

BRS Enrollment

End of Month Report – August 2019

Dear Members and Friends of the BRS External Affairs Committee:

Your Admission Team is pleased to provide this report of activity through August 31, 2019 – with additional data through today, September 18. My apologies in advance for a longer summary than usual – we are deep in the data and details here, and I thought some of you might appreciate the additional insights.

Bottom line – we are at 172 students – 108 returning, 64 new.

Some notes about that:

- Original goals for the year were 111 returning and 69 new, for a total of 180.
- Revised targets earlier this summer were 107 returning and 65 new, for a total of 172.
- There are two more attractive candidates remaining in the new funnel – one domestic and one international – that have potential to close before our September 30 deadline.
- Looking ahead, mid-year enrollment will again be very important, with a goal of \$300,000 in net revenue for that season. As of this writing, we already have two solid candidates in the pipeline for January.

As we have reported in recent updates, there are four key elements at play in this Fall 2019 season:

- International enrollment declined across the marketplace. BRS is down 7-10 international students, both returning and new. China is the market that saw the most significant decline.
- Domestic Enrollment maintained the higher volume and student quality it has shown in the last three years. The domestic/international ratio for 2019-20 today is 78/22, from 75/25 and 71/29 in previous years.
- Financial Aid use increased. The Discount Rate grew to around 30%, up from 24-27% in recent years.
- Competition has never been more fierce, both in re-enrollment and new enrollment. We have added new data points in the “Returning Students” and “New Students” boxes in the lower third of the opening data page to reflect the impact of these variables on net totals. “Refused Offer” is the most telling indicator.

As you will see, the new enrollment funnel reflects the impact of these factors:

- 495 Inquiries – **second lowest** total in four years
- 226 Applications – **highest** domestic total in four years
- 118 Accepted – **tied for highest** in four years
- 64 Enrolled – **second lowest** in four years

BRS Enrollment

End of Month Report – August 2019

Digging in a bit deeper, here are a few more stats of note:

- 1 withdrew after confirmation (was contracted, backed out; full-pay domestic) – would have been #65 enrolled.
- 42 who were Accepted chose another school (choices included Woodberry Forest, Episcopal, Avon Old Farms, Asheville School, Christ School, Shattuck St. Mary's, Trinity Pawling)
- 8 who were Accepted then refused offer due to finances
- 6 others remain on a Financial Aid waitlist due to finances
- A decline in new 9th grade inquires and enrollment, and an increase in new 12th grade interest

With all these elements in mind, we will soon be drafting the Admission TAP for 2019/20. That document will be the core of our External Affairs conversations when we are together in October.

While our net tuition revenue totals will not reach their targets for September, I remain very proud of – and grateful to – our team for this hard-fought campaign. The students we have are a great fit for Blue Ridge, and this should bode well as we proceed ahead.

As always, we welcome questions of any kind.

See you soon.

DFD

BRS Enrollment

End of Month Report – August 2019

**This page represents enrollment as of 09/18/2019*

2018-2019 Enrollment (Previous)

Opening - September 30, 2018 190 (142d,48i)
 Mid-Year Additions 8 (6d,2i)

YTD Matriculation 198 (148d,50i)

Mid-Year Withdraws 17 (15d,2i)

Closing Enrollment Total 181 (133d,48i)

Closing Enrollment
By Grade Level

		9th	31 (24d,7i)
YTD Domestic Total	148	10th	41 (28d,13i)
YTD International Total	50	11th	53 (38d,15i)
YTD Percentage International	25.2%	12th	56 (43d,13i)

2019-2020 Enrollment

	Goal	Year to Date	Percent to Goal	By Grade Level	
Total Enrollment	180	172 (133d,39i)	96%	9th	20 (13d,7i)
Returning Students	111	108 (79d,29i)	97%	10th	51 (43d,8i)
New Students	69	64 (54d,10i)	93%	11th	47 (36d,11i)
				12th	54 (41d,13i)

Returning Students

as of Sep 18

End of Year Total	181 (133d,48i)
Graduating	56 (43d,13i)
Potentially Eligible to Return	125 (90d,35i)
Not Inviting to Return	5 (4d,1i)
Total Inviting to Return	120 (86d,34i)
Eligible Contracts On Hold	0 (0d,0i)
Contracts Sent YTD	120 (86d,34i)
Refused Offer	10 (5d,5i)
Withdrawn After Confirmation	2 (2d,0i)

Returning Student Goal	111
Returning Contracts YTD	108 (79d,29i)
Percent to Goal	97 %
Add'l Verbals	0 (0d,0i)

New Students

as of Sep 18

Inquiries	510 (389d,121i)
Applications	234 (175d,59i)
Interviews	164 (118d,46i)
Campus Visits	138 (123d,15i)
Acceptances	122 (89d,33i)
Accepted Counseled Out	1 (0d,1i)
Accepted Refused Offer	50 (29d,21i)
Accepted Financial Aid Wait	6 (5d,1i)
Withdrawn After Confirmation	1 (1d,0i)

New Student Goal	69
New Student Contracts YTD	64 (54d,10i)
Percent to Goal	93 %
Add'l Verbals	0 (0d,0i)

