

SAIS Fundamentals Conference

April 16-18, 2023 | Charleston, SC

Enrollment Management

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SERVING &
ACCREDITING
INDEPENDENT
SCHOOLS

Admission Case Study

There is one seat available.

- Who would you offer admission to and why?
- What are the key issues? Who is impacted by this decision?
- What questions would you ask to gain better clarity?

Focus - The Seat at the Table

The strategic partnership of the Admissions office with the Head of School and others and its role in fulfilling the mission of the school.

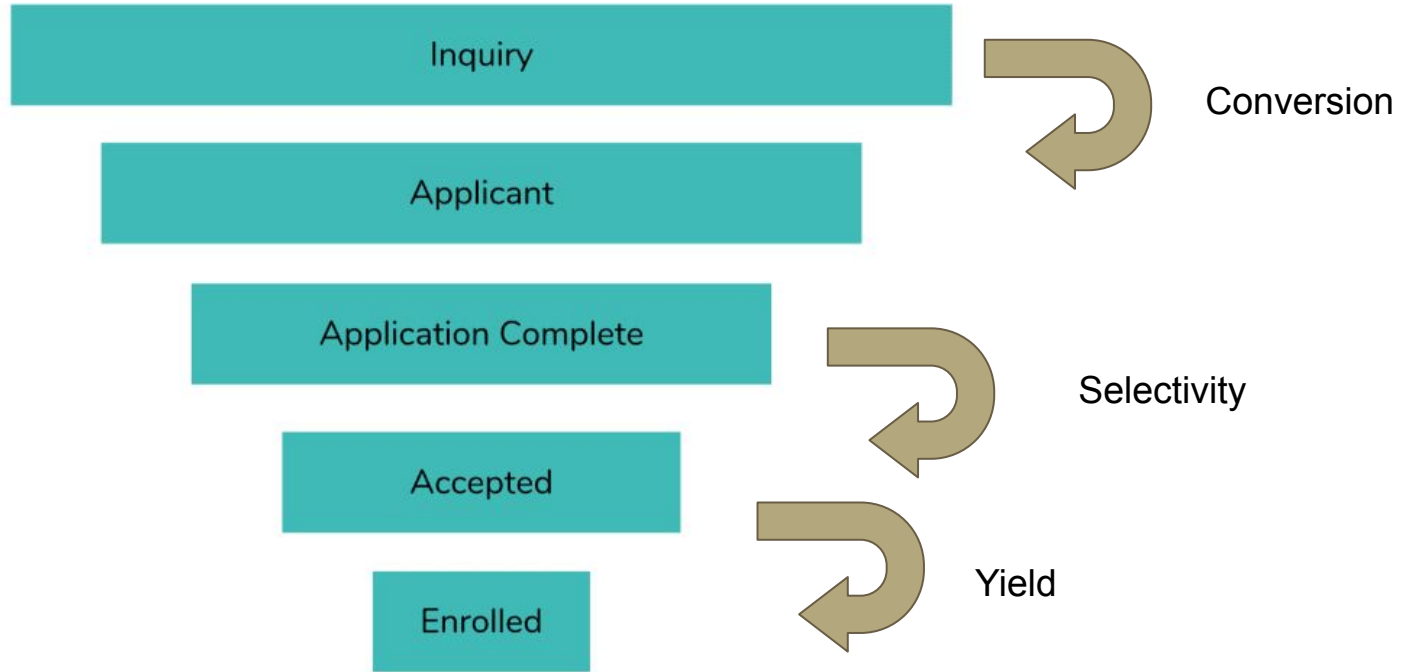
Objectives

- Understand the strategic partnerships of the admission /enrollment office
- Head of School's role in enrollment management
- Admission office support needs from the administration / faculty
- Joint partnership of supporting the board of trustees

