

# Trend Analysis of Applications for School Year 2021–22: January 2021 Update

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The Enrollment Management Association

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# Overview

The Enrollment Management Association (EMA) has been monitoring the number of applications submitted via the Standard Application Online (SAO) for school year 2021–22. We aim to release a monthly update in the hopes that the information will provide guidance to schools regarding the overall trend in this admissions and enrollment season.

# Application Analysis by Month and Groups

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- Total Group
- Domestic vs. International
- Day vs. Boarding School
- Financial Aid vs. Full Pay
- Applicants' Current School Type
- Applicants' Ethnicity
- Grade



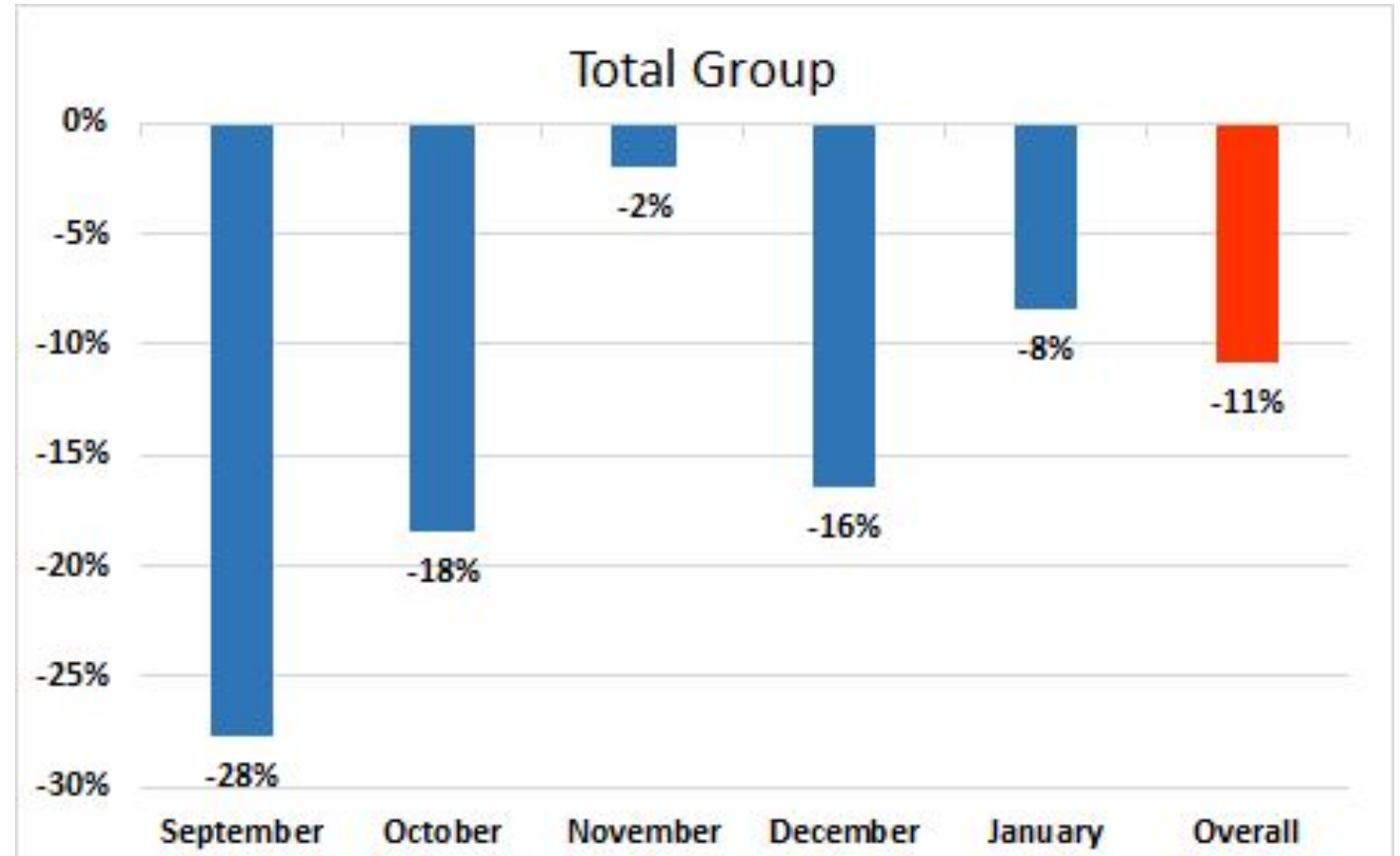
# Sample

- The analyses include schools that used the SAO in both 2020 and 2021 application seasons in a consistent way.
- Schools have received at least 1 submitted application.
- Total number of schools = 307  
Total number of applications = 40,523 by January 31, 2021