BRS Enrollment

End of Month Report — thru August 31, 2019

Inquiries	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
August	17 (14d,3i)	27 (25d,2i)	25 (23d,2i)	29 (25d,4i)
Current YTD	495 (379d,116i)	522 (396d,126i)	479 (346d,133i)	534 (362d,172i)
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>
August	14 (12d,2i)	6 (6d,0i)	10 (10d,0i)	17 (14d,3i)
Current YTD	226 (172d,54i)	224 (166d,58i)	229 (151d,78i)	269 (161d,108i)
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>
August	7 (5d,2i)	7 (7d,0i)	8 (8d,0i)	9 (7d,2i)
Current YTD	161 (117d,44i)	177 (123d,54i)	165 (99d,66i)	168 (98d,70i)
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>
August	5 (4d,1i)	7 (7d,0i)	9 (9d,0i)	7 (5d,2i)
Current YTD	136 (121d,15i)	145 (123d,22i)	110 (95d,15i)	142 (101d,41i)
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>
August	12 (10d,2i)	10 (9d,1i)	17 (15d,2i)	12 (10d,2i)
Current YTD	118 (86d,32i)	118 (87d,31i)	96 (68d,28i)	114 (75d,39i)
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>
August	13 (13d,0i)	18 (18d,0i)	16 (14d,2i)	14 (10d,4i)
Current YTD	59 (50d,9i)	76 (61d,15i)	55 (38d,17i)	61 (43d,18i)
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)

BRS Enrollment

End of Month Report — thru August 31, 2019

YTD Breakdowns

Inquiries				
	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
9th	247 (177d,70i)	269 (205d,64i)	269 (179d,90i)	292 (192d,100i)
10th	110 (89d,21i)	116 (88d,28i)	107 (83d,24i)	116 (67d,49i)
11th	101 (82d,19i)	111 (82d,29i)	79 (64d,15i)	90 (73d,17i)
12th	37 (31d,6i)	26 (21d,5i)	24 (20d,4i)	36 (30d,6i)
Total	495 (379d,116i)	522 (396d,126i)	479 (346d,133i)	534 (362d,172i)

Applications				
	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
9th	82 (51d,31i)	94 (71d,23i)	107 (54d,53i)	126 (64d,62i)
10th	63 (53d,10i)	57 (40d,17i)	62 (47d,15i)	70 (38d,32i)
11th	57 (48d,9i)	64 (48d,16i)	50 (42d,8i)	50 (39d,11i)
12th	24 (20d,4i)	9 (7d,2i)	10 (8d,2i)	23 (20d,3i)
Total	226 (172d,54i)	224 (166d,58i)	229 (151d,78i)	269 (161d,108i)

Interviews				
	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
9th	64 (37d,27i)	78 (53d,25i)	81 (36d,45i)	77 (38d,39i)
10th	43 (34d,9i)	44 (29d,15i)	40 (26d,14i)	48 (25d,23i)
11th	38 (33d,5i)	51 (37d,14i)	39 (34d,5i)	30 (24d,6i)
12th	16 (13d,3i)	4 (4d,0i)	5 (3d,2i)	13 (11d,2i)
Total	161 (117d,44i)	177 (123d,54i)	165 (99d,66i)	168 (98d,70i)

Campus Visits				
	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
9th	54 (41d,13i)	71 (54d,17i)	43 (33d,10i)	69 (40d,29i)
10th	36 (36d,0i)	32 (28d,4i)	29 (26d,3i)	34 (25d,9i)
11th	31 (29d,2i)	39 (38d,1i)	34 (32d,2i)	28 (25d,3i)
12th	15 (15d,0i)	3 (3d,0i)	4 (4d,0i)	11 (11d,0i)
Total	136 (121d,15i)	145 (123d,22i)	110 (95d,15i)	142 (101d,41i)

Acceptances				
	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
9th	41 (22d,19i)	54 (40d,14i)	40 (25d,15i)	47 (27d,20i)
10th	37 (30d,7i)	27 (20d,7i)	25 (20d,5i)	27 (16d,11i)
11th	26 (22d,4i)	32 (22d,10i)	27 (21d,6i)	29 (22d,7i)
12th	14 (12d,2i)	5 (5d,0i)	4 (2d,2i)	11 (10d,1i)
Total	118 (86d,32i)	118 (87d,31i)	96 (68d,28i)	114 (75d,39i)

Enrolled New Students				
	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>	<u>2016-2017</u>
9th	19 (12d,7i)	30 (25d,5i)	22 (12d,10i)	25 (18d,7i)
10th	21 (20d,1i)	20 (16d,4i)	14 (12d,2i)	15 (9d,6i)
11th	10 (10d,0i)	23 (17d,6i)	17 (14d,3i)	16 (11d,5i)
12th	9 (8d,1i)	3 (3d,0i)	2 (0d,2i)	5 (5d,0i)
Total	59 (50d,9i)	76 (61d,15i)	55 (38d,17i)	61 (43d,18i)

* 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)

BRS Enrollment

End of Month Report — thru August 31, 2019

YTD Financial Aid Breakdowns

Domestic Applications	Total	Full Pay	Financial Assistance
(All Years)	164	22	142
(2019-2020)	164	22	142
(2020-2021 & Beyond)	0	0	0

International Applications	Total	Full Pay	Financial Assistance
(All Years)	54	11	43
(2019-2020)	53	11	42
(2020-2021 & Beyond)	1	0	1

BRS Enrollment

End of Month Report — thru August 2019

Domestic Educational Consultants

Number of Consultants Contacted

	Consultants	In Person	Personalized	Mass	# Consultants Who Referred A Student	# Consultants Who Enrolled A Student
Primary	45	11	15	45	10	3
Secondary	84	13	7	84	5	1
Tertiary	320	10	8	320	4	0
Total	449	34	30	449	19	4

Number of Contacts with Consultants

	Consultants	In Person	Personalized	Mass	# Students Referred From Consultants	# Students Enrolled From Consultants
Primary	45	16	43	491	17	3
Secondary	84	16	15	921	8	2
Tertiary	320	11	12	3509	6	0
Total	449	43	70	4921	31	5

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.*