

## BRS Enrollment

End of Month Report — June 2016

Dear Members and Friends of the BRS School Advancement Committee:

As always, our Admission team is pleased to provide this YTD summary of activity through July 15, 2015.

We are feeling good about our present position as September 30 approaches.

I would suggest five highlights, based on the data included here:

- Through July 15, we have **134** students contracted – 94 returning and 40 new.
- In addition to these, we have 24 more students who have given verbal commitments or who are highly likely to attend, bringing us to a working total of **158** against our goal of **174**.
- While our total admission funnel of inquiry continues to slowly shrink, our comparative yield from it this season remains excellent.
- Use of Financial Aid remains on track – our average award to this point and our amount of dollars still available both indicate we are within planned parameters thus far.
- International enrollment is expected to entirely meet its targets in both reenrollment and new enrollment by July 31<sup>st</sup> – based on a desired domestic/international ratio of 70/30.

So...40 contracts to go!

In reality, this means confirmation of the 24 we have in process, and an additional 16 from inquiries we expect to receive in the next eight weeks or so.

Using traditional measures of activity in August and September, we should be on track to hit 174 by September 30.

Please let me know if you have questions of any kind. And keep your fingers crossed our good fortune continues...

Cheers.

DFD

# BLUE RIDGE SCHOOL

## BRS Enrollment

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*\*This page represents enrollment as of 7/15/16.*

### 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>134 (86d,48i)</b>	<b>77.0%</b>	20 (13d,7i)	34 (24d,10i)	45 (25d,20i)	35 (25d,11i)
Returning Students	104	94 (58d,36i)	90.4%				
New Students	70	40 (28d,12i)	57.1%				

\* 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	3 (3d,0i)
Contracts Sent YTD	118 (81d,37i)
Contracts Outstanding YTD	24 (23d,1i)

<b>Returning Student Goal</b>	<b>104</b>
<b>Returning Contracts YTD</b>	<b>94 (58d,36i)</b>
<b>Percent to Goal</b>	<b>90.4%</b>

**Add'l Verbals & Likely 15 (15d,0i)**

#### New Students

Inquiries	481 (316d,163i)
Applications	235 (133d,102i)
Interviews	147 (83d,64i)
Campus Visits	123 (86d,37i)
Acceptances	89 (55d,34i)

<b>New Student Goal</b>	<b>70</b>
<b>New Student Contracts YTD</b>	<b>40 (28d,12i)</b>
<b>Percent to Goal</b>	<b>57.1%</b>

**Add'l Verbals 9 (6d,3i)**

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<b>Inquiries</b>	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
June	35 (28d,7i)	40 (34d,6i)	50 (44d,6i)	43 (34d,9i)
Current YTD	476 (313d,163i)	518 (344d,174i)	504 (366d,138i)	604 (465d,139i)
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>
June	20 (16d,4i)	27 (23d,4i)	38 (34d,4i)	18 (14d,4i)
Current YTD	235 (133d,102i)	277 (161d,116i)	220 (140d,80i)	217 (136d,81i)
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>
June	9 (6d,3i)	16 (13d,3i)	13 (10d,3i)	14 (6d,8i)
Current YTD	147 (83d,64i)	175 (92d,83i)	120 (60d,60i)	134 (78d,56i)
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>
June	8 (8d,0i)	13 (13d,0i)	31 (28d,3i)	9 (5d,4i)
Current YTD	123 (86d,37i)	126 (95d,31i)	106 (86d,20i)	96 (80d,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>
June	10 (7d,3i)	15 (12d,3i)	11 (8d,3i)	14 (7d,7i)
Current YTD	89 (55d,34i)	88 (65d,23i)	71 (37d,34i)	96 (48d,48i)
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>
June	15 (15d,0i)	9 (8d,1i)	8 (5d,3i)	12 (10d,2i)
Current YTD	39 (27d,12i)	43 (35d,8i)	37 (22d,15i)	39 (21d,18i)
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

