

BRS Enrollment

End of Month Report — February 2022

Dear Members and Friends of the BRS External Affairs Committee:

Your Admission team is pleased to provide this report of activity through February 28, 2022 -with additional metrics through March 15, 2022.

The winter has been a busy time for Admission – we’ve built and integrated new databases, returned to the skies with international travel, begun to understand new marketing and tracking capabilities, and even learned how to produce contracts in support of our business office colleagues. As of this writing, we are now fully emersed in the first “season” of 2022 admission work, and the busy pace is both welcome and encouraging.

It’s early yet, but there are four observations I’d suggest:

The new/prospective student funnel is growing. We are well ahead of last year’s activity at this time YTD and closing in on where we were pre-pandemic. The start of the 2019/20 season – just before the Pandemic began – was particularly robust, and our immediate goal is to get back to that level as soon as is practical.

New student domestic interest remains hearty, and International is growing. We want them both to grow more, but it is definitely moving in the right direction.

88 current students who are eligible to re-enroll have been issued contracts. 18 additional students remain on re-enrollment hold – most of those will become eligible and will receive a contract between now and late May. For the first time, our Admission team handled this important task basically solo, working through several hurdles to deliver it accurately and on schedule.

Next month’s report – end of March with additional metrics thru April 15 or so, will be telling, as we’ll be able to report on our initial yield from both early season new student acceptances and initial yield from our enrollment offerings. These figures will be telling for sure.

Bottom line – year-over year growth and greater productivity are welcome things for sure. We’ll continue working to understand what the pandemic/endemic world will present us as we continue ahead.

As always, let me know directly if you have questions of any kind. See you next week.

Cheers.

DFD

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**This page represents enrollment as of 03/15/2021*

2021-2022 Enrollment (Previous)

Opening - September 30, 2021 154 (115d,39i)
 Mid-Year Additions 12 (11d,1i)

YTD Matriculation 166 (126d,40i)

Mid-Year Withdraws 7 (6d,1i)

Closing Enrollment Total 159 (120d,39i)

Closing Enrollment
By Grade Level

			09th	13 (12d,1i)
YTD Domestic Total	126		10th	34 (24d,10i)
YTD International Total	40		11th	66 (48d,18i)
YTD Percentage International	24.1%		12th	46 (36d,10i)

2022-2023 Enrollment

	Goal	Year to Date	Percent to Goal	By Grade Level	
Total Enrollment	165	1 (1d,0i)	1%	9th	1 (1d,i)
Returning Students	95	0 (0d,0i)	0%	10th	0 (0d,0i)
New Students	70	1 (1d,0i)	1%	11th	0 (0d,0i)
				12th	0 (0d,0i)

Returning Students

as of Mar 15

End of Year Total	159 (120d,39i)
Graduating	46 (36d,10i)
Ineligible to Return	0 (0d,0i)
Potentially Eligible to Return	113 (84d,29i)
Not Inviting to Return	0 (0d,0i)
Total Inviting to Return	113 (84d,29i)
Eligible Contracts On Hold	113 (84d,29i)
Contracts Sent YTD	0 (0d,0i)
Contracts Outstanding/WDrwn	0 (0d,0i)

Returning Student Goal	95
Returning Contracts YTD	7 (7d,0i)
Percent to Goal	7 %
Add'l Verbals	12 (10d,2i)

New Students

2122 Mid-Year + 2223 All

as of Mar 15

Inquiries	321 (240d,81i)
Applications	108 (66d,42i)
Interviews	74 (52d,22i)
Campus Visits	37 (37d,0i)
Acceptances	50 (32d,18i)
Accepted Counseled Out	0 (0d,0i)
Accepted Refused Offer	4 (3d,1i)
Accepted Financial Aid Wait	0 (0d,0i)
Withdrawn After Confirmation	0 (0d,0i)

	Goal	Contracts	% to Goal
2122 Mid-Year	10	11(10d,1i)	110
2223 All Year	70	2(1d,1i)	02
Add'l Verbals		4(2d,2i)	

BLUE RIDGE SCHOOL

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Inquiries	<u>2022-2023</u>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>
February	42 (22d,20i)	41 (31d,10i)	20 (18d,2i)	25 (22d,3i)
Current YTD	239 (178d,61i)	221 (168d,53i)	248 (170d,78i)	297 (201d,96i)
End of Year		525 (394d,131i)	424 (317d,107i)	530 (400d,130i)

Applications	<u>2022-2023</u>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>
February	25 (13d,12i)	18 (12,6i)	11 (10d,1i)	17 (13d,4i)
Current YTD	74 (44d,30i)	61 (40d,21i)	101 (50d,51i)	111 (72d,39i)
End of Year		226 (155d,71i)	189 (122d,67i)	239 (177d,62i)

