

BRS Enrollment

End of Month Report — March 2016

Dear Members and Friends of the BRS School Advancement Committee:

Your Admission team is pleased to provide this report of enrollment funnel activity through March 31, 2016 (since October 1, 2015).

Overall, we are on schedule thus far toward our goal of 174 students at September 30, 2016 - 104 returning, and 70 new.

Today, we have 60 returning and 13 new student contracts in hand - a total of 73.

Within these figures are a few highlights:

- The re-enrollment process appears to be going smoothly, with more returning contracts in hand at this date than in the previous year.
- New enrollment is also moving steadily, led timing-wise by international markets (as is traditionally the case - those applicants typically come earlier than do domestics). The international markets appear to be providing us an appropriate number and quality of applicants thus far.
- The Financial Aid Committee has been busy and is working well - we are within the expected range there thus far, as well.
- Inquiry totals and overall funnel activity is improving, but slowly - and still with significantly fewer domestic looks than in recent years.
- Our initial marketing of new summer school academic course offerings has begun. These should be very high-quality experiences for our customers, and we are hopeful this will help us better serve the boys in our charge AND potentially introduce new families to BRS.

In summary, we are on solid ground thus far. There are miles to go for sure, but we are executing well and believe that -with a little luck - this should be another successful season.

As always, we welcome questions and ideas of any kind.

Cheers.

BLUE RIDGE SCHOOL

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**This page represents enrollment as of 4/13/16.*

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)
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Current Enrollment Total **167 (112d,55i)**

Current Enrollment

By Grade Level

		9th	37 (27d,10i)
YTD Domestic Total	129	10th	41 (25d,16i)
YTD International Total	56	11th	50 (37d,13i)
YTD Percentage International	30.3%	12th	39 (23d,16i)

2016-2017 Enrollment

	Goal	Year to Date	Percent to Goal	By Grade Level	
Total Enrollment	174	73 (42d,31i)	42.0%	9th	6 (1d,5i)
Returning Students	104	60 (38d,22i)	57.7%	10th	20 (11d,9i)
New Students	70	13 (4d,9i)	18.6%	11th	28 (15d,13i)
				12th	19 (15d,4i)

* 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	—
Graduating	—
Eligible to Return	128 (89d,39i)
Contracts On Hold YTD	20 (16d,4i)
Contracts Sent YTD	108 (73d,35i)
Contracts Outstanding YTD	48 (35d,13i)

Returning Student Goal	102
Returning Contracts YTD	60 (38d,22i)
Percent to Goal	57.7%

New Students

Inquiries	375 (229d,146i)
Applications	164 (76d,88i)
Interviews	98 (43d,55i)
Campus Visits	78 (44d,34i)
Acceptances	38 (15d,23i)

New Student Goal	68
New Student Contracts YTD	13 (4d,9i)
Percent to Goal	19.1%

d: Domestic Student i: International Student

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Inquiries	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
March	39 (25d,14i)	37 (28d,9i)	33 (22d,11i)	56
Current YTD	350 (209d,141i)	395 (247d,148i)	374 (267d,107i)	385
End of Year		608 (415d,193i)	606 (447d,159i)	729 (565d,164i)

Applications	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
March	19 (11d,8i)	30 (21d,9i)	15 (10d,5i)	31
Current YTD	148 (64d,84i)	198 (95d,103i)	137 (74d,63i)	139
End of Year		327 (197d,130i)	285 (188d,97i)	275 (183d,93i)

Interviews	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
March	10 (7d,3i)	32 (21d,11i)	3 (1d,2i)	10
Current YTD	94 (41d,53i)	128 (54d,74i)	87 (36d,57i)	97
End of Year		214 (126d,88i)	160 (89d,71i)	175 (111d,64i)

Campus Visits	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
March	9 (7d,2i)	18 (18d,0i)	2 (2d,0i)	9
Current YTD	76 (42d,34i)	85 (54d,31i)	56 (42d,14i)	—
End of Year		165 (131d,34i)	143 (118d,25i)	129 (112d,17i)

Acceptances	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
March	19 (11d,8i)	19 (9d,10i)	9 (2d,7i)	14
Current YTD	32 (11d,21i)	49 (33d,16i)	49 (22d,27i)	51
End of Year		121 (93d,28i)	114 (68d,46i)	132 (76d,56i)

Enrolled New Students	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
March	8 (2d,6i)	15 (9d,6i)	8 (3d,5i)	11
Current YTD	8 (2d,6i)	15 (9d,6i)	8 (3d,5i)	11
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)

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YTD Breakdowns

Inquiries				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	221 (137d,84i)	268 (152d,116i)	236 (175d,61i)	271
10th	68 (29d,39i)	61 (43d,18i)	68 (41d,27i)	81
11th	45 (31d,14i)	51 (44d,7i)	55 (39d,16i)	73
12th	16 (12d,4i)	15 (8d,7i)	15 (12d,3i)	16
Total	350 (209d,141i)	395 (247d,148i)	374 (267d,107i)	441

Applications				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	86 (34d,52i)	132 (49d,83i)	69 (33d,36i)	68
10th	35 (11d,24i)	34 (22d,12i)	33 (18d,15i)	36
11th	20 (13d,7i)	26 (21d,5i)	30 (18d,12i)	29
12th	7 (6d,1i)	6 (3d,3i)	5 (5d,0i)	6
Total	148 (64d,84i)	198 (95d,103i)	137 (74d,63i)	139

