

BRS Enrollment

End of Month Report – December 2020

Dear Members and Friends of the BRS External Affairs Committee:

Your Admission Team is glad to share this report of activity through December 31, 2020 – the third month of the new Admission year.

While the pandemic continues to dramatically impede the normal flow of admission activity, there are several items of good news to report:

- We have reached our mid-year budget goals. Eight new students have joined BRS, delivering total net revenue value of more than \$200,000. These young men appear to be solidly mission appropriate, and we were able to secure them within the parameters of our planned discount rate for 2020/21.
- There are three additional candidates remaining in our mid-year funnel, two of whom have particular athletic ability (basketball and lacrosse).
- Josh Palubicki, Director of Enrollment Marketing, starts this week. This is a new position, created from the FTE formerly held by Director of Admission Michael Herring, designed to add significant additional energy to our external marketing and inbound admission funnel management in coordination with Director of Marketing and Communication John Dudley.
- Just this week, we have initiated a new external partnership with Study International, a UK firm, to develop new international market interest using their data/prospect mining and content delivery platform. In the absence of international travel thus far this year, it is hoped that this investment will help offset decreased admission interest from outside the United States.
- A new BRS Referral Network is being created presently and is expected to launch by February 15th. It will primarily be comprised of alumni and alumni parents in strategic locations who will support the admission team in a variety of ways and have an opportunity to develop a unique, close relationship with the School. This is a priority in the 2020/21 Tactical Annual Plan.

It is hoped that these activities will help revitalize the admission funnel and position us for maximum impact once the pandemic begins to ebb. Meanwhile, we feel grateful to have reached our mid-year targets and are doing our best to anticipate what the next three to five months will bring.

Please let me know directly if you have questions of any kind.

Go Barons.

DFD

BRS Enrollment

End of Month Report – December 2020

**This page represents enrollment as of 01/18/2021*

2020-2021 Enrollment (Previous)

Opening - September 30, 2020 147 (111d,36i)
 Mid-Year Additions 8 (7d,1i)

YTD Matriculation 155 (118d,37i)

Mid-Year Withdraws 5 (5d,0i)

Closing Enrollment Total 150 (113d,37i)

Closing Enrollment
By Grade Level

			9th	12 (9d,3i)
YTD Domestic Total	118		10th	37 (26d,11i)
YTD International Total	37		11th	59 (48d,11i)
YTD Percentage International	23.9%		12th	42 (30d,12i)

2021-2022 Enrollment

	Goal	Year to Date	Percent to Goal	By Grade Level	
Total Enrollment	156	0 (0d,0i)	0%	9th	0 (0d,0i)
Returning Students	95	0 (0d,0i)	0%	10th	0 (0d,0i)
New Students	61	0 (0d,0i)	0%	11th	0 (0d,0i)
				12th	0 (0d,0i)

Returning Students

as of Jan 18

End of Year Total	150 (113d,37i)
Graduating	42 (30d,12i)
Potentially Eligible to Return	108 (83d,25i)
Not Inviting to Return	TBD (0d,0i)
Total Inviting to Return	TBD (0d,0i)
Eligible Contracts On Hold	0 (0d,0i)
Contracts Sent YTD	0 (0d,0i)
Contracts Outstanding	0 (0d,0i)
Withdrawn After Confirmation	0 (0d,0i)

Returning Student Goal	95
Returning Contracts YTD	0 (0d,0i)
Percent to Goal	0 %
Add'l Verbals	0 (0d,0i)

New Students

as of Jan 18

Inquiries	159 (123d,36i)
Applications	33 (20d,13i)
Interviews	28 (14d,14i)
Campus Visits	8 (7d,1i)
Acceptances	2 (2d,0i)
Accepted Counseled Out	0 (0d,0i)
Accepted Refused Offer	0 (0d,0i)
Accepted Financial Aid Wait	0 (0d,0i)
Withdrawn After Confirmation	0 (0d,0i)

New Student Goal	61
New Student Contracts YTD	0 (0d,0i)
Percent to Goal	0 %
Add'l Verbals	0 (0d,0i)

BLUE RIDGE SCHOOL

BRS Enrollment

End of Month Report — thru December 2020

Inquiries	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
December	28 (17d,11i)	25 (13d,12i)	33 (21d,12i)	27 (18d,9i)
Current YTD	143 (108d,35i)	204 (137d,67i)	231 (140d,91i)	188 (123d,65i)
End of Year		424 (317d,107i)	530 (400d,130i)	565 (423d,142i)

Applications	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
December	10 (5,5i)	21 (11d,10i)	15 (11d,4i)	8 (6d,2i)
Current YTD	27 (17d,10i)	69 (28d,41i)	65 (39d,26i)	36 (27d,9i)
End of Year		189 (122d,67i)	239 (177d,62i)	229 (169d,60i)