# Total Applications Decreased 11% Through January 2021

Compared to last year:

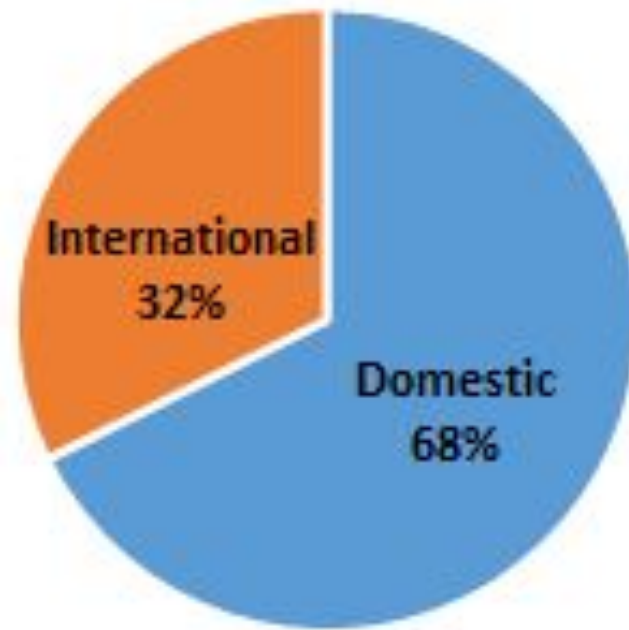
- From Sept. through Jan., total applications were down 11%.
- Monthly variations: Things appeared to get better from Sept. to Nov., but applications took a deep hit in Dec., down 16%.
- The volume picked up again in Jan., with a loss of 8%.



