

# DASL

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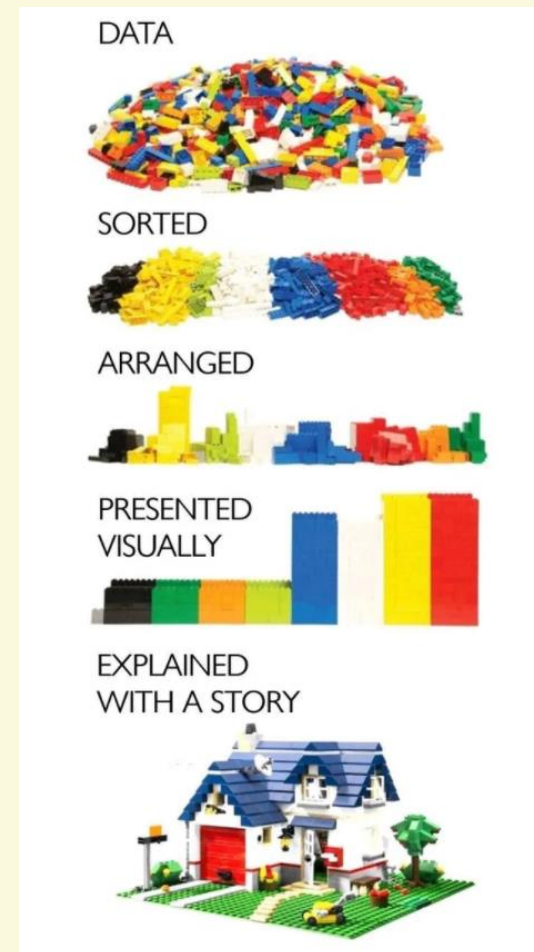
FOR ADMISSION PROFESSIONALS

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**AISAP Online**  
**October 7, 2021**

# GOAL FOR TODAY

## DASL

- Which reports
- Which comparisons
- Key questions for your team
- Develop a goal
- An action plan for using tools to pursue your goal.
- Communicate!



# LAY OF THE LAND

- What are the enrollment/admissions trends for our school?
- How do they compare with other schools?
- Which groups of schools provide a meaningful comparison?
- What are the demographic trends in our geography?

# HOW'S OUR FUNNEL?

How do we know how we are doing?

- Overall numbers
- Conversion Rates

You need to know how you compare to your own school year over year but also how you compare to others like you.

# PUTTING CONTEXT IN PRACTICE

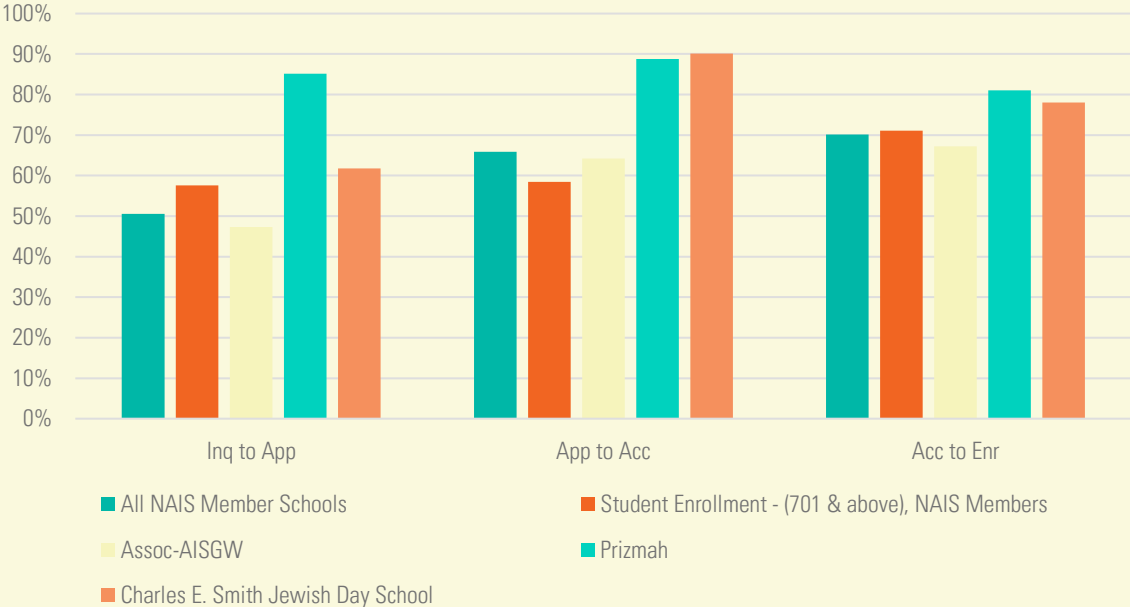
1. How is your conversion rate at each point in the funnel?
2. Where should you spend your time, energy, and money?
3. What elements do you need to add or adjust in your annual strategic enrollment plan based on your yield from one level of the funnel to the next?