An Admission/Enrollment Timeline



Admissions Funnel and Terminology



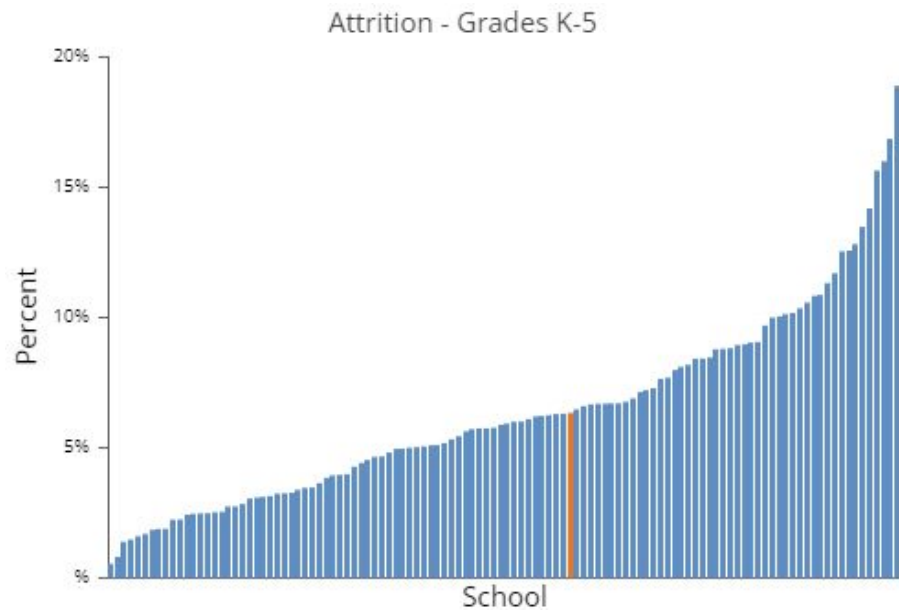
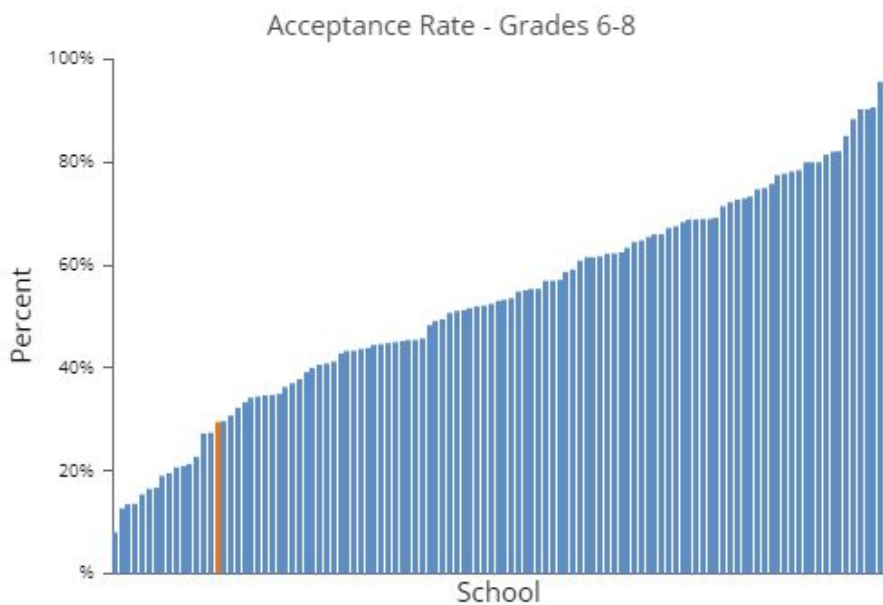
Markers of Awareness/Progress/Success (Historical and real time data)

- Funnel Data
- Index / DASL / Benchmark Data
- Enrollment Numbers / Net Tuition Dollars / Financial Aid
- Retention / Attrition
- Community Demographics
- Student / Family Satisfaction
- Faculty Culture