End of Month Report – June 2016

## YTD Breakdowns

<b>Inquiries</b>				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	274 (180d,94i)	308 (180d,128i)	295 (224d,71i)	323 (266d,57i)
10th	102 (56d,46i)	94 (67d,27i)	102 (63d,39i)	130 (94d,36i)
11th	73 (55d,18i)	94 (84d,10i)	86 (63d,23i)	115 (73d,42i)
12th	27 (22d,5i)	22 (13d,9i)	21 (16d,5i)	36 (32d,4i)
Total	476 (313d,163i)	518 (344d,174i)	504 (366d,138i)	604 (465d,139i)

<b>Applications</b>				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	120 (60d,60i)	152 (65d,87i)	107 (64d,43i)	89 (57d,32i)
10th	61 (32d,29i)	58 (39d,19i)	48 (28d,20i)	66 (40d,26i)
11th	39 (27d,12i)	57 (51d,6i)	55 (40d,15i)	52 (30d,22i)
12th	15 (14d,1i)	10 (6d,4i)	10 (8d,2i)	10 (9d,1i)
Total	235 (133d,102i)	277 (161d,116i)	220 (140d,80i)	217 (136d,81i)

<b>Interviews</b>				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	73 (35d,38i)	106 (40d,66i)	58 (24d,34i)	54 (36d,18i)
10th	41 (21d,20i)	30 (18d,12i)	31 (15d,16i)	43 (23d,20i)
11th	22 (17d,5i)	34 (31d,3i)	27 (19d,8i)	31 (14d,17i)
12th	11 (10d,1i)	5 (3d,2i)	4 (2d,2i)	6 (5d,1i)
Total	147 (83d,64i)	175 (92d,83i)	120 (60d,60i)	134 (78d,56i)

<b>Campus Visits</b>				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	65 (37d,28i)	75 (47d,28i)	62 (47d,15i)	41 (37d,4i)
10th	28 (21d,7i)	20 (17d,3i)	20 (16d,4i)	29 (22d,7i)
11th	20 (18d,2i)	29 (29d,0i)	20 (20d,0i)	20 (16d,4i)
12th	10 (10d,0i)	2 (2d,0i)	4 (3d,1i)	6 (5d,1i)
Total	123 (86d,37i)	126 (95d,31i)	106 (86d,20i)	96 (80d,16i)

<b>Acceptances</b>				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	41 (22d,19i)	47 (34d,13i)	40 (16d,24i)	41 (22d,19i)
10th	21 (14d,7i)	17 (11d,6i)	18 (11,7i)	32 (18d,14i)
11th	18 (11d,7i)	22 (19d,3i)	10 (8d,2i)	19 (5d,14i)
12th	9 (8d,1i)	2 (1d,1i)	3 (2d,1i)	4 (3d,1i)
Total	89 (55d,34i)	88 (65d,23i)	71 (37d,34i)	96 (48d,48i)

<b>Enrolled New Students</b>				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	18 (12d,6i)	26 (20d,6i)	20 (10d,10i)	16 (7d,9i)
10th	8 (6d,2i)	9 (8d,1i)	11 (7d,4i)	15 (9d,6i)
11th	9 (5d,4i)	8 (7d,1i)	4 (4d,0i)	5 (3d,2i)
12th	4 (4d,0i)	0 (0d,0i)	2 (1d,1i)	3 (2d,1i)
Total	39 (27d,12i)	43 (35d,8i)	37 (22d,15i)	39 (21d,18i)

\* 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	307	67	240
	Applications	127	25	102

<b>Domestic (2016-2017)</b>		Total	Full Pay	Financial Assistance
	Inquiries	253	55	198
	Applications	122	24	98

<b>Domestic (2017-2018 &amp; Beyond)</b>		Total	Full Pay	Financial Assistance
	Inquiries	54	12	42
	Applications	5	1	4

<b>International (All Years)</b>		Total	Full Pay	Financial Assistance
	Inquiries	162	54	108
	Applications	100	45	55

