financial Assistance
	Inquiries	152	53	99
	Applications	103	45	58

<b>International (2017-2018 &amp; Beyond)</b>		Total	Full Pay	Financial Assistance
	Inquiries	15	2	13
	Applications	0	0	0

# BRS Enrollment

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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	41	16	41	41	12	5
Secondary	75	7	74	75	5	2
Tertiary	227	9	8	227	4	1
Total	343	32	123	343	21	8

### Number of Contacts with Consultants

	Consultants	In Person	Personalized	Mass	# Students Referred From Consultants	# Students Enrolled From Consultants
Primary	41	20	124	400	19	7
Secondary	75	7	96	723	5	2
Tertiary	227	10	11	2,180	3	1
Total	343	37	231	3,303	27	10

*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.*

**BRS Board Report - July 2016 - Enrollment Projection (as of 8/17/16)**

	2012-2013 #	2012-2013 \$	2013-2014 #	2013-2014 \$	2014-2015 #	2014-2015 \$	2015-2016 #	2015-2016 \$	2016-2017 #	2016-2017 \$	2016-2017 #	2016-2017 \$
									<b>IN HAND</b>		<b>IN HAND + V + LIKELY</b>	
Returning Enrollment	92		97		91		94		102		112	
Returning - Total Full Pay	58		57		61		55		52		52	
Returning - Domestic Full Pay	27		29		26		21		21		21	
Returning - International Full Pay	31		28		35		34		31		31	
Returning - Total FA Given	34	\$904,600	40	\$958,232	30	\$647,300	39	\$906,925	48	\$1,060,000	58	\$1,323,950
Returning - Domestic FA Given	25	\$640,100	34	\$805,232	27	\$562,800	38	\$901,925	43	\$981,500	53	\$1,245,450
Returning - International FA Given	9	\$264,500	6	\$153,000	3	\$84,500	1	\$5,000	5	\$78,500	5	\$78,500
Returning - Faculty Children									2		2	
									<b>IN HAND</b>		<b>IN HAND + V + LIKELY</b>	
New Fall Enrollment	54		71		70		70		55		63	
New Fall - Total Full Pay	32		51		37		29		21		26	
New Fall - Domestic Full Pay	19		27		18		19		13		17	
New Fall - International Full Pay	13		24		19		10		8		9	
New Fall - Total FA Given	22	\$585,000	20	\$361,600	33	\$784,750	41	\$947,450	33	\$703,900	36	\$783,900
New Fall - Domestic FA Given	19	\$498,000	20	\$361,600	31	\$738,750	39	\$884,325	24	\$541,150	27	\$621,150
New Fall - International FA Given	3	\$87,000	0	\$0	2	\$46,000	2	\$63,125	9	\$162,750	9	\$162,750
New Fall - Faculty Children									1		1	
New MY Enrollment	12		14		11		21		0		0	
New MY - Total Full Pay	11		13		9		17		0		0	
New MY - Domestic Full Pay	10		12		6		9		0		0	
New MY - International Full Pay	1		1		3		8		0		0	
New MY - Total FA Given	1	\$7,000	1	\$22,367	2	\$35,037	4	\$56,342	0	\$0	0	\$0
New MY - Domestic FA Given	1	\$7,000	0	\$0	2	\$35,037	3	\$40,050	0		0	
New MY - International FA Given	0	\$0	1	\$22,367	0	\$0	1	\$16,292	0		0	
Total Returning Domestic	52	\$640,100	63	\$805,232	53	\$562,800	59	\$901,925	66	\$981,500	76	\$1,245,450
Total Returning International	40	\$264,500	34	\$153,000	38	\$84,500	35	\$5,000	36	\$78,500	36	\$78,500
Total New Fall Domestic	38	\$498,000	47	\$361,600	49	\$738,750	58	\$884,325	38	\$541,150	45	\$621,150
Total New Fall International	16	\$87,000	24	\$0	21	\$46,000	12	\$63,125	17	\$162,750	18	\$162,750
Total New MY Domestic	11	\$7,000	12	\$0	8	\$35,037	12	\$40,050	0	\$0	0	\$0
Total New MY International	1	\$0	2	\$22,367	3	\$0	9	\$16,292	0	\$0	0	\$0
Total Domestic	101	\$1,145,100	122	\$1,166,832	110	\$1,336,587	129	\$1,826,300	104	\$1,522,650	121	\$1,866,600
Total International	57	\$351,500	60	\$175,367	62	\$130,500	56	\$84,417	53	\$241,250	54	\$241,250
<b>Total Matriculation</b>	<b>158</b>	<b>\$1,496,600</b>	<b>182</b>	<b>\$1,342,199</b>	<b>172</b>	<b>\$1,467,087</b>	<b>185</b>	<b>\$1,910,717</b>	<b>157</b>	<b>\$1,763,900</b>	<b>175</b>	<b>\$2,107,850</b>
<b>Amount of FA Per Student</b>		<b>\$9,472</b>		<b>\$7,375</b>		<b>\$8,530</b>		<b>\$10,328</b>		<b>\$11,235</b>		<b>\$12,045</b>