# FOCUS ON THE FUNNEL

- Inq/App/Acc/Enr =
  - If all your school's percentages are on point – Focus on prospects
  - Inq to App is low – what is happening on your tours, communications, events, ambassador outreach?
  - App to Acc is low – what is your marketing message, are you attracting the right fit families? What are your current families saying about you? Focus on messaging and parent ambassadorship.
  - Acc to Enr is low – Financial aid, revisit days, communicating that you want them, acceptance package, ambassador outreach, what does the acceptance process look like and feel like?

# OUTCOME

Admission Funnel - DASL Data



	All NAIS	NAIS over 700	AISGW	Prizmah	CESJDS
Inq to App	51%	58%	47%	85%	62%
App to Acc	66%	58%	64%	89%	90%
Acc to Enr	70%	71%	67%	81%	78%

# HOW'S OUR ATTRITION?

How do we know how we are doing?

- Overall numbers
- Attrition Rates

You need to know how you compare to your own school year over year but also how you compare to others like you.



# PROJECTIONS?

## (AND WHERE TO FIND PROSPECTIVE FAMILIES)

How do we know how to set projections?

What is happening in our market now and in the coming years?

- Demographic Center
- MarketView: <https://marketview.nais.org/>

# WHERE DO WE SIT IN THE MARKETPLACE?

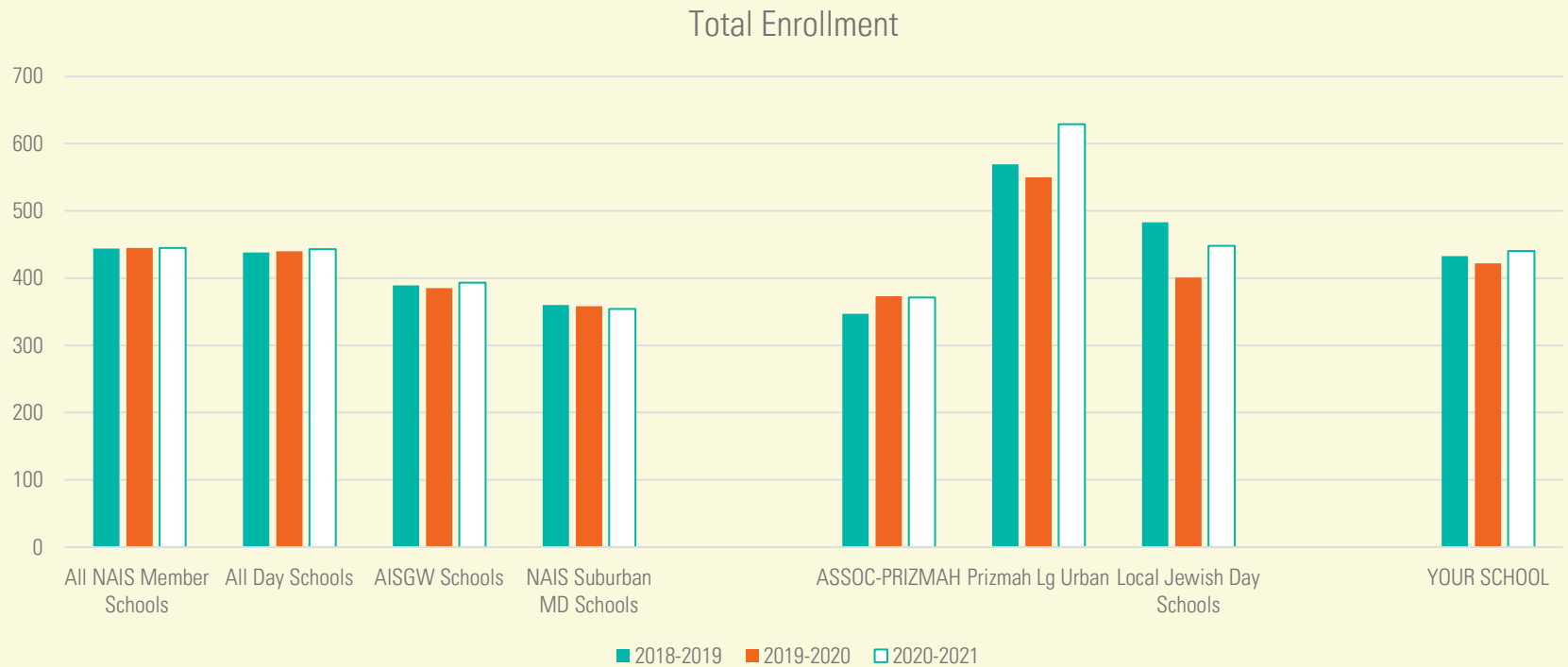
Compared to our competitors:

- How competitive are we?
- Pricing?
- Net Tuition Revenue?

# DEMOGRAPHICS

	2020-21	2025-26	% Change to 2025-26
Total Population	66,195	67,800	2.4%
Total Households	25,840	26,460	2.4%
Median Household Income	\$127,442	\$138,203	8.4%
School Age Population			
Total School Age Population	13,264	12,883	- 2.9%
Female School Age Population	6,532	6,343	- 2.9%
Male School Age Population	6,732	6,540	- 2.9%
School Age Population by Race			
Asian School Age Population	3,150	3,045	- 3.3%
Black School Age Population	1,702	1,657	- 2.6%
Native American and Alaska Native School Age Population	82	88	7.3%
White School Age Population	5,661	5,290	- 6.6%
Two or More Races School Age Population	1,558	1,667	7.0%
Other Race School Age Population	1,111	1,136	2.3%
School Age Population by Ethnicity			
Hispanic School Age Population	3,319	3,388	2.1%
Households, Families and Education			
Households with Children 0-17	8,036	8,190	1.9%
Families with Children 0-17 and Income \$150,000 and Above	4,077	4,569	12.1%
Education, Enrolled in Pre-K-12 Private Schools	3,181	3,197	0.5%

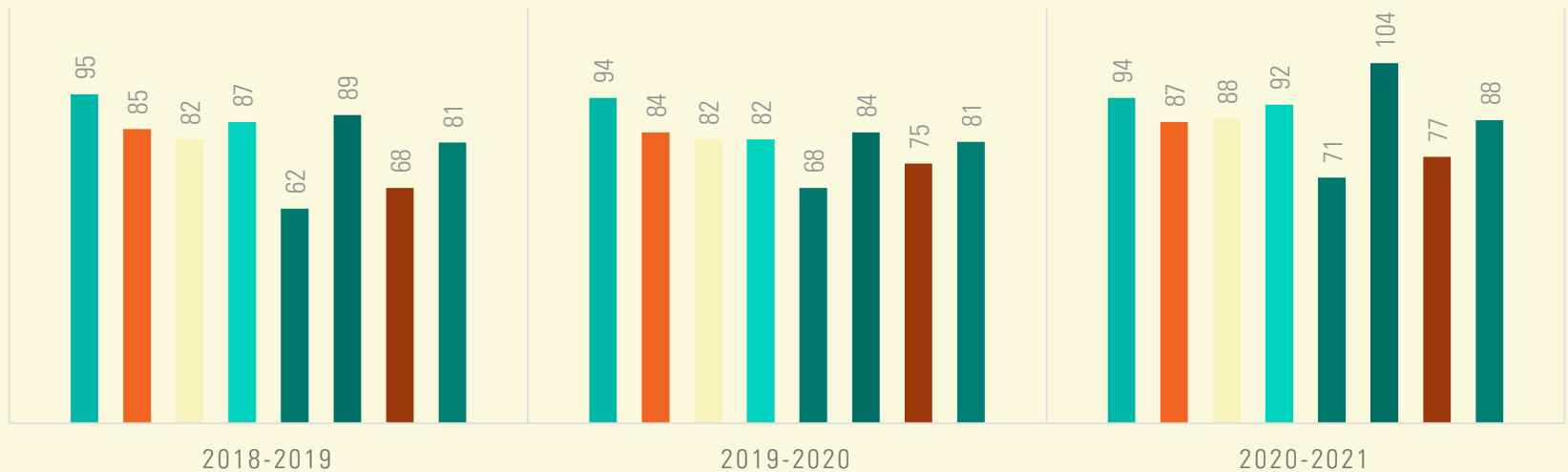
# TOTAL ENROLLMENT



# NEW STUDENT ENROLLMENT

## NEW STUDENT ENROLLMENT

- All NAIS Member Schools
- All Day Schools
- AISGW Schools
- NAIS Suburban MD Schools
- ASSOC-PRIZMAH
- Prizmah Lg Urban
- Local Jewish Day Schools
- YOUR SCHOOL

