

# BRS Enrollment

## End of Month Report — June 2021

Members and Friends of the BRS External Affairs Committee:

Your Admission Team is glad to provide this report of activity through June 30, 2021, with additional metrics through July 19.

The general outlook continues to be positive. While our work is never complete until September 30, we appear to be on-track to reach the 156 total enrollment target, while maintaining the student quality and net income ranges the budget requires.

Specific items of note:

- Re-enrollment is in the home stretch, with 90 confirmed contracts toward its goal of 95.
- New enrollment stands at 42 confirmed, with an additional 4 verbals, 9 highly likely, and 5 promising applications which are underway. Goal is 61.
- New student funnel activity remains very similar to the 2019-20 campaign, when we yielded 64 new students. If this pattern continues, we are on track to meet - and potentially exceed – our goal.
- Ideally, if we are one or two short of 95 on the returning side, new enrollment would compensate for this with 62-64 in total. This is our target for now and all metrics seem favorable.
- Financial Aid demand is significant, but we are in range of our target of 29.5% discount rate thus far. These last few applicants will determine whether or not we come in at goal.

Overall, as I noted last month, this is all an encouraging pattern. Our post-pandemic plan is to return to 180+ in three years. If this season continues on course, year one will be a success.

Battle House is again busy, as we had three families on campus today alone. May it continue!

Go Barons.

DFD

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*\*This page represents enrollment as of 07/19/2021*

## 2020-2021 Enrollment (Previous)

Opening - September 30, 2020                      147 (111d,36i)  
 Mid-Year Additions                                      12 (10d,2i)

**YTD Matriculation                                      159 (121d,38i)**

Mid-Year Withdraws                                      13 (12d,1i)

**Closing Enrollment Total                              146 (109d,37i)**

Closing Enrollment  
By Grade Level

		9th	13 (9d,4i)
YTD Domestic Total	121	10th	34 (24d,10i)
YTD International Total	38	11th	57 (46d,11i)
YTD Percentage International	23.9%	12th	42 (30d,12i)

## 2021-2022 Enrollment

	Goal	Year to Date	Percent to Goal	By Grade Level	
<b>Total Enrollment</b>	<b>156</b>	132 (95d,37i)	<b>85%</b>	9th	12 (10d,2i)
Returning Students	95	90 (67d,23i)	95%	10th	26 (17d,9i)
New Students	61	42 (28d,14i)	69%	11th	46 (30d,16i)
				12th	48 (38d,10i)

### Returning Students

as of Jul 19

End of Year Total	146 (109d,37i)
Graduating	42 (30d,12i)
Ineligible to Return	1 (0d,1i)
Potentially Eligible to Return	103 (79d,24i)
Not Inviting to Return	3 (3d,0i)
Total Inviting to Return	100 (76d,24i)
Eligible Contracts On Hold	2 (2d,0i)
Contracts Sent YTD	98 (74d,24i)
Contracts Outstanding/WDrwn	8 (7d,1i)

<b>Returning Student Goal</b>	<b>95</b>
<b>Returning Contracts YTD</b>	<b>90 (67d,23i)</b>
<b>Percent to Goal</b>	<b>95 %</b>
<b>Add'l Verbals</b>	<b>1 (1d,0i)</b>

### New Students

as of Jul 19

Inquiries	434 (334d,120i)
Applications	189 (122d,67i)
Interviews	114 (80d,34i)
Campus Visits	66 (65d,1i)
Acceptances	72 (52d,20i)
Accepted Counseled Out	0 (0d,0i)
Accepted Refused Offer	17 (13d,4i)
Accepted Financial Aid Wait	2 (2d,0i)
Withdrawn After Confirmation	0 (0d,0i)

<b>New Student Goal</b>	<b>61</b>
<b>New Student Contracts YTD</b>	<b>42 (28d,14i)</b>
<b>Percent to Goal</b>	<b>69 %</b>
<b>Add'l Verbals</b>	<b>4 (4d,0i)</b>

BLUE RIDGE SCHOOL

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## End of Month Report – thru June 2021

<b>Inquiries</b>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
June	46 (29d,17i)	20 (18d,2i)	34 (32d,2i)	38 (30d,8i)
Current YTD	434 (318d,116i)	329 (234d,95i)	439 (330d,109i)	459 (339d,120i)
End of Year		424 (317d,107i)	530 (400d,130i)	565 (423d,142i)

<b>Applications</b>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
June	25 (12,13i)	14 (11,3i)	12 (12d,0i)	27 (18d,9i)
Current YTD	173 (109d,64i)	146 (83d,63i)	181 (131d,50i)	193 (138d,55i)
End of Year		189 (122d,67i)	239 (177d,62i)	229 (169d,60i)

<b>Interviews</b>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
June	8 (5d,3i)	8 (7d,1i)	11 (11d,0i)	21 (13d,8i)
Current YTD	110 (76d,34i)	116 (67d,49i)	133 (94d,39i)	160 (107d,53i)
End of Year		145 (95d,50i)	167 (119d,48i)	180 (126d,54i)

<b>Campus Visits</b>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
June	8 (7d,1i)	6 (6d,0i)	13 (13d,0i)	16 (14d,2i)
Current YTD	61 (60d,1i)	58 (47d,11i)	114 (101d,13i)	130 (108d,22i)
End of Year		84 (73d,11i)	138 (123d,15i)	148 (126d,22i)

