

BRS Enrollment

End of Month Report – July 2020

Dear Members and Friends of the BRS External Affairs Committee:

Your Admission Team is glad to share this report of activity through July 31, 2020 – with additional metrics through Monday, August 17.

As you all know, August is typically a very active month as families make final decisions about their son's school options for the Fall. As such, August is a time when numbers can move a lot in a relatively short period.

In spite of the pandemic, August is again proving to be an active month – which is a good thing. As you will see below, the total student body is coming together, with several additional great kids in various stages of the process.

As of yesterday, we are:

- 98 Returning contracted, with 1-3 remaining potential returners.
- 37 New contracted, with 2 Verbals (Domestic), 3 Highly Likely, and 5 Active Applications.

This total should put us solidly in the 140-145 range once our second cohort of students arrives to join the bubble on September 2.

Also of note, our fall enrollment season does not close for budget purposes until September 30. It seems reasonable that these figures will grow in the next six weeks between now and then.

In that spirit, our Re-Opening Task Force (ROTF) is presently considering options now about how best to welcome additional new students to campus after the September 2nd entry date. We think this may be opportune, as new student activity is expected to continue thru September and beyond, particularly if COVID-19 proves difficult to manage on day school campuses.

Meanwhile, inside Battle House, we have been counting a lot of blessings lately as I'm sure you all have. The old adage "it could be worse" is surely apropos. At the top of our gratitude lists are two things: the opportunity to work and live at Blue Ridge School, and to have a supportive leadership body above us. Continued thanks for both.

My favorite closing line these days is simply "onward!" Seems fitting here – let's hope we stay busy for a few more weeks!

Cheers.

Franklin

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**This page represents enrollment as of 08/12/2020*

2019-2020 Enrollment (Previous)

Opening - September 30, 2020 172 (133d,39i)
 Mid-Year Additions 9 (5d,4i)

YTD Matriculation 181 (138d,43i)

Mid-Year Withdraws 12 (10d,2i)

Closing Enrollment Total 169 (128d,41i)

Closing Enrollment
By Grade Level

		9th	21 (12d,9i)
YTD Domestic Total	138	10th	49 (41d,8i)
YTD International Total	43	11th	46 (35d,11i)
YTD Percentage International	23.8%	12th	53 (40d,13i)

2020-2021 Enrollment

	Goal	Year to Date	Percent to Goal	By Grade Level	
Total Enrollment	177	128 (95d,33i)	72%	9th	9 (7d,2i)
Returning Students	107	96 (73d,23i)	90%	10th	26 (17d,9i)
New Students	70	32 (22d,10i)	46%	11th	54 (43d,11i)
				12th	39 (28d,11i)

Returning Students

as of Aug 12

End of Year Total	169 (128d,41i)
Graduating	53 (40d,13i)
Potentially Eligible to Return	116 (88d,28i)
Not Inviting to Return	2 (1d,1i)
Total Inviting to Return	114 (87d,27i)
Eligible Contracts On Hold	1 (1d,0i)
Contracts Sent YTD	113 (86d,27i)
Contracts Outstanding	17 (13d,4i)
Withdrawn After Confirmation	0 (0d,0i)

Returning Student Goal	107
Returning Contracts YTD	96 (73d,23i)
Percent to Goal	90 %
Add'l Verbals	4 (3d,1i)

New Students

as of Aug 12

Inquiries	374 (277d,97i)
Applications	168 (104d,64i)
Interviews	135 (85d,50i)
Campus Visits	82 (71d,11i)
Acceptances	95 (62d,33i)
Accepted Counseled Out	0 (0d,0i)
Accepted Refused Offer	41 (22d,19i)
Accepted Financial Aid Wait	5 (5d,0i)
Withdrawn After Confirmation	2 (0d,2i)

New Student Goal	70
New Student Contracts YTD	32 (22d,10i)
Percent to Goal	46 %
Add'l Verbals	3 (3d,0i)

BLUE RIDGE SCHOOL

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Inquiries	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
July	32 (30d,2i)	35 (32d,3i)	33 (29d,4i)	24 (13d,11i)
Current YTD	363 (266d,97i)	477 (365d,112i)	493 (369d,124i)	453 (322d,131i)
End of Year		530 (400d,130i)	565 (423d,142i)	518 (371d,147i)

Applications	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
July	16 (15,1i)	30 (28d,2i)	23 (20d,3i)	18 (12d,6i)
Current YTD	162 (98d,64i)	212 (160d,52i)	216 (158d,58i)	219 (141d,78i)
End of Year		239 (177d,62i)	229 (169d,60i)	238 (157d,81i)

Interviews	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
July	10 (9d,1i)	19 (17d,2i)	7 (6d,1i)	19 (15d,4i)
Current YTD	128 (78d,50i)	153 (112d,41i)	168 (114d,54i)	157 (91d,66i)
End of Year		167 (119d,48i)	180 (126d,54i)	174 (104d,70i)

Campus Visits	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
July	15 (15d,0i)	15 (15d,0i)	5 (5d,0i)	15 (14d,1i)
Current YTD	76 (65d,11i)	130 (117d,13i)	136 (114d,22i)	101 (86d,15i)
End of Year		138 (123d,15i)	148 (126d,22i)	114 (99d,15i)