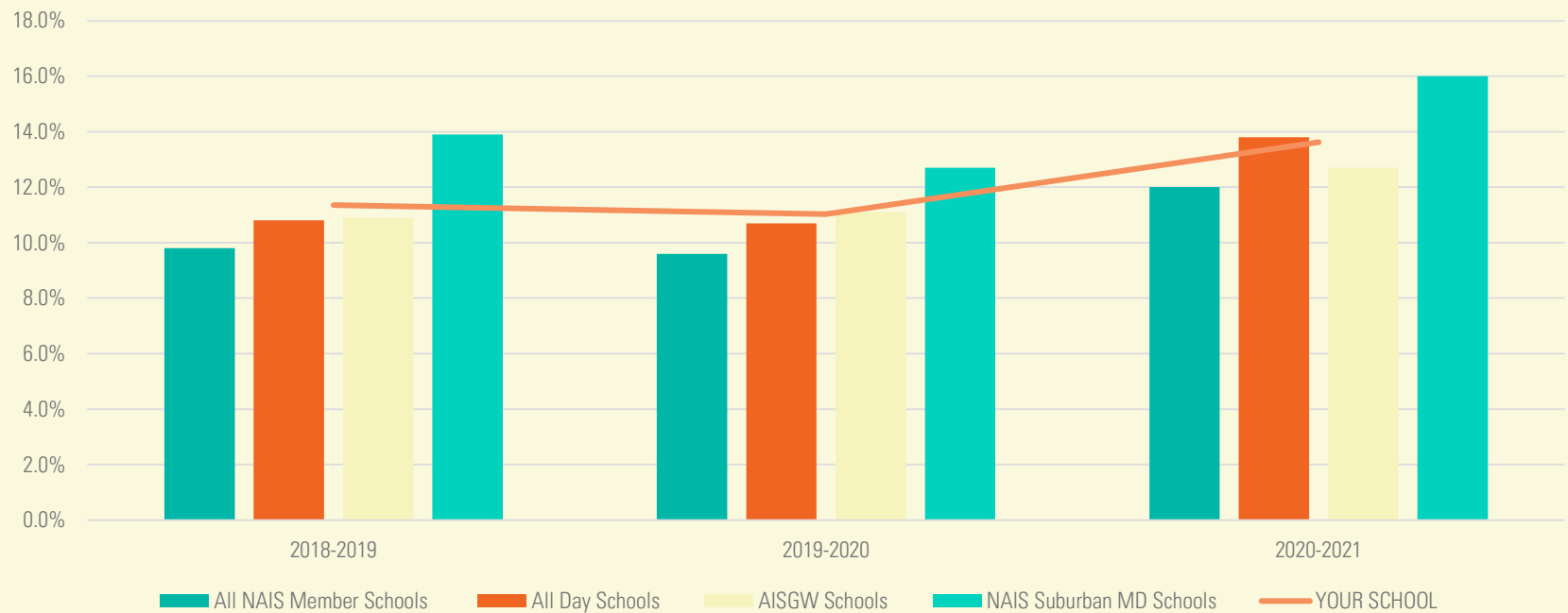


# APPLICATION RATE

2018-2021	Average	Percent Change	Actual Change
All NAIS Member Schools	50.5%	- 0.2%	- 0.1%
All Day Schools	55.3%	1.1%	0.6%
AISGW Schools	46.4%	7.8%	3.7%
NAIS Suburban MD Schools	53.6%	-10.6%	- 5.4%
ASSOC-PRIZMAH	69.8%	- 6.0%	- 4.1%
Prizmah Lg Urban	70.8%	17.2%	13.4%
Local Jewish Day Schools	67.1%	10.2%	7.4%
<b>YOUR SCHOOL</b>	<b>59.1%</b>	<b>3.7%</b>	<b>2.2%</b>