# Section I

# Domestic vs. International

## Application Pool Composition: 68% Domestic vs. 32% International



■ Domestic ■ International

# Domestic Applications Increased 1%; International Applications Decreased 28%

**1%**

**Domestic**  
applications  
increased 1%

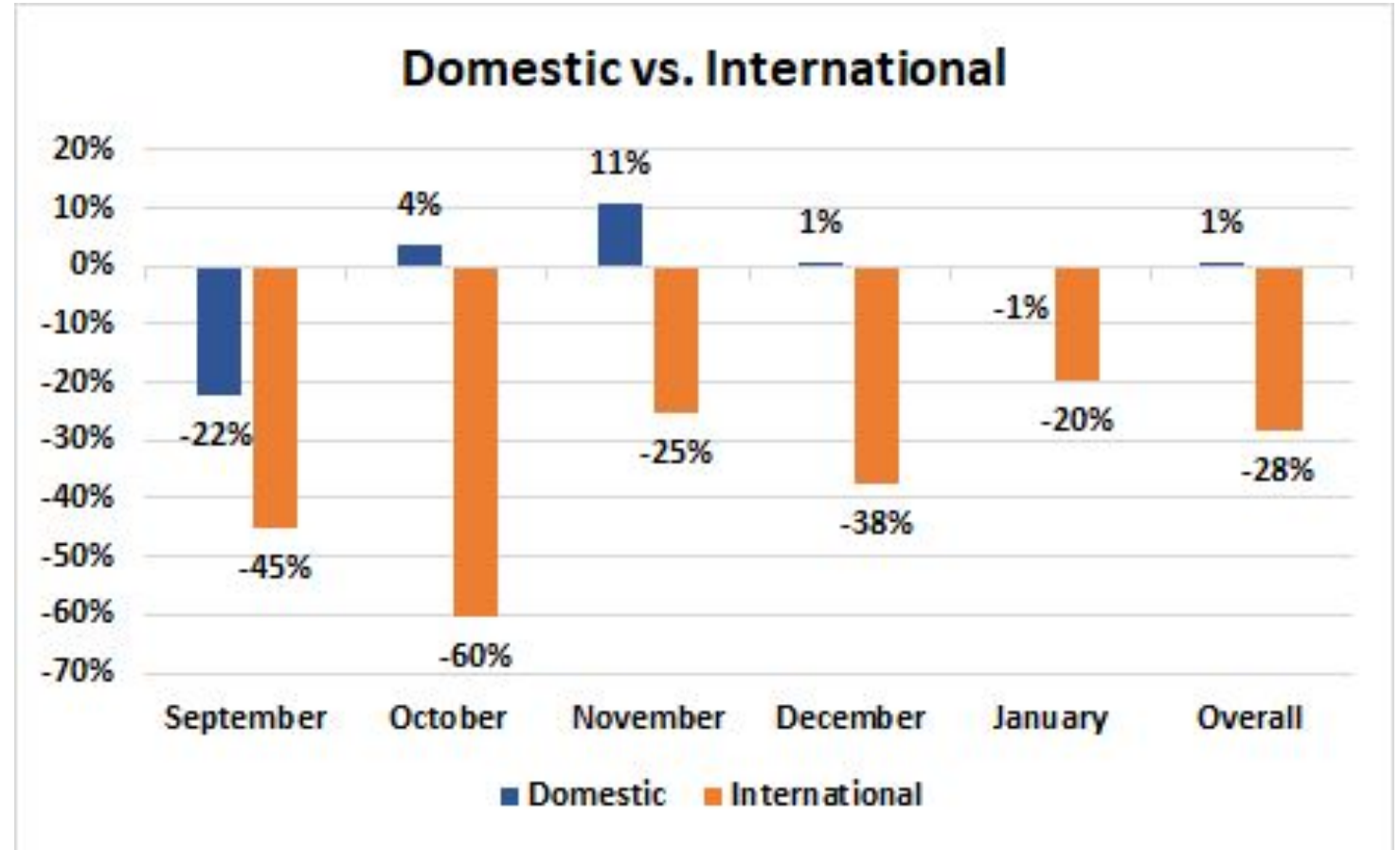
**-28%**

**International** applications  
decreased 28%



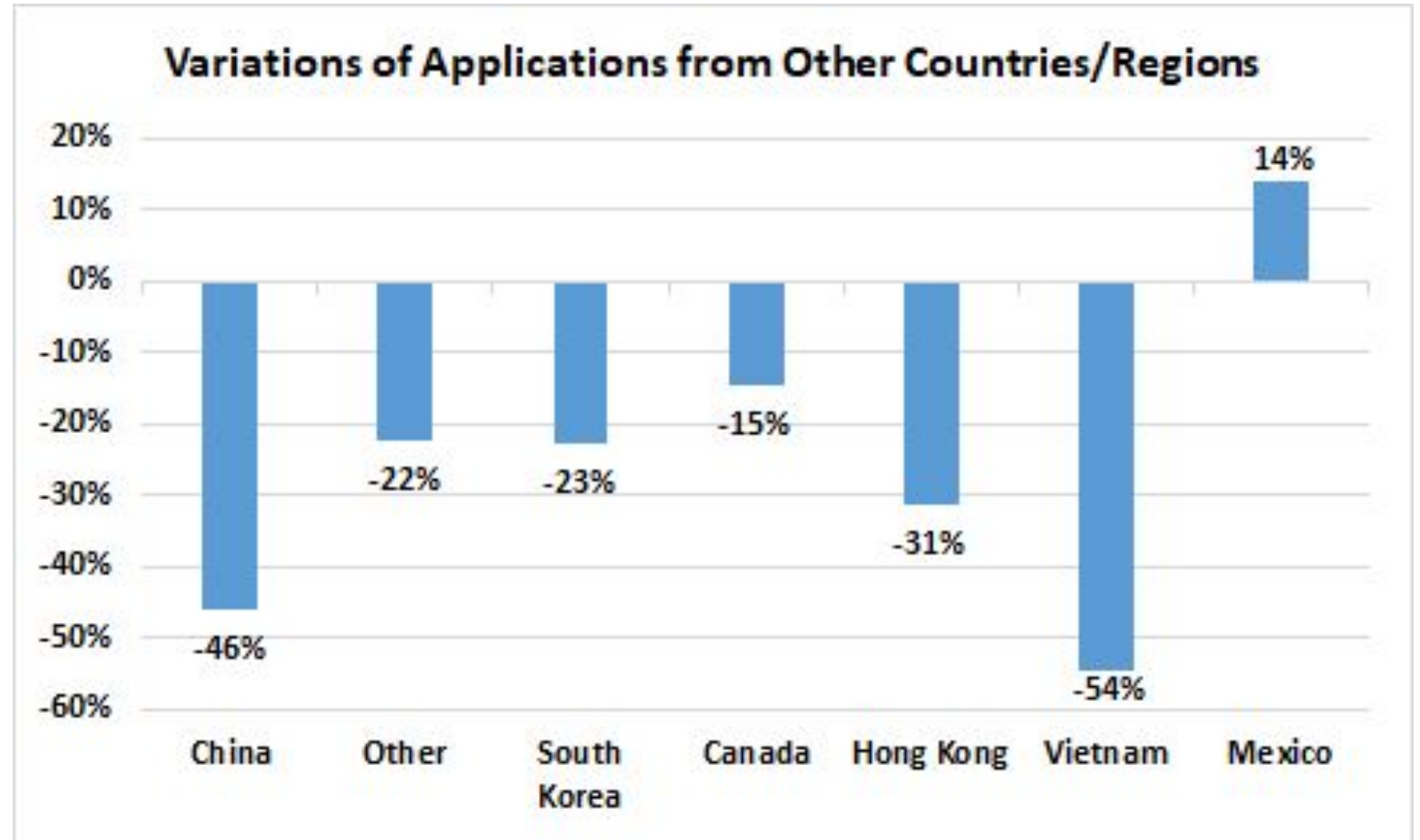
## Domestic Applications Were Up 1%; International Were Down 28%

- Overall, domestic applications increased 1% whereas international applications decreased 28%.
- Note that international applications dropped 20% in Jan., vs. the 38% drop in Dec. It seems that international numbers started to pick up.



