

MAINTAINING ENROLLMENT IN A RECESSION

FORECASTING
RETENTION
FINANCIAL AID

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FORECASTING ENROLLMENT

1. FORECASTING ***IS NOT*** THE SAME AS
OUR HEAD TELLING US HOW MANY
KIDS WE NEED TO HAVE NEXT YEAR
TO MEET BUDGET.

2. FORECASTING ***IS*** DEVELOPING A
TOOL THAT CAN PREDICT WHAT
ENROLLMENT WILL BE, BASED ON
REAL ADMISSIONS ACTIVITY AND
CAPTURED DATA.

FORECASTING ENROLLMENT

3. FIND SOME CONSISTENT FACTOR IN OUR FUNNEL NUMBERS, SOME CONSISTENT STATISTICAL RELATIONSHIP OVER THE YEARS BETWEEN:

- NEW ENROLLMENT/INQUIRIES
- NEW ENROLLMENT/VISITS
- NEW ENROLLMENT/APPLICATIONS
- NEW ENROLLMENT/OPEN HOUSE NUMBERS

FORECASTING ENROLLMENT

4. START OUR FORECASTING FOR 2010-11 AT THE END OF SEPTEMBER 2009.

DO A FORECAST EACH MONTH.

IT WILL TELL US HOW WE ARE TRACKING TOWARD OUR ENROLLMENT GOAL AND IF WE NEED TO CHANGE PLANS, STAFF, BUDGET, MARKETING, ETC.

EXAMPLE

OVER THE LAST THREE YEARS, NEW ENROLLMENT AT THE CRAMPTON SCHOOL WAS 14%, 16.5% & 18% OF TOTAL INQUIRIES.

THERE IS A RELATIVELY CONSTANT **AVERAGE** RELATIONSHIP BETWEEN NEW ENROLLMENT AND INQUIRIES. IT IS 16%.

THIS CAN BE USED FOR FORECASTING.

STEP 1

Figuring new enrollment as % of total inquiries

- **(A)** LAST 3 YEARS NEW ENROLLMENT
- ÷
- **(B)** LAST 3 YEARS TOTAL INQ
- =
- **(C)** AVERAGE NEW ENROLLMENT AS % OF TOTAL INQUIRIES

- **(A)** $92+82+102=276$
- ÷
- **(B)** $579+548+601=1728$
- =
- **(C)** 16%
 $276 \div 1728$

STEP 2
Figuring average YTD inquiries as percent of average total year's inquiries

<ul style="list-style-type: none">• (D) LAST 3 YEARS YTD (SEP) INQUIRIES• ÷• (B) LAST 3 YEARS TOTAL INQUIRIES• =• AVERAGE YTD (SEP) INQ AS % OF TOTAL YEAR'S INQS. (E)	<ul style="list-style-type: none">• (D) 116+120+102=338• ÷• (B) 1728• =• (E) 20%• 338 ÷ 1728
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STEP 3
Using YTD inquiries to project total new year inquiries

<ul style="list-style-type: none">• (F) CURRENT YTD (SEP) INQS• ÷• (E) AVERAGE SEP INQS AS % OF TOTAL YEAR'S INQS• =• (G) PROJECTED TOTAL INQS FOR CURRENT YEAR	<ul style="list-style-type: none">• (F) 101• ÷• (E) .20 (20%)• =• (G) 505• 101 ÷ .20 = 505
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STEP 4

Projecting new enrollment

<ul style="list-style-type: none"> • (G) PROJECTED TOTAL INQS FOR CURRENT YEAR • x • (C) NEW ENROLLMENT AS % TOTAL INQ • = • (H) PROJECTED NEW ENROLLMENT 	<ul style="list-style-type: none"> • (G) 505 • x • (C) .16 (16%) • = • (H) 81

STEP 5

Total enrollment forecast

<ul style="list-style-type: none"> • (H) NEW ENROLLMENT • - • ATTRITION • + • RETENTION • = • (J) TOTAL ENROLLMENT FORECAST 	<ul style="list-style-type: none"> • (H) 81 • - • 43 • + • 407 • = • (J) 450

FORECASTING SUMMARY

IF OUR SCHOOL HAS BUDGETED FOR THE ENROLLMENT OUR FORECAST PROJECTS, THE SCHOOL IS IN GREAT SHAPE. IF THE FORECAST PROJECTS UNDER ENROLLMENT, WHAT DO WE DO?