Interviews				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	54 (20d,34i)	94 (31d,63i)	50 (19d,31i)	50
10th	24 (8d,16i)	18 (10d,8i)	18 (6d,12i)	32
11th	12 (9d,3i)	12 (11d,1i)	17 (9d,8i)	13
12th	4 (4d,0i)	4 (2d,2i)	2 (2d,0i)	2
Total	94 (41d,53i)	128 (54d,74i)	87 (36d,57i)	97

Campus Visits				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	47 (21d,26i)	63 (35d,28i)	35 (23d,12i)	—
10th	13 (7d,6i)	12 (9d,3i)	9 (7d,2i)	—
11th	12 (10d,2i)	9 (9d,0i)	10 (10d,0i)	—
12th	4 (4d,0i)	1 (1d,0i)	2 (2d,0i)	—
Total	76 (42d,34i)	85 (54d,31i)	56 (42d,14i)	—

Acceptances				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	21 (6d,15i)	31 (19d,12i)	34 (13d,21i)	29
10th	7 (2d,5i)	7 (6d,1i)	9 (5d,4i)	11
11th	4 (3d,1i)	8 (6d,2i)	5 (3d,2i)	11
12th	0 (0d,0i)	3 (2d,1i)	1 (1d,0i)	0
Total	32 (11d,21i)	49 (33d,16i)	49 (22d,27i)	51

Enrolled New Students				
	<u>2016-2017</u>	<u>2015-2016</u>	<u>2014-2015</u>	<u>2013-2014</u>
9th	6 (1d,5i)	12 (6d,6i)	6 (2d,4i)	6
10th	2 (1d,1i)	2 (2d,0i)	1 (0d,1i)	3
11th	0 (0d,0i)	1 (1d,0i)	1 (1d,0i)	2
12th	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)	0
Total	8 (2d,6i)	15 (9d,6i)	8 (3d,5i)	11

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YTD Financial Aid Breakdowns

Domestic (All Years)		Total	Full Pay	Financial Assistance
	Inquiries	209	46	163
	Applications	66	17	49

Domestic (2016-2017)		Total	Full Pay	Financial Assistance
	Inquiries	165	38	127
	Applications	63	16	47

Domestic (2017-2018 & Beyond)		Total	Full Pay	Financial Assistance
	Inquiries	44	8	36
	Applications	3	1	2

International (All Years)		Total	Full Pay	Financial Assistance
	Inquiries	141	43	98
	Applications	84	37	47

International (2016-2017)		Total	Full Pay	Financial Assistance
	Inquiries	127	42	85
	Applications	84	37	47

International (2017-2018 & Beyond)		Total	Full Pay	Financial Assistance
	Inquiries	14	1	13
	Applications	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	40	12	11	40	4	3
Secondary	73	4	3	73	1	1
Tertiary	223	2	2	219	0	0
Total	336	18	16	332	5	4

Number of Contacts with Consultants

	Consultants	In Person	Personalized	Mass	# Students Referred From Consultants	# Students Enrolled From Consultants
Primary	40	12	50	237	5	3
Secondary	73	4	10	427	1	1
Tertiary	223	3	2	1,282	0	0
Total	336	19	62	1,946	6	4

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 - March 2016 *This page represents enrollment as of 4/13/16.

	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		60	
Returning - Total Full Pay	58		57		61		55		34	
Returning - Domestic Full Pay	27		29		26		21		13	
Returning - International Full Pay	31		28		35		34		21	
Returning - Total FA Given	34	\$904,600	40	\$958,232	30	\$647,300	39	\$906,925	24	\$560,000
Returning - Domestic FA Given	25	\$640,100	34	\$805,232	27	\$562,800	38	\$901,925	23	\$555,000
Returning - International FA Given	9	\$264,500	6	\$153,000	3	\$84,500	1	\$5,000	1	\$5,000
Returning - Faculty Children									2	
New Fall Enrollment	54		71		70		70		13	
New Fall - Total Full Pay	32		51		37		29		8	
New Fall - Domestic Full Pay	19		27		18		19		2	
New Fall - International Full Pay	13		24		19		10		6	
New Fall - Total FA Given	22	\$585,000	20	\$361,600	33	\$784,750	41	\$947,450	5	\$79,475
New Fall - Domestic FA Given	19	\$498,000	20	\$361,600	31	\$738,750	39	\$884,325	2	\$21,475
New Fall - International FA Given	3	\$87,000	0	\$0	2	\$46,000	2	\$63,125	3	\$58,000
New Fall - Faculty Children										
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	38	\$555,000
Total Returning International	40	\$264,500	34	\$153,000	38	\$84,500	35	\$5,000	22	\$5,000
Total New Fall Domestic	38	\$498,000	47	\$361,600	49	\$738,750	58	\$884,325	4	\$21,475
Total New Fall International	16	\$87,000	24	\$0	21	\$46,000	12	\$63,125	9	\$58,000
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	42	\$576,475
Total International	57	\$351,500	60	\$175,367	62	\$130,500	56	\$84,417	31	\$63,000
Total Matriculation	158	\$1,496,600	182	\$1,342,199	172	\$1,467,087	185	\$1,910,717	73	\$639,475
Amount of FA Per Student		\$9,472		\$7,375		\$8,530		\$10,328		\$8,760