



Enrollment Metrics That Matter

Enrollment is the lifeblood of any Catholic school. It fuels the mission, sustains operations, and ensures a thriving school community. But achieving consistent enrollment success requires more than just outreach—it demands strategic, data-driven decision-making. This guide highlights the key metrics that matter most for Catholic schools and how to leverage them to meet your enrollment goals.

1. Retention Rate

Why It Matters:

Retention is the foundation of sustainable enrollment. Every student who continues at your school strengthens your community and reduces the cost and effort of replacing them.

How to Measure:

Retention Rate = (Number of returning students / Total eligible students from the prior year) x 100

Action Steps:

- Conduct exit interviews to understand why families leave.
- Build relationships with current families through consistent communication and engagement.
- Regularly assess parent and student satisfaction.

2. Inquiry-to-Enrollment Conversion Rate

Why It Matters:

This metric tracks how well your school turns prospective families into enrolled students. A low conversion rate may indicate gaps in your enrollment process.

How to Measure:

Conversion Rate = (Number of enrolled students / Total inquiries) x 100

Action Steps:

- Streamline your admissions process to make it family-friendly.
- Offer personalized follow-ups to inquiries.
- Highlight what sets your school apart during tours and interviews.

3. Yield Rate

Why It Matters:

Your yield rate measures the percentage of accepted students who choose to enroll. It's a key indicator of how compelling your school's value proposition is.

How to Measure:

Yield Rate = (Number of students enrolled / Number of students accepted) x 100

Action Steps:

- Strengthen your post-acceptance communications with personal touches like calls or handwritten notes.
- Host events for newly accepted families to build excitement and connection.
- Address common objections and barriers to enrollment (e.g., tuition concerns).

4. Net Tuition Revenue per Student

Why It Matters:

While enrollment numbers are important, the financial sustainability of your school depends on understanding and maximizing net tuition revenue.

How to Measure:

Net Tuition Revenue per Student = Total tuition revenue – Financial aid awarded / Total enrolled students

Action Steps:

- Assess the balance between financial aid and tuition revenue.
- Align financial aid policies with your school's mission and enrollment goals.
- Use data to refine your pricing and aid strategies.

5. Attrition Rate

Why It Matters:

Attrition—or the rate at which students leave your school—can significantly impact enrollment. Understanding and addressing attrition can help you retain more families.

How to Measure:

Attrition Rate = (Number of students who left / Total students at the start of the year) x 100

Action Steps:

- Identify trends in why families leave (e.g., relocation, affordability, dissatisfaction).
- Develop retention programs for at-risk students and families.
- Foster a strong sense of community within your school.

6. Marketing ROI

Why It Matters:

Understanding the return on investment (ROI) for your marketing efforts helps ensure you're allocating resources effectively.

How to Measure:

Marketing ROI = (Total revenue generated by new enrollments – Marketing costs) / Marketing costs

Action Steps:

- Track which marketing channels generate the most inquiries and enrollments.
- Focus on digital marketing strategies, such as social media and email campaigns.
- Regularly evaluate and refine your marketing plan based on results.

7. Average Class Size

Why It Matters:

Class size impacts your school's financial health, teacher workload, and the overall educational experience.

How to Measure:

Average Class Size = Total enrolled students / Number of classes

Action Steps:

- Analyze the ideal class size for your school's mission and resources.
- Use class size data to inform recruitment targets and budget planning.

Next Steps: Aligning Metrics with Strategy

Metrics are only as valuable as the strategies they inform. Use these data points to:

- Set clear, measurable enrollment goals.
- Regularly review and adjust strategies based on performance.
- Foster a culture of data-driven decision-making within your enrollment team.

If you're ready to dive deeper, our team of experts is here to help. Schedule your free consultation today and take the next step toward enrollment success.

Schedule Your Consultation Now - email team@partnersinmission.com