<b>Acceptances</b>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
June	10 (8d,2i)	5 (4d,1i)	8 (7d,1i)	17 (13d,4i)
Current YTD	68 (48d,20i)	76 (45d,31i)	88 (59d,29i)	98 (70d,28i)
End of Year		108 (74d,34i)	125 (91d,34i)	119 (88d,31i)

<b>Enrolled New Students</b>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
June	10 (9d,1i)	5 (2d,3i)	6 (5d,1i)	8 (6d,2i)
Current YTD	37 (24d,13i)	19 (9d,10i)	34 (26d,8i)	42 (31d,11i)
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 June 2021

## YTD Breakdowns

<b>Inquiries</b>				
	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
9th	209 (170d,39i)	197 (156d,41i)	232 (164d,68i)	251 (188d,63i)
10th	86 (65d,21i)	68 (40d,28i)	96 (75d,21i)	93 (68d,25i)
11th	99 (63d,36i)	50 (30d,20i)	85 (71d,14i)	94 (66d,28i)
12th	40 (20d,20i)	14 (8d,6i)	26 (20d,6i)	21 (17d,4i)
Total	434 (318d,116i)	329 (234d,95i)	439 (330d,109i)	459 (339d,120i)

<b>Applications</b>				
	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
9th	55 (38,17i)	66 (42d,24i)	76 (46d,30i)	91 (68d,23i)
10th	46 (32d,14i)	42 (20d,22i)	48 (38d,10i)	44 (28d,16i)
11th	53 (29d,24i)	33 (20d,13i)	43 (37d,6i)	53 (38d,15i)
12th	19 (10d,9i)	5 (1d,4i)	14 (10d,4i)	5 (4d,1i)
Total	173 (109d,64i)	146 (83d,63i)	181 (131d,50i)	193 (138d,55i)

<b>Interviews</b>				
	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
9th	39 (28d,11i)	60 (35d,25i)	60 (35d,25i)	77 (52d,25i)
10th	33 (25d,8i)	33 (16d,17i)	33 (25d,8i)	36 (22d,14i)
11th	30 (19d,11i)	23 (16d,7i)	31 (28d,3i)	45 (31d,14i)
12th	8 (4d,4i)	0 (0d,0i)	9 (6d,3i)	2 (2d,0i)
Total	110 (76d,34i)	116 (67d,49i)	133 (94d,39i)	160 (107d,53i)

<b>Campus Visits</b>				
	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
9th	21 (21d,0i)	32 (26d,6i)	50 (38d,12i)	70 (53d,17i)
10th	24 (23d,1i)	13 (10d,3i)	27 (27d,0i)	24 (20d,4i)
11th	14 (14d,0i)	13 (11d,2i)	28 (27d,1i)	34 (33d,1i)
12th	2 (2d,0i)	0 (0d,0i)	9 (9d,0i)	2 (2d,0i)
Total	61 (60d,1i)	58 (47d,11i)	114 (101d,13i)	130 (108d,22i)

<b>Acceptances</b>				
	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
9th	21 (16d,5i)	32 (22d,10i)	37 (20d,17i)	51 (37d,14i)
10th	22 (15d,7i)	26 (12d,14i)	27 (20d,7i)	21 (14d,7i)
11th	21 (15d,6i)	18 (11d,7i)	20 (17d,3i)	24 (17d,7i)
12th	4 (2d,2i)	0 (0d,0i)	4 (2d,2i)	2 (2d,0i)
Total	68 (48d,20i)	76 (45d,31i)	88 (59d,29i)	98 (70d,28i)

<b>Enrolled New Students</b>				
	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>	<u>2018-2019</u>
9th	10 (8d,2i)	7 (5d,2i)	17 (11d,6i)	25 (20d,5i)
10th	14 (7d,7i)	7 (3d,4i)	12 (11d,1i)	10 (6d,4i)
11th	13 (9d,4i)	5 (1d,4i)	3 (3d,0i)	7 (5d,2i)
12th	0 (0d,0i)	0 (0d,0i)	2 (1d,1i)	0 (0d,0i)
Total	37 (24d,13i)	19 (9d,10i)	34 (26d,8i)	42 (31d,11i)

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

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**YTD Financial Aid Breakdowns**

<b>Domestic Applications</b>	Total	Full Pay	Financial Assistance
(All Years)	104	0	104
(2021-2022)	103	0	103
(2022-2023 & Beyond)	1	0	1

<b>International Applications</b>	Total	Full Pay	Financial Assistance
(All Years)	56	0	56
(2021-2022)	52	0	52
(2022-2023 & Beyond)	4	0	4

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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	49	7	12	49	8	1
Secondary	88	8	8	88	2	0
Tertiary	315	4	6	315	4	1
Total	452	19	26	452	14	2

### Number of Contacts with Consultants

	Consultants	In Person	Personalized	Mass	# Students Referred From Consultants	# Students Enrolled From Consultants
Primary	49	7	29	418	10	1
Secondary	88	8	14	770	2	0
Tertiary	315	4	12	2829	4	1
Total	452	19	55	4017	16	2

*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.*