<b>International (2016-2017)</b>		Total	Full Pay	Financial Assistance
	Inquiries	148	53	95
	Applications	100	45	55

<b>International (2017-2018 &amp; Beyond)</b>		Total	Full Pay	Financial Assistance
	Inquiries	14	1	13
	Applications	0	0	0

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End of Month Report – June 2016

## 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	11	5
Secondary	75	7	74	75	4	2
Tertiary	226	9	7	226	3	1
Total	342	32	122	342	18	8

### Number of Contacts with Consultants

	Consultants	In Person	Personalized	Mass	# Students Referred From Consultants	# Students Enrolled From Consultants
Primary	41	20	118	359	17	7
Secondary	75	7	94	648	4	2
Tertiary	226	10	11	1,954	3	1
Total	342	37	223	2,916	24	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.*

**BOT Report - June 2016 \*This page represents enrollment as of 7/15/16.**

	2012-2013 #	2012-2013 \$	2013-2014 #	2013-2014 \$	2014-2015 #	2014-2015 \$	2015-2016 #	2015-2016 \$	2016-2017 #	2016-2017 \$
Returning Enrollment	92		97		91		94		94	
Returning - Total Full Pay	58		57		61		55		52	
Returning - Domestic Full Pay	27		29		26		21		21	
Returning - International Full Pay	31		28		35		34		31	
Returning - Total FA Given	34	\$904,600	40	\$958,232	30	\$647,300	39	\$906,925	40	\$832,250
Returning - Domestic FA Given	25	\$640,100	34	\$805,232	27	\$562,800	38	\$901,925	35	\$753,750
Returning - International FA Given	9	\$264,500	6	\$153,000	3	\$84,500	1	\$5,000	5	\$78,500
Returning - Faculty Children									2	
New Fall Enrollment	54		71		70		70		40	
New Fall - Total Full Pay	32		51		37		29		20	
New Fall - Domestic Full Pay	19		27		18		19		13	
New Fall - International Full Pay	13		24		19		10		7	
New Fall - Total FA Given	22	\$585,000	20	\$361,600	33	\$784,750	41	\$947,450	19	\$418,700
New Fall - Domestic FA Given	19	\$498,000	20	\$361,600	31	\$738,750	39	\$884,325	14	\$311,450
New Fall - International FA Given	3	\$87,000	0	\$0	2	\$46,000	2	\$63,125	5	\$107,250
New Fall - Faculty Children									1	
New MY Enrollment	12		14		11		21		0	
New MY - Total Full Pay	11		13		9		17		0	
New MY - Domestic Full Pay	10		12		6		9		0	
New MY - International Full Pay	1		1		3		8		0	
New MY - Total FA Given	1	\$7,000	1	\$22,367	2	\$35,037	4	\$56,342	0	\$0
New MY - Domestic FA Given	1	\$7,000	0	\$0	2	\$35,037	3	\$40,050	0	
New MY - International FA Given	0	\$0	1	\$22,367	0	\$0	1	\$16,292	0	
Total Returning Domestic	52	\$640,100	63	\$805,232	53	\$562,800	59	\$901,925	58	\$753,750
Total Returning International	40	\$264,500	34	\$153,000	38	\$84,500	35	\$5,000	36	\$78,500
Total New Fall Domestic	38	\$498,000	47	\$361,600	49	\$738,750	58	\$884,325	28	\$311,450
Total New Fall International	16	\$87,000	24	\$0	21	\$46,000	12	\$63,125	12	\$107,250
Total New MY Domestic	11	\$7,000	12	\$0	8	\$35,037	12	\$40,050	0	\$0
Total New MY International	1	\$0	2	\$22,367	3	\$0	9	\$16,292	0	\$0
Total Domestic	101	\$1,145,100	122	\$1,166,832	110	\$1,336,587	129	\$1,826,300	86	\$1,065,200
Total International	57	\$351,500	60	\$175,367	62	\$130,500	56	\$84,417	48	\$185,750
<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>134</b>	<b>\$1,250,950</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>\$9,335</b>