FORECASTING SUMMARY

- **LET OUR HEAD KNOW**
- **REVISIT OUR MARKETING PLAN**
- **REVISIT OUR RETENTION PROGRAM**
- **REVISIT OUR FINANCIAL AID PROGRAM**
- **MAKE A PLAN B AT A LOWER SPENDING LEVEL**
- **WORK WITH OUR HEAD ON A TIPPING POINT DATE**
- **KEEP UPDATING OUR FORECASTS EACH MONTH**

RETENTION

GENERAL PRINCIPLES

- AS HARD AS IMPLEMENTING A RETENTION PLAN MAY BE, IT IS EASIER, LESS COSTLY, AND BETTER THAN REPLACING STUDENTS.
 - HAVE A PLAN. INVOLVE TEACHERS, PARENTS, STUDENTS AND ALUMNI IN RESEARCH AND IDEA GENERATION.
 - IS THERE A CHRONIC GRADE PROBLEM? FIND OUT AND FOCUS ON IT.
- KNOW THAT WE ARE RETAINING STUDENTS AND THEIR FAMILIES

RETENTION

RETENTION PROGRAMS SHOULD BE:

- STUDENT TO STUDENT
- FACULTY TO STUDENT
 - * ADMIN TO PARENTS
- FACULTY TO PARENTS
 - PARENT TO PARENT
 - STUDENT TO PARENTS
- FORMAL AND INFORMAL
 - ON OR OFF CAMPUS

RETENTION

WHEN TO START, HOW LONG TO CONTINUE?

FIND OUT WHEN FAMILIES **FIRST START THINKING** ABOUT NEXT YEAR'S SCHOOL, AND WHEN THEY **ACTUALLY DECIDE** IF THEY ARE STAYING OR LEAVING.

MAKE A WRITTEN PLAN

TRY HARD TO GIVE OWNERSHIP TO FACULTY AND DIVISION LEADERS

RETENTION IDEAS

Student to Student

- Varsity sports Days
- Facetime Days
- Off-Campus Activities
- Lunch
- Scenes from the play+Q&A
- Choir selections+Q&A
- Orchestral/|Band selections+Q&A

Faculty to Student

- Pick-a-Class week
- Team teaching
- Specials & Coaches

RETENTION IDEAS

Admin to Parents	Parent to Parent
<ul style="list-style-type: none">• Letters and email• Fireside Chats• One-to-one meetings• Off Campus, in homes	<ul style="list-style-type: none">• Roundtables• Coffees• Parent Association

RETENTION IDEAS

Faculty to Parent	Student to Parent
<ul style="list-style-type: none">• Meet the teachers• Class Sampler	<ul style="list-style-type: none">• Panel discussions

FINANCIAL AID

INTERNAL SOURCES

- *LINE ITEM
- SUPPLEMENTAL
- DO LESS OF SOMETHING ELSE
- ENDOWMENT
- BOARD APPROVAL TO GO OVER

EXTERNAL SOURCES

- GRANTS
- RESTRICTED GIVING
- STUDENT LOANS

FINANCIAL AID

RECESSION SOURCES

LOCAL BANKS
SELF FUNDING
EXTENDED PAYMENT PLANS

RISK ASSESSMENT

BENCHMARK

FINANCIAL AID

LETTING PEOPLE KNOW

- EMAIL
- E-NEWSLETTER
- SNAIL MAIL
- NEWSLETTER
- WEBSITE
- FACEBOOK PAGE
- PARENT COUNCIL MEETINGS (IN PERSON)
- OPEN HOUSES
- FACULTY MEETINGS
- REPETITION