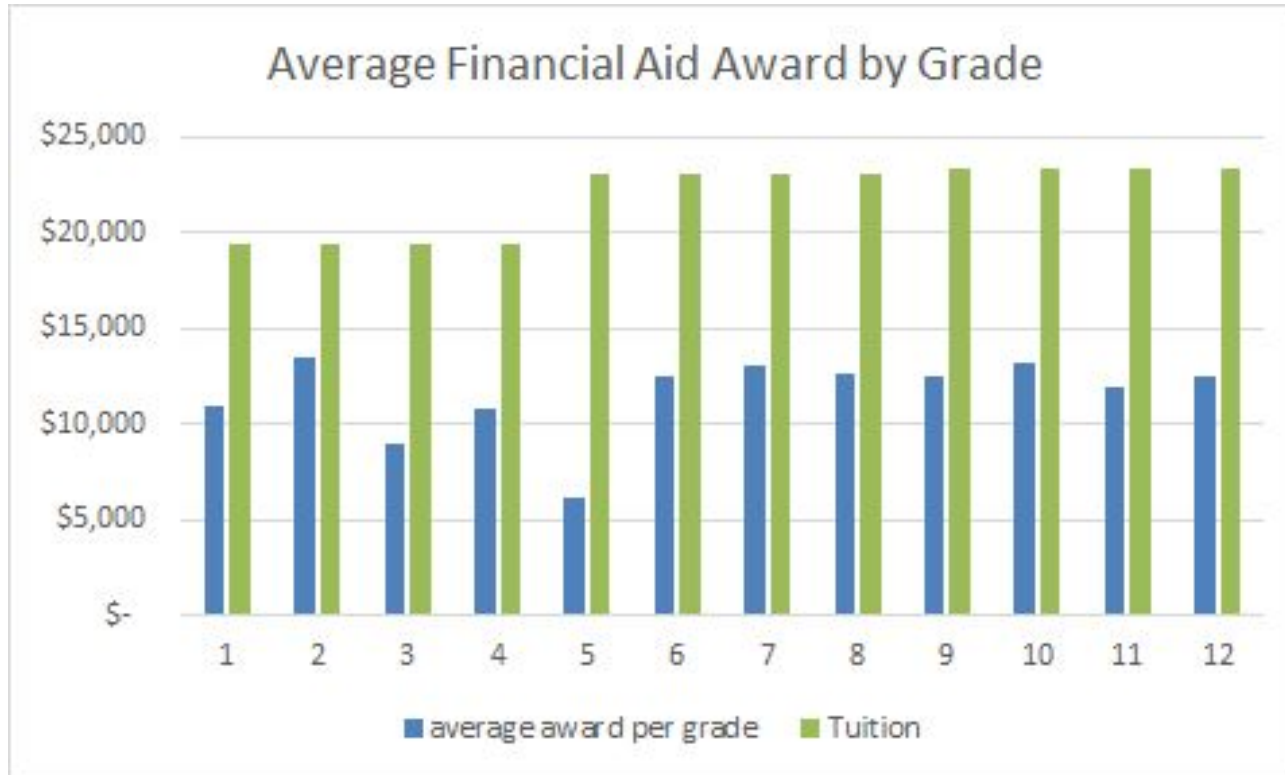
Is that Good?

