

# Art and Science of Enrollment Goals

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# Enrollment Goals and Projections Spreadsheet

	2021-22				2022-23				Enrolled	ATTRITION	Defer, LOA	Est	20-21	3y-avg
Grade	Opening Enrollment	Boys	Girls	Non-binary	Budget Target	Prev Grade	3-yr avg	or repeat	Total Spaces	New Enrolled	New Enrolled			
TT	24	11	13		24	0	4		24	23	23			
JK	42	20	22		36	24	7		16	17	14			
K	49	24	25		48	42	3		13	21	15			
1	54	26	28		54	49	6		8	8	8			
2	51	22	29		54	54	4		6	10	8			
3	54	27	27		54	51	4		7	13	10			
4	55	32	23		54	54	7		4	10	10			
	<b>329</b>	<b>162</b>	<b>167</b>	<b>0</b>	<b>324</b>	<b>274</b>	<b>36</b>	<b>0</b>	<b>78</b>	<b>102</b>	<b>88</b>			
5	65	28	37		68	55	5		20	17	14			
6	77	31	46		76	65	12		16	11	19			
7	88	39	49		85	77	7		20	16	23			
8	101	59	41	1	100	88	12		19	12	14			
	<b>331</b>	<b>157</b>	<b>173</b>	<b>1</b>	<b>329</b>	<b>285</b>	<b>37</b>	<b>0</b>	<b>75</b>	<b>56</b>	<b>70</b>			
9	124	59	63	2	120	101	9		31	25	26			
10	117	62	55		123	124	8		8	12	8			
11	121	66	55		122	117	6		13	8	7			
12	125	69	56		125	121			0	2	2			
	<b>487</b>	<b>256</b>	<b>229</b>	<b>2</b>	<b>490</b>	<b>463</b>	<b>23</b>	<b>0</b>	<b>52</b>	<b>47</b>	<b>43</b>			
<b>Totals</b>	<b>1147</b>	<b>575</b>	<b>569</b>	<b>3</b>	<b>1143</b>		<b>96</b>	<b>0</b>	<b>205</b>	<b>205</b>	<b>201</b>			

# Current Year Opening Enrollment

	A	B	C	D	E
1		2021-22			
2	Grade	Opening Enrollment	Boys	Girls	Non-binary
3	TT	24	11	13	
4	JK	42	20	22	
5	K	49	24	25	
6	1	54	26	28	
7	2	51	22	29	
8	3	54	27	27	
9	4	55	32	23	
10		<b>329</b>	<b>162</b>	<b>167</b>	<b>0</b>
11					
12	5	65	28	37	
13	6	77	31	46	
14	7	88	39	49	
15	8	101	59	41	1
16		<b>331</b>	<b>157</b>	<b>173</b>	<b>1</b>
17					
18	9	124	59	63	2
19	10	117	62	55	
20	11	121	66	55	
21	12	125	69	56	
22		<b>487</b>	<b>256</b>	<b>229</b>	<b>2</b>
23					
24	<b>Totals</b>	<b>1147</b>	<b>575</b>	<b>569</b>	<b>3</b>

This is your starting point. Single gender schools and schools that do not track non-binary can omit columns B,C and D.

# Formula to Estimate Spaces to Fill

Est Spaces = Enrollment Target - # in previous grade + 3yr attrition avg from prev grade

48 Target

-42 # in previous grade

6

+3 (3yr avg attrition)

9 spaces

If you have deferred admissions, students returning from leaves of absence or students repeating, they get subtracted from the number of spaces.

# Why Use 3-Year Attrition Average?

	A	B	C	D	E	F	G	H	I
1	<b>Attrition</b>								
2									<b>3 -year</b>
3	<b>Grade</b>	<b>2020-21</b>	<b>2019-20</b>	<b>2018-19</b>	<b>2017-18</b>	<b>2016-17</b>	<b>2015-16</b>	<b>2014-15</b>	<b>TrailingAvg</b>
4	<b>TT</b>	2	6	4	3	4	5	4	4
5	<b>JK</b>	1	12	6	4	5	10	6	7
6	<b>K</b>	4	2	6	2	5	4	6	3
7	<b>Grade 1</b>	4	3	10	4	4	2	2	6
8	<b>Grade 2</b>	6	4	4	3	2	3	3	4
9	<b>Grade 3</b>	4	4	3	5	9	3	4	4
10	<b>Grade 4</b>	2	4	8	10	2	2	7	7
11	<b>LS Total</b>	<b>23</b>	<b>35</b>	<b>41</b>	<b>31</b>	<b>31</b>	<b>29</b>	<b>32</b>	<b>36</b>

Using an average smooths out the outlier years and is just a starting point. Once we start to get real-time information, I will replace the average with actual numbers as they will likely be higher or lower than the average.

