Application and Enrollment Trends: Where Do You Stack Up?

Trend Analysis of Standard Online Applications for School Year 2022–2023

Enrollment Management Association continuously analyzes data received through our Standard Application Online (SAO) to provide members with answers to important questions and provide guidance regarding overall trends from the 2021–2022 admissions and enrollment season. Utilize a range of valuable enrollment data to help you better understand how your school’s applicant composition compares to that of other schools.

How Does Your School Measure Up Against Our Findings?

- Compared to last year, total applications through April are up 1%. The increase is primarily seen in a rise in international applications, which were up 13% over 2021. This number, however, is 7% behind the same period in 2020.
- The countries from which the most international applications are coming are China, Hong Kong, Canada, South Korea, Vietnam, and Mexico. Through April, the share of the international pool that comes from countries other than this list remains at 29%, but no individual country other than those listed above represent 2% or more of the total applicant pool.
- Total cumulative international applications for PK–5th are down 49% compared to last year, 6th–8th international applications increased 17%, 9th–12th international applications rose 17%, and international applications for post-graduate programs are up 35%.
- Compared to last year, international applications were up 13% in April and domestic applications were up 3% compared to April 2021.
- Compared to last year, international applications to New England states were up 2% to date. International applications to schools in NY and NJ were down 3%, to schools in the Mid-Atlantic rose 7%, and Midwest states applications increased 2%.
- Compared to last year, there was a 29% increase in international applications submitted through April that requested financial aid. International applications that did not request financial aid rose 14% when compared to last year’s figures.
- The cumulative total number of applications from China is up 5% compared to last year but trails two admission cycles ago by 38%.

EMA 2022 State of the Independent School Enrollment Report

Special Report on Enrollment Issues and Trends

EMA will be releasing its fourth report on the state of the independent school enrollment industry early next year, following editions published in 2013, 2016, and 2019. Through the report, our goal is to guide enrollment and school leaders on the path between opportunities and challenges, provide a snapshot of the industry over time to give schools a glimpse into the practices and conditions prevalent in the industry, and deliver a tool for learning and change.

Make Your Voice Heard—Take the Survey Now!

What will the 2022 State of the Industry (SOTI) research suggest about independent school enrollment? What changes will we see relative to 2019—before a global pandemic—of which school leaders should be aware? Make your voice heard and partner with us to answer these critical questions around the trends impacting independent school enrollment success.

Take the time to complete your SOTI survey.
And then take advantage of the findings when we release them early next year.

Access EMA’s full end-of-year SAO Report in the member community and then download our Interactive Comparison Spreadsheet and Presentation Deck Template to share and act upon the takeaways with the rest of your school.

community.enrollment.org