# ATTRITION

Attrition from 2018-2021



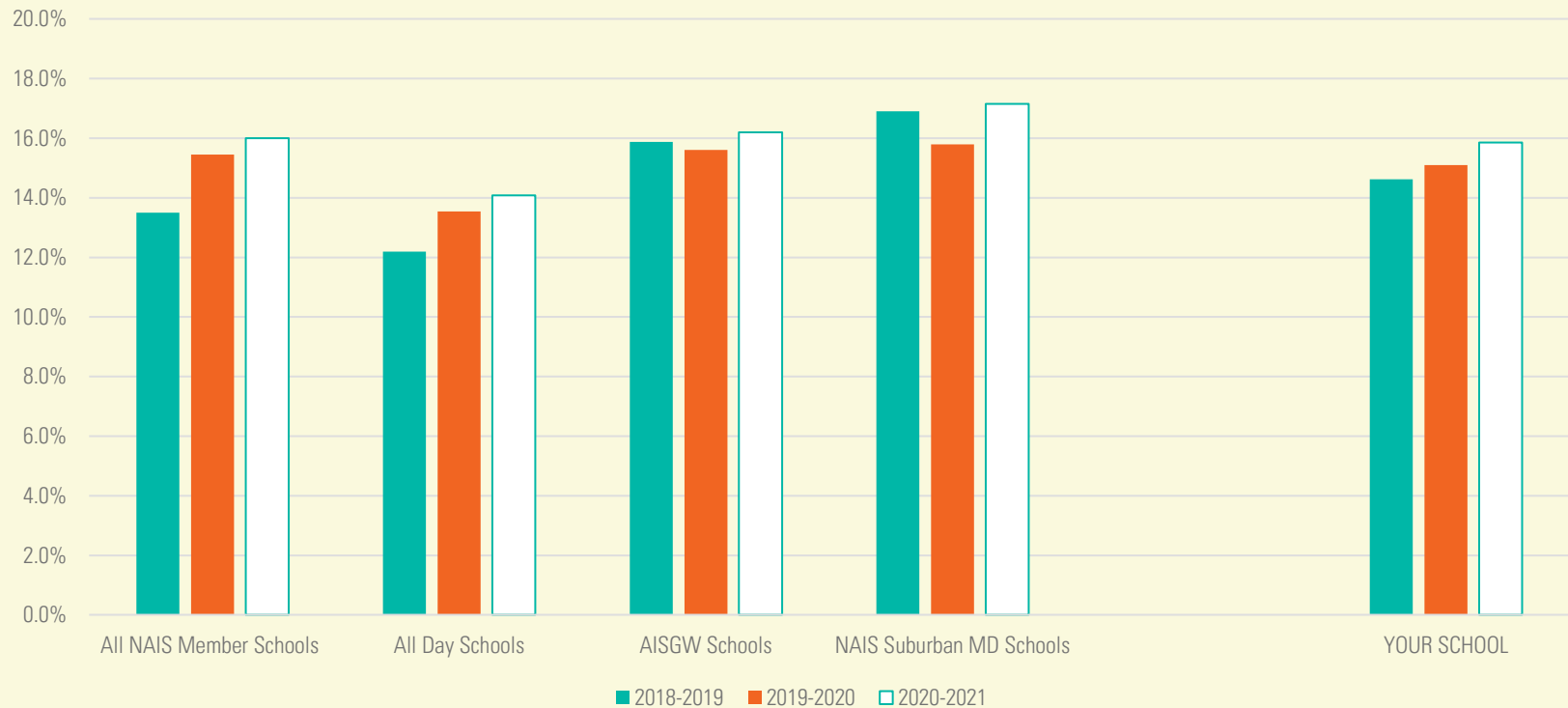
# PRICING

In the past three years, tuition has risen 5.7% overall but the percent change varies according to division.

- **Kindergarten:** Our tuition has risen 5.5% (\$1,390) and stands at \$24,571. This is just under the national and regional average.
- **Sixth:** Given the special travel programs in our middle school, 6<sup>th</sup> grade tuition is 7% higher than other schools but gives us an opportunity to express the value added of this division.
- **Ninth:** Our tuition is \$27,659 which is average for larger urban Jewish day schools, but less than the large non-sectarian independent schools in our area.



# FINANCIAL AID AS % OF GROSS TUITION



# Q & A

*You've got this.*

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DATA



SORTED



ARRANGED



PRESENTED  
VISUALLY



EXPLAINED  
WITH A STORY