**Understanding and Interpreting Data
for your Audience**

Markers of Success - ex. Funnel Data

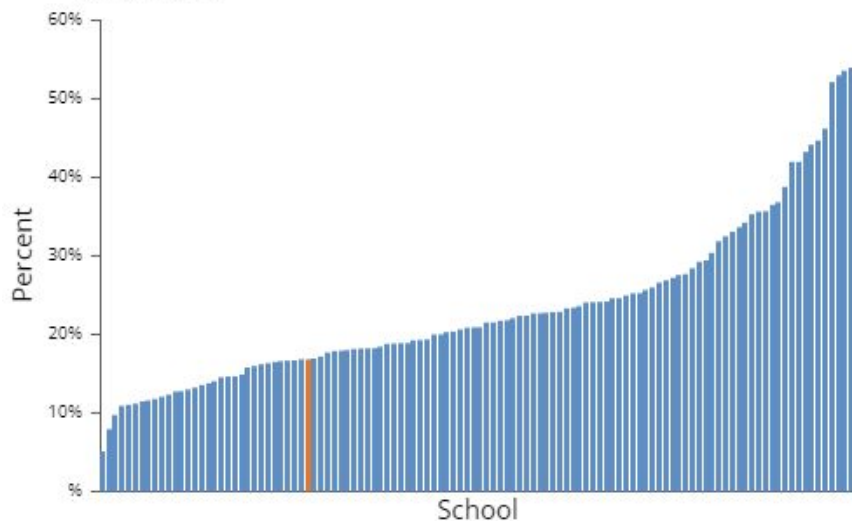


Markers of Success - ex. Financial Aid Data

