

BRS Enrollment

End of Month Report – January 2021

Dear Members and Friends of the BRS External Affairs Committee:

Your Admission team is glad to provide this update of enrollment activity through January 31, 2021.

This January report is always a bit worrisome for me, as this is one time of year when the data do not portray the level of activity inside Battle House. This is the shoulder season for Admission, if you will, when we pivot from mid-year enrollment to Fall, when we launch the re-enrollment process, and when the Financial Aid Committee begins its work anew for the coming year.

Bottom line - there is important work underway which sets the table for what is to come but does not yet reflect in this data.

And, the ongoing bogey...yes, the pandemic continues to impact our work, though the gaps year-over-year are at least beginning to narrow on a percentage basis.

Some specific points of note:

- We lag in all categories of the funnel **except** new students. This is entirely related to health and travel concerns created by the pandemic.
- In response, we are rolling out virtual open houses beginning next week and a new virtual tour is being developed that will debut in March.
- We have accepted our first new students for September, 2021, and will soon have our first new enrollments. Traditional admission deadlines are now a thing of the past – we accept qualified new students when the files are ready and our team has done our requisite diligence, be it in January or August.
- Since February 1, activity appears to be increasing, both domestically and internationally.
- We will launch a new BRS Ambassadors program in late February, which aims to build an active group of spokespersons in key markets to support Admission. Initially, membership will be aimed at alumni parents from the past 8-10 years – people who can express gratitude for what BRS did for their sons and are generally peers of parents who are inquiring today.

Because of our successful mid-year campaign, the team remains optimistic about our goal of 61 new students for September. While the times are indeed strange, we nonetheless see this as achievable and are committed to it.

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

Go Barons.

DFD

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**This page represents enrollment as of 02/15/2021*

2020-2021 Enrollment (Previous)

Opening - September 30, 2020 147 (111d,36i)
 Mid-Year Additions 10 (8d,2i)

YTD Matriculation 157 (119d,38i)

Mid-Year Withdraws 8 (8d,0i)

Closing Enrollment Total 149 (111d,38i)

Closing Enrollment
By Grade Level

			9th	13 (9d,4i)
YTD Domestic Total	118		10th	35 (24d,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 Feb 15

End of Year Total	149 (111d,38i)
Graduating	42 (30d,12i)
Potentially Eligible to Return	107 (81d,26i)
Not Inviting to Return	0 (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 Feb 15

Inquiries	203 (154d,49i)
Applications	55 (34d,21i)
Interviews	34 (19d,15i)
Campus Visits	9 (9d,0i)
Acceptances	10 (6d,4i)
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

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Inquiries	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
January	40 (29d,11i)	24 (14d,10i)	39 (34d,5i)	40 (28d,12i)
Current YTD	182 (137d,45i)	228 (152d,76i)	271 (178d,93i)	263 (174d,89i)
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>
January	15 (8,7i)	23 (14d,9i)	31 (21d,10i)	24 (15d,9i)
Current YTD	42 (25d,17i)	90 (40d,50i)	94 (59d,35i)	70 (49d,21i)
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>
January	18 (7d,11i)	15 (6d,9i)	17 (11d,6i)	26 (12d,14i)
Current YTD	28 (15d,13i)	72 (33d,39i)	77 (44d,33i)	75 (45d,30i)
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>
January	2 (2d,0i)	11 (6d,5i)	19 (12d,7i)	28 (12d,16i)
Current YTD	8 (8d,0i)	42 (33d,9i)	56 (46d,10i)	63 (45d,18i)
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>
January	0 (0d,0i)	10 (4d,6i)	7 (6d,1i)	1 (1d,0i)
Current YTD	2 (2d,0i)	10 (4d,6i)	9 (7d,2i)	1 (1d,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>
January	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.

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YTD Breakdowns

Inquiries				
	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
9th	121 (95d,26i)	155 (118d,37i)	178 (116d,62i)	177 (119d,58i)
10th	27 (21d,6i)	38 (15d,23i)	45 (27d,18i)	46 (26d,20i)
11th	23 (14d,9i)	27 (15d,12i)	40 (30d,10i)	35 (24d,11i)
12th	11 (7d,4i)	8 (4d,4i)	8 (5d,3i)	5 (5d,0i)
Total	182 (137d,45i)	228 (152d,76i)	271 (178d,93i)	263 (174d,89i)

Applications				
	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
9th	23 (14,9i)	46 (24d,22i)	50 (27d,23i)	43 (32d,11i)
10th	8 (4d,4i)	23 (6d,17i)	26 (19d,7i)	16 (7d,9i)
11th	7 (3d,4i)	17 (9d,8i)	13 (10d,3i)	11 (10d,1i)
12th	4 (4d,0i)	4 (1d,3i)	5 (3d,2i)	0 (0d,0i)
Total	42 (25d,17i)	90 (40d,50i)	94 (59d,35i)	70 (49d,21i)

Interviews				
	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
9th	15 (8d,7i)	44 (22d,22i)	44 (23d,21i)	47 (28d,19i)
10th	3 (2d,1i)	18 (5d,13i)	19 (11d,8i)	15 (5d,10i)
11th	9 (4d,5i)	9 (5d,4i)	9 (6d,3i)	13 (12d,1i)
12th	1 (1d,0i)	1 (1d,0i)	5 (3d,2i)	0 (0d,0i)
Total	28 (15d,13i)	72 (33d,39i)	77 (44d,33i)	75 (45d,30i)

Campus Visits				
	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
9th	5 (5d,0i)	27 (22d,5i)	34 (24d,10i)	42 (29d,13i)
10th	0 (0d,0i)	8 (5d,3i)	13 (13d,0i)	8 (4d,4i)
11th	3 (3d,0i)	6 (5d,1i)	6 (5d,1i)	13 (12d,1i)
12th	0 (0d,0i)	1 (1d,0i)	3 (3d,0i)	0 (0d,0i)
Total	8 (8d,0i)	42 (33d,9i)	56 (46d,10i)	63 (45d,18i)

Acceptances				
	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
9th	1 (1d,0i)	5 (3d,2i)	5 (4d,1i)	0 (0d,0i)
10th	0 (0d,0i)	2 (0d,2i)	2 (2d,0i)	0 (0d,0i)
11th	1 (1d,0i)	3 (1d,2i)	2 (1d,1i)	1 (1d,0i)
12th	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)
Total	2 (2d,0i)	10 (4d,6i)	9 (7d,2i)	1 (1d,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)

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YTD Financial Aid Breakdowns

Domestic Applications	Total	Full Pay	Financial Assistance
(All Years)	23	0	23
(2021-2022)	23	0	23
(2022-2023 & Beyond)	0	0	0

International Applications	Total	Full Pay	Financial Assistance
(All Years)	17	0	17
(2021-2022)	15	0	15
(2022-2023 & Beyond)	2	0	2

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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	6	10	46	4	1
Secondary	84	5	4	84	1	0
Tertiary	314	3	2	314	1	0
Total	444	14	16	444	6	1

Number of Contacts with Consultants

	Consultants	In Person	Personalized	Mass	# Students Referred From Consultants	# Students Enrolled From Consultants
Primary	46	5	18	184	4	1
Secondary	84	3	3	336	1	0
Tertiary	314	2	2	1256	1	0
Total	444	10	23	1776	6	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.*