Interviews	<u>2022-2023</u>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>
February	14 (9d,5i)	13 (8d,5i)	11 (8d,3i)	11 (10d,1i)
Current YTD	34 (23d,11i)	45 (26d,19i)	83 (41d,42i)	89 (54d,35i)
End of Year		138 (101d,37i)	145 (95d,50i)	167 (119d,48i)

Campus Visits	<u>2022-2023</u>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>
February	6 (6d,0i)	2 (2d,0i)	4 (4d,0i)	9 (8d,1i)
Current YTD	24 (24d,0i)	11 (11d,0i)	46 (37d,9i)	66 (54d,12i)
End of Year		87 (85d,2i)	84 (73d,11i)	138 (123d,15i)

Acceptances	<u>2022-2023</u>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>
February	15 (6d,9i)	15 (8d,7i)	36 (22d,14i)	39 (22d,17i)
Current YTD	30 (15d,15i)	18 (11d,7i)	46 (26d,20i)	48 (29d,19i)
End of Year		95 (69d,26i)	108 (74d,34i)	125 (91d,34i)

Enrolled New Students	<u>2022-2023</u>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>
February	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		65 (49d,16i)	47 (35d,12i)	64 (54d,10i)

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

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YTD Breakdowns

Inquiries				
	<u>2022-2023</u>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>
9th	144 (118d,26i)	136 (108d,28i)	169 (132d,37i)	188 (125d,63i)
10th	38 (22d,16i)	41 (33d,8i)	41 (18d,23i)	49 (31d,18i)
11th	40 (27d,13i)	28 (18d,10i)	31 (17d,14i)	51 (39d,12i)
12th	17 (11d,6i)	16 (9d,7i)	7 (3d,4i)	9 (6d,3i)
Total	239 (178d,61i)	221 (168d,53i)	248 (170d,78i)	297 (201d,96i)

Applications				
	<u>2022-2023</u>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>
9th	32 (21,11i)	30 (19,11i)	54 (32d,22i)	55 (30d,25i)
10th	20 (9d,11i)	16 (11d,5i)	23 (6d,17i)	28 (21d,7i)
11th	17 (11d,6i)	9 (5d,4i)	21 (12d,9i)	23 (18d,5i)
12th	5 (3d,2i)	6 (5d,1i)	3 (0d,3i)	5 (3d,2i)
Total	74 (44d,30i)	61 (40d,21i)	101 (50d,51i)	111 (72d,39i)

Interviews				
	<u>2022-2023</u>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>
9th	23 (16d,7i)	22 (12d,10i)	50 (27d,23i)	50 (28d,22i)
10th	14 (8d,6i)	10 (6d,4i)	20 (6d,14i)	23 (15d,8i)
11th	9 (7d,2i)	10 (6d,4i)	13 (8d,5i)	11 (8d,3i)
12th	3 (2d,1i)	3 (2d,1i)	0 (0d,0i)	5 (3d,2i)
Total	49 (33d,16i)	45 (26d,19i)	83 (41d,42i)	89 (54d,35i)

Campus Visits				
	<u>2022-2023</u>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>
9th	14 (14d,0i)	6 (6d,0i)	30 (25d,5i)	39 (28d,11i)
10th	4 (4d,0i)	2 (2d,0i)	8 (5d,3i)	16 (16d,0i)
11th	5 (5d,0i)	3 (3d,0i)	8 (7d,1i)	8 (7d,1i)
12th	1 (1d,0i)	0 (0d,0i)	0 (0d,0i)	3 (3d,0i)
Total	24 (24d,0i)	11 (11d,0i)	46 (37d,9i)	66 (54d,12i)

Acceptances				
	<u>2022-2023</u>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</u>
9th	16 (11d,5i)	9 (5d,4i)	24 (16d,8i)	27 (15d,12i)
10th	8 (2d,6i)	3 (2d,1i)	11 (3d,8i)	16 (10d,6i)
11th	5 (2d,3i)	6 (4d,2i)	11 (7d,4i)	5 (4d,1i)
12th	1 (0d,1i)	0 (0d,0i)	0 (0d,0i)	0 (0d,0i)
Total	30 (15d,15i)	18 (11d,7i)	46 (26d,20i)	48 (29d,19i)

Enrolled New Students				
	<u>2022-2023</u>	<u>2021-2022</u>	<u>2020-2021</u>	<u>2019-2020</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)	43	0	43
(2022-2023)	43	0	43
(2023-2024 & Beyond)	0	0	0

International Applications	Total	Full Pay	Financial Assistance
(All Years)	30	0	30
(2022-2023)	30	0	30
(2023-2024 & Beyond)	0	0	0