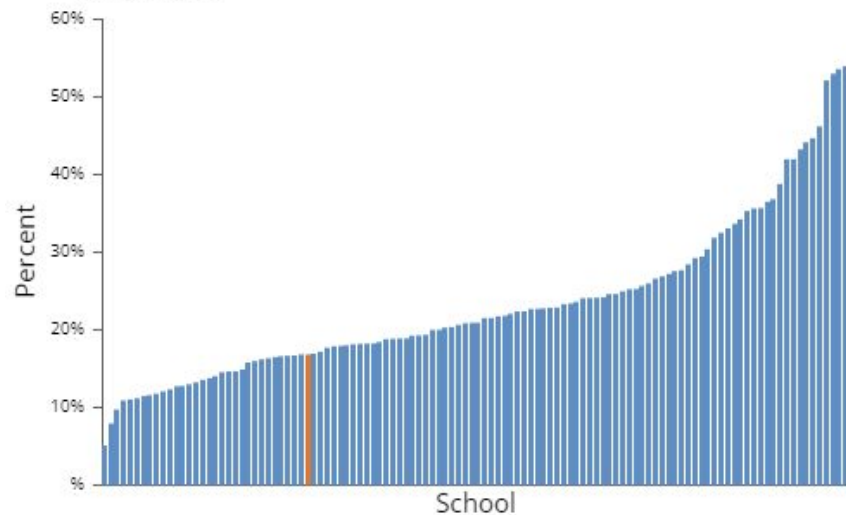


Markers of Success - ex. Financial Aid Data

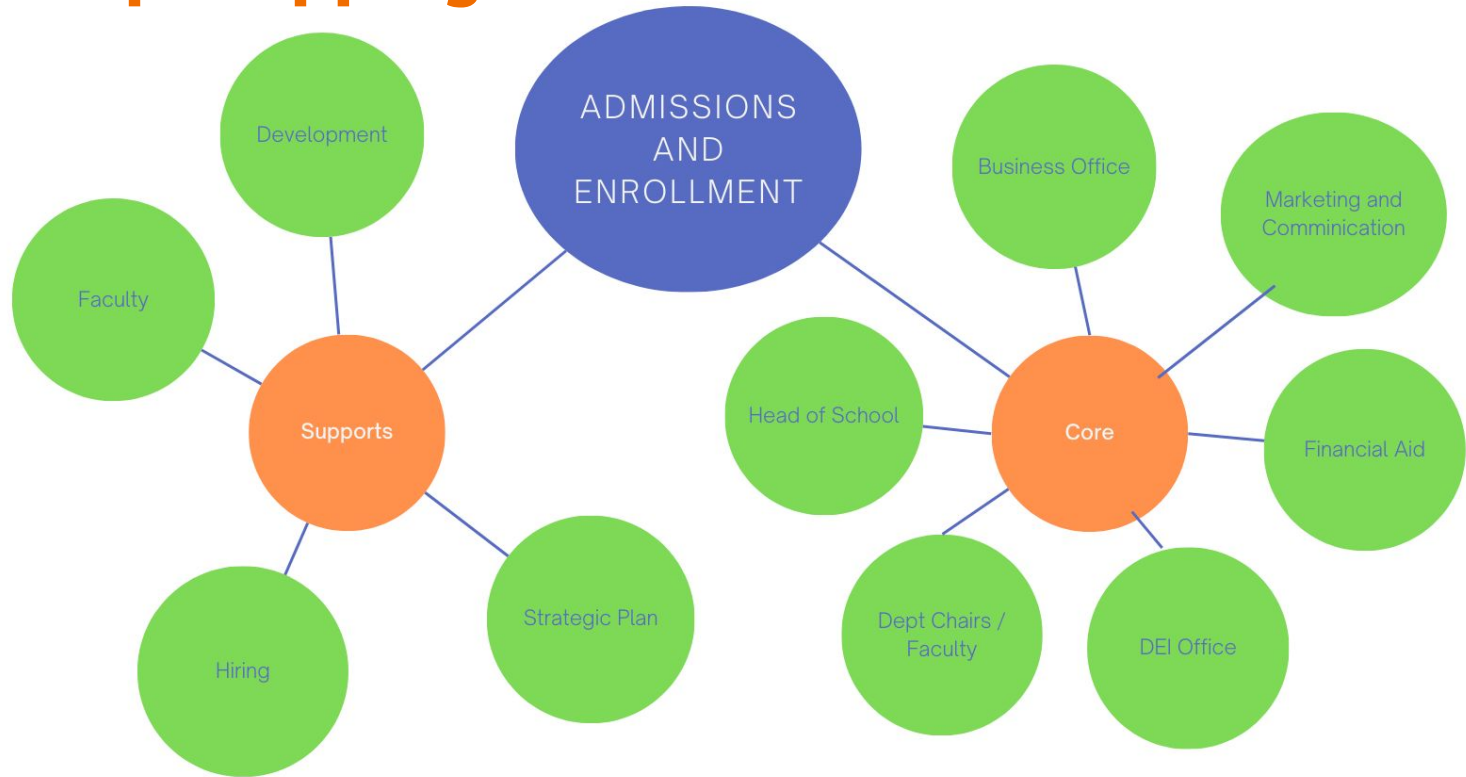
Need-based Financial Aid - Total Recipients as a % of Total Enrollment