Acceptances	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
July	11 (9d,2i)	17 (16d,1i)	8 (6d,2i)	7 (5d,2i)
Current YTD	87 (54d,33i)	106 (76d,30i)	106 (76d,30i)	80 (54d,26i)
End of Year		125 (91d,34i)	119 (88d,31i)	103 (72d,31i)

Enrolled New Students	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
July	7 (6d,1i)	13 (12d,1i)	17 (12d,5i)	5 (4d,1i)
Current YTD	25 (15d,10i)	46 (37d,9i)	59 (43d,16i)	39 (24d,15i)
End of Year		64 (54d,10i)	77 (62d,15i)	61 (43d,18i)

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

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YTD Breakdowns

Inquiries				
	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
9th	209 (166d,43i)	242 (173d,69i)	261 (198d,63i)	258 (170d,88i)
10th	77 (49d,28i)	103 (82d,21i)	106 (79d,27i)	104 (80d,24i)
11th	57 (37d,20i)	96 (80d,16i)	104 (75d,29i)	69 (54d,15i)
12th	20 (14d,6i)	36 (30d,6i)	22 (17d,5i)	22 (18d,4i)
Total	363 (266d,97i)	477 (365d,112i)	493 (369d,124i)	453 (322d,131i)

Applications				
	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
9th	70 (45d,25i)	79 (48d,31i)	93 (70d,23i)	106 (53d,53i)
10th	48 (26d,22i)	57 (47d,10i)	54 (37d,17i)	61 (46d,15i)
11th	39 (26d,13i)	53 (46d,7i)	61 (45d,16i)	42 (34d,8i)
12th	5 (1d,4i)	23 (19d,4i)	8 (6d,2i)	10 (8d,2i)
Total	162 (98d,64i)	212 (160d,52i)	216 (158d,58i)	219 (141d,78i)

Interviews				
	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
9th	64 (38d,26i)	61 (35d,26i)	77 (52d,25i)	78 (33d,45i)
10th	36 (19d,17i)	41 (32d,9i)	40 (25d,15i)	41 (27d,14i)
11th	28 (21d,7i)	35 (32d,3i)	48 (34d,14i)	32 (27d,5i)
12th	0 (0d,0i)	16 (13d,3i)	3 (3d,0i)	6 (4d,2i)
Total	128 (78d,50i)	153 (112d,41i)	168 (114d,54i)	157 (91d,66i)

Campus Visits				
	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
9th	37 (31d,6i)	51 (39d,12i)	70 (53d,17i)	39 (29d,10i)
10th	19 (16d,3i)	34 (34d,0i)	28 (24d,4i)	29 (26d,3i)
11th	20 (18d,2i)	30 (29d,1i)	36 (35d,1i)	28 (26d,2i)
12th	0 (0d,0i)	15 (15d,0i)	2 (2d,0i)	5 (5d,0i)
Total	76 (65d,11i)	130 (117d,13i)	136 (114d,22i)	101 (86d,15i)

Acceptances				
	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
9th	34 (23d,11i)	39 (21d,18i)	52 (38d,14i)	36 (21d,15i)
10th	30 (16d,14i)	32 (25d,7i)	25 (18d,7i)	22 (17d,5i)
11th	23 (15d,8i)	24 (21d,3i)	26 (17d,9i)	21 (15d,6i)
12th	0 (0d,0i)	11 (9d,2i)	3 (3d,0i)	1 (1d,0i)
Total	87 (54d,33i)	106 (76d,30i)	106 (76d,30i)	80 (54d,26i)

Enrolled New Students				
	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>	<u>2017-2018</u>
9th	9 (7d,2i)	18 (11d,7i)	25 (20d,5i)	19 (9d,10i)
10th	10 (7d,3i)	16 (15d,1i)	15 (11d,4i)	11 (9d,2i)
11th	6 (1d,5i)	8 (8d,0i)	17 (10d,7i)	9 (6d,3i)
12th	0 (0d,0i)	4 (3d,1i)	2 (2d,0i)	0 (0d,0i)
Total	25 (15d,10i)	46 (37d,9i)	59 (43d,16i)	39 (24d,15i)

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YTD Financial Aid Breakdowns

Domestic Applications	Total	Full Pay	Financial Assistance
(All Years)	96	3	93
(2020-2021)	96	3	93
(2021-2022 & Beyond)	0	0	0

International Applications	Total	Full Pay	Financial Assistance
(All Years)	64	3	62
(2020-2021)	64	3	62
(2021-2022 & Beyond)	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	46	10	13	46	8	1
Secondary	83	2	4	83	3	0
Tertiary	316	3	6	316	2	0
Total	445	15	23	445	13	1

Number of Contacts with Consultants

	Consultants	In Person	Personalized	Mass	# Students Referred From Consultants	# Students Enrolled From Consultants
Primary	46	10	41	457	12	1
Secondary	83	2	15	840	4	0
Tertiary	316	3	8	3175	2	0
Total	445	15	64	4472	18	1

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.*