Interviews	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
December	2 (2d,0i)	6 (3d,3i)	14 (10d,4i)	12 (8d,4i)
Current YTD	10 (8d,2i)	55 (26d,29i)	59 (30d,29i)	34 (23d,11i)
End of Year		145 (95d,50i)	167 (119d,48i)	180 (126d,54i)

Campus Visits	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
December	2 (2d,0i)	6 (5d,1i)	8 (8d,0i)	10 (8d,2i)
Current YTD	6 (6d,0i)	29 (25d,4i)	35 (31d,4i)	23 (23d,0i)
End of Year		84 (73d,11i)	138 (123d,15i)	148 (126d,22i)

Acceptances	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
December	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)
Current YTD	2 (2d,0i)	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)
End of Year		108 (74d,34i)	125 (91d,34i)	119 (88d,31i)

Enrolled New Students	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
December	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)
Current YTD	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)
End of Year		47 (35d,12i)	64 (54d,10i)	77 (62d,15i)

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

BRS Enrollment

End of Month Report — thru December 2020

YTD Breakdowns

Inquiries				
	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
9th	101 (78d,23i)	144 (108d,36i)	155 (95d,60i)	154 (105d,49i)
10th	20 (17d,3i)	35 (14d,21i)	37 (18d,19i)	36 (19d,17i)
11th	17 (10d,7i)	19 (12d,7i)	32 (23d,9i)	25 (15d,10i)
12th	5 (3d,2i)	6 (3d,3i)	7 (4d,3i)	4 (4d,0i)
Total	143 (108d,35i)	204 (137d,67i)	231 (140d,91i)	219 (143d,76i)

Applications				
	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
9th	16 (11,5i)	37 (17d,20i)	34 (17d,17i)	27 (22d,5i)
10th	2 (1d,1i)	19 (5d,14i)	17 (13d,4i)	12 (6d,6i)
11th	6 (2d,4i)	9 (5d,4i)	9 (6d,3i)	5 (5d,0i)
12th	3 (3d,0i)	4 (1d,3i)	5 (3d,2i)	0 (0d,0i)
Total	27 (17d,10i)	69 (28d,41i)	65 (39d,26i)	44 (33d,11i)

Interviews				
	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
9th	5 (4d,1i)	34 (18d,16i)	31 (12d,19i)	30 (21d,9i)
10th	2 (2d,0i)	16 (5d,11i)	15 (9d,6i)	10 (4d,6i)
11th	3 (2d,1i)	4 (2d,2i)	8 (6d,2i)	6 (6d,0i)
12th	0 (0d,0i)	1 (1d,0i)	5 (3d,2i)	0 (0d,0i)
Total	10 (8d,2i)	55 (26d,29i)	59 (30d,29i)	46 (31d,15i)

Campus Visits				
	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
9th	4 (4d,0i)	18 (17d,1i)	17 (13d,4i)	24 (22d,2i)
10th	0 (0d,0i)	7 (5d,2i)	10 (10d,0i)	3 (3d,0i)
11th	2 (2d,0i)	3 (2d,1i)	5 (5d,0i)	6 (6d,0i)
12th	0 (0d,0i)	1 (1d,0i)	3 (3d,0i)	0 (0d,0i)
Total	6 (6d,0i)	29 (25d,4i)	35 (31d,4i)	33 (31d,2i)

Acceptances				
	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
9th	1 (1d,0i)	0 (0d,0i)	2 (1d,1i)	0 (0d,0i)
10th	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)
11th	1 (1d,0i)	00 (0d,10i)	00 (0d,10i)	0 (0d,0i)
12th	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)
Total	2 (2d,0i)	0 (0d,0i)	2 (1d,1i)	0 (0d,0i)

Enrolled New Students				
	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
9th	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)
10th	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)
11th	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)
12th	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)
Total	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)

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

BRS Enrollment

End of Month Report — thru December 2020

YTD Financial Aid Breakdowns

Domestic Applications	Total	Full Pay	Financial Assistance
(All Years)	15	0	15
(2021-2022)	15	0	15
(2022-2023 & Beyond)	0	0	0

International Applications	Total	Full Pay	Financial Assistance
(All Years)	10	0	10
(2021-2022)	8	0	8
(2022-2023 & Beyond)	2	0	2

BRS Enrollment

End of Month Report — thru December 2020

Domestic Educational Consultants

Number of Consultants Contacted

	Consultants	In Person	Personalized	Mass	# Consultants Who Referred A Student	# Consultants Who Enrolled A Student
Primary	46	0	8	46	4	0
Secondary	84	0	2	84	1	0
Tertiary	314	0	1	314	1	0
Total	444	0	11	444	6	0

Number of Contacts with Consultants

	Consultants	In Person	Personalized	Mass	# Students Referred From Consultants	# Students Enrolled From Consultants
Primary	46	0	16	138	4	0
Secondary	84	0	3	252	1	0
Tertiary	314	0	2	942	1	0
Total	444	0	21	1332	6	0

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.*