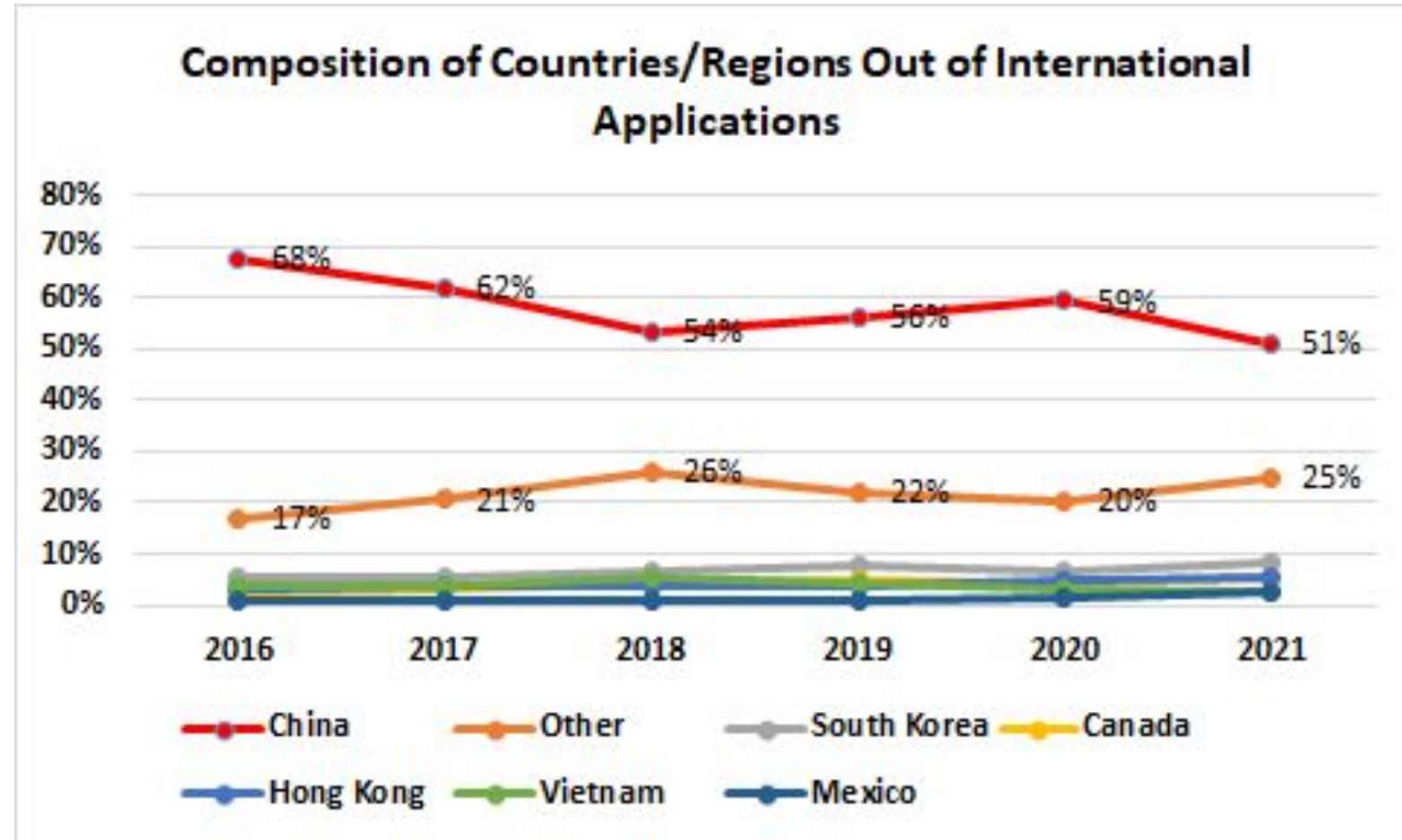
# International Application Trend—Country/Region Specific

- Applications from China and Vietnam dropped nearly or more than 50%.
- Applications from other countries/regions all have gone down between 15% and 30%, except from Mexico, where applications have increased 14%.