# The spreadsheet should do the work for you

	A	B	C	G	H	L
1		2022-23	2021-22	Enrolled	ATTRITION	Est
2	Grade	Budget Target	Opening Enrollment	Prev Grade	3-yr avg	Total Spaces
3	TT	24	24	0	4	24
4	JK	42	42	24	7	22
5	K	48	49	42	3	13
6	1	54	54	49	6	8
7	2	54	51	54	4	6
8	3	54	54	51	4	7
9	4	54	55	54	7	4
10		330	329	274	36	84
11						
12	5	68	65	55	5	20
13	6	76	77	65	12	16
14	7	85	88	77	7	20
15	8	100	101	88	12	19
16		329	331	285	37	75
17						
18	9	120	124	101	9	31
19	10	123	117	124	8	8
20	11	122	121	117	6	13
21	12	125	125	121		0
22		490	487	463	23	52
23						
24	Totals	1149	1147		96	211

**Budget Target - Enrolled Previous  
Grade + Attrition = Est Total Spaces**

$$B6 - G6 + H5 = 8$$

$$54 - 49 + 3 = 8$$

# Are these targets realistic?

	A	B	C	L	M	N
1		2022-23	2021-22	Est	20-21	3y-avg
2	Grade	Budget Target	Opening Enrollment	Total Spaces	New Enrolled	New Enrolled
3	TT	24	24	24	23	23
4	JK	42	42	22	17	14
5	K	48	49	13	21	15
6	1	54	54	8	8	8
7	2	54	51	6	10	8
8	3	54	54	7	13	10
9	4	54	55	4	10	10
10		<b>330</b>	<b>329</b>	<b>84</b>	<b>102</b>	<b>88</b>
11						
12	5	68	65	20	17	14
13	6	76	77	16	11	19
14	7	85	88	20	16	23
15	8	100	101	19	12	14
16		<b>329</b>	<b>331</b>	<b>75</b>	<b>56</b>	<b>70</b>
17						
18	9	120	124	31	25	26
19	10	123	117	8	12	8
20	11	122	121	13	8	7
21	12	125	125	0	2	2
22		<b>490</b>	<b>487</b>	<b>52</b>	<b>47</b>	<b>43</b>
23						
24	<b>Totals</b>	<b>1149</b>	<b>1147</b>	<b>211</b>	<b>205</b>	<b>201</b>

Note the red numbers in column L (Est Total Spaces). Compare them to the numbers in columns M and N. Because the number of spaces is higher than the number we enrolled in previous years, it may not be a reasonable target. Look back to see if the enrolled numbers were because that is all the room you had available or if it was because you did not have additional mission appropriate students. If the explanation is the latter, you should adjust your budget target accordingly.



# Where is the Art?

I will use art (or intuition) to adjust budget targets based on whatever information is available to me from data or observation. Some examples include:

- Demographic trends in my area (we are a day school)
- Any obvious trend in the inquiries, applications or historical attrition for a particular grade or division
- The amount of financial aid we have available and for what grades
- Trends in local public schools (how are they handling COVID, are they considering cutting programs, are they overcrowded?)





Notes for any adjustments due to intuition will be attached to my spreadsheet. Below are a few examples.

Notes
*International student demand may recover with vaccinations
*If public schools get COVID right, demand may go down
*Demographics of the area are favorable. % of families with school-age kids in top income ranges predicted to go up

# Spreadsheet to Calculate Net Tuition Revenue

	A	B	C	D	E	F	G
1		Opening		Gross			Net Tuition
2	Grade	Enroll	Tuition	Tuition	Tuition FA	Net Tuition	Per Student
3	TT	24	\$21,310	\$511,440	\$71,824	\$439,616	\$18,317
4	JK	42	\$22,680	\$952,560	\$119,578	\$832,982	\$19,833
5	K	49	\$28,960	\$1,419,040	\$184,354	\$1,234,686	\$25,198
6	1	54	\$30,470	\$1,645,380	\$176,888	\$1,468,492	\$27,194
7	2	51	\$30,470	\$1,553,970	\$196,513	\$1,357,457	\$26,617
8	3	54	\$30,470	\$1,645,380	\$280,779	\$1,364,601	\$25,270
9	4	55	\$30,470	\$1,675,850	\$186,710	\$1,489,140	\$27,075
10		329		\$9,403,620	\$1,216,646	\$8,186,974	\$24,884
11							
12	5	65	\$37,610	\$2,444,650	\$271,826	\$2,172,824	\$33,428
13	6	77	\$37,610	\$2,895,970	\$342,139	\$2,553,831	\$33,167
14	7	88	\$37,610	\$3,309,680	\$253,182	\$3,056,498	\$34,733
15	8	101	\$37,610	\$3,798,610	\$591,567	\$3,207,043	\$31,753
16		331		\$12,448,910	\$1,458,714	\$10,990,196	\$33,203
17							
18	9	124	\$38,240	\$4,741,760	\$516,008	\$4,225,752	\$34,079
19	10	117	\$38,240	\$4,474,080	\$571,204	\$3,902,876	\$33,358
20	11	121	\$38,240	\$4,627,040	\$469,406	\$4,157,634	\$34,361
21	12	125	\$38,240	\$4,780,000	\$397,413	\$4,382,587	\$35,061
22		487		\$18,622,880	\$1,954,031	\$16,668,849	\$34,228
23							
24	<b>Totals</b>	1147		\$40,475,410	\$4,629,391	\$35,846,019	\$31,252

# Access to Spreadsheet

The spreadsheet contains both an enrollment planning tab and an attrition tab.

[https://docs.google.com/spreadsheets/d/1RDoBMfnCQ6Cbi6cQxlw9\\_q3ZsWBOZX6KAIKVITUZGIs/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1RDoBMfnCQ6Cbi6cQxlw9_q3ZsWBOZX6KAIKVITUZGIs/edit?usp=sharing)