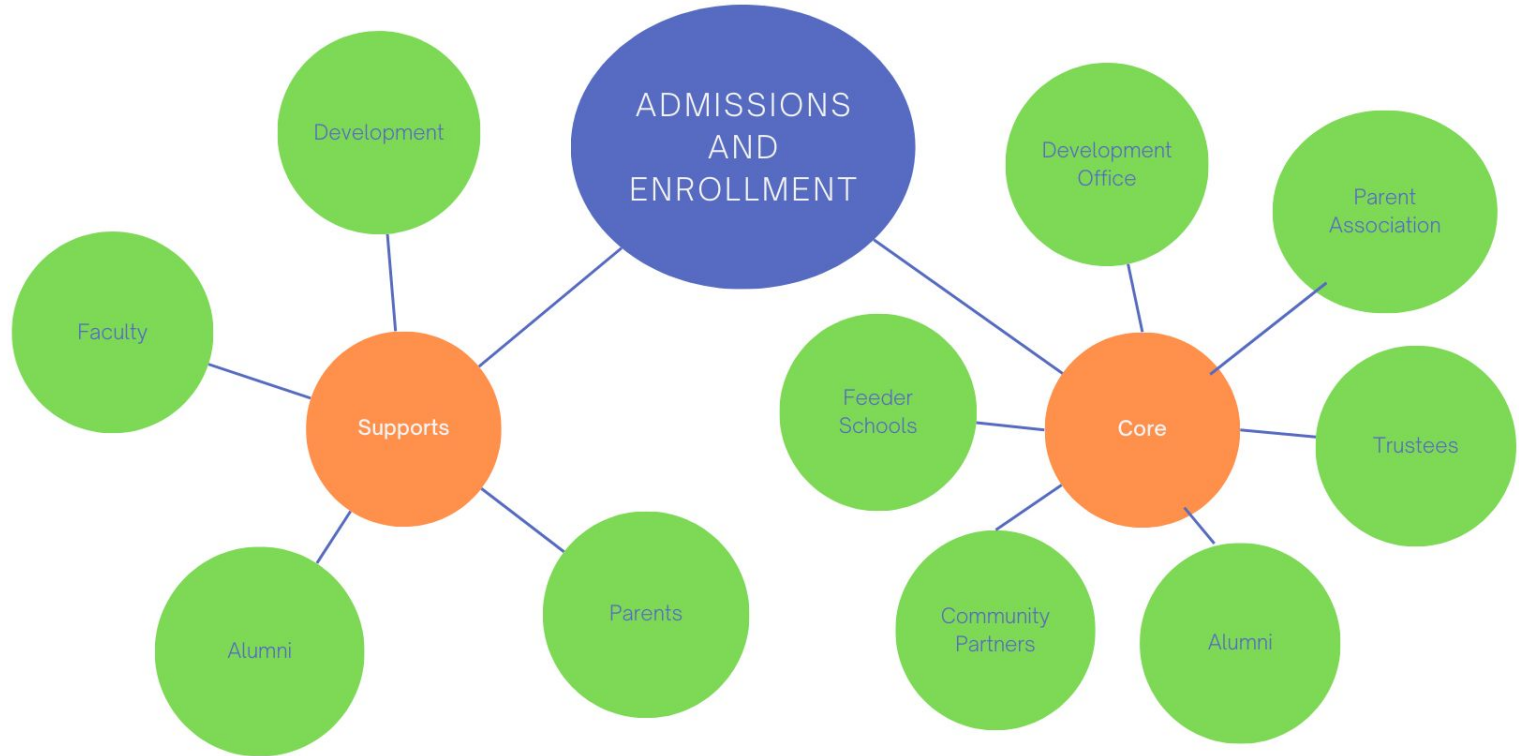
Need-based Financial Aid - Total Recipients as a % of Total Enrollment



Relationship Mapping - Internal



Relationship Map - External



How would certain markers adapt/adjust based on the school “mode?” What partnerships are impacted?

- “We are going to be 60 over.”
- “We are going to be short in 1st grade.”
- “We are in a capital campaign.”
- “We are in growth mode.”
- “We are trying to increase our selectivity.”

Some Key Questions for the Dir. of Admission/EM

1. What support do you need from the HOS and the other senior administrators to function successfully?
2. What are the:
 - Enrollment Projections, Goals, Capacities by grade level
 - Net Tuition Goals and Expectations by Grade Level
 - Total Discount Rate (FA, Remission, Merit) by grade levels
 - Compositional percentages (Gender, SOC, Alum, Faculty kids, Demographics, etc)
3. How do we assess student/prospective student alignment with the mission?
4. What is the re-enrollment plan, and what are the strategies around successful retention?
5. What is the financial aid plan (philosophy, budget, distribution, outreach, goals)?
6. How do we benchmark relative to peer schools/the market?

What is the Right Size of School

The Signature Question for your Head of School/ Director of Admission/Enrollment Management partnership...

- Mission Aligned
- Right size for when? Now? 5 Years? 10 Years?
- What are the key issues, elements, partnerships, and questions that will guide your thinking around Right Size?

Enrollment Management

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Session Evaluation

*Scan the QR code or go to
www.sais.org/23FCeh
to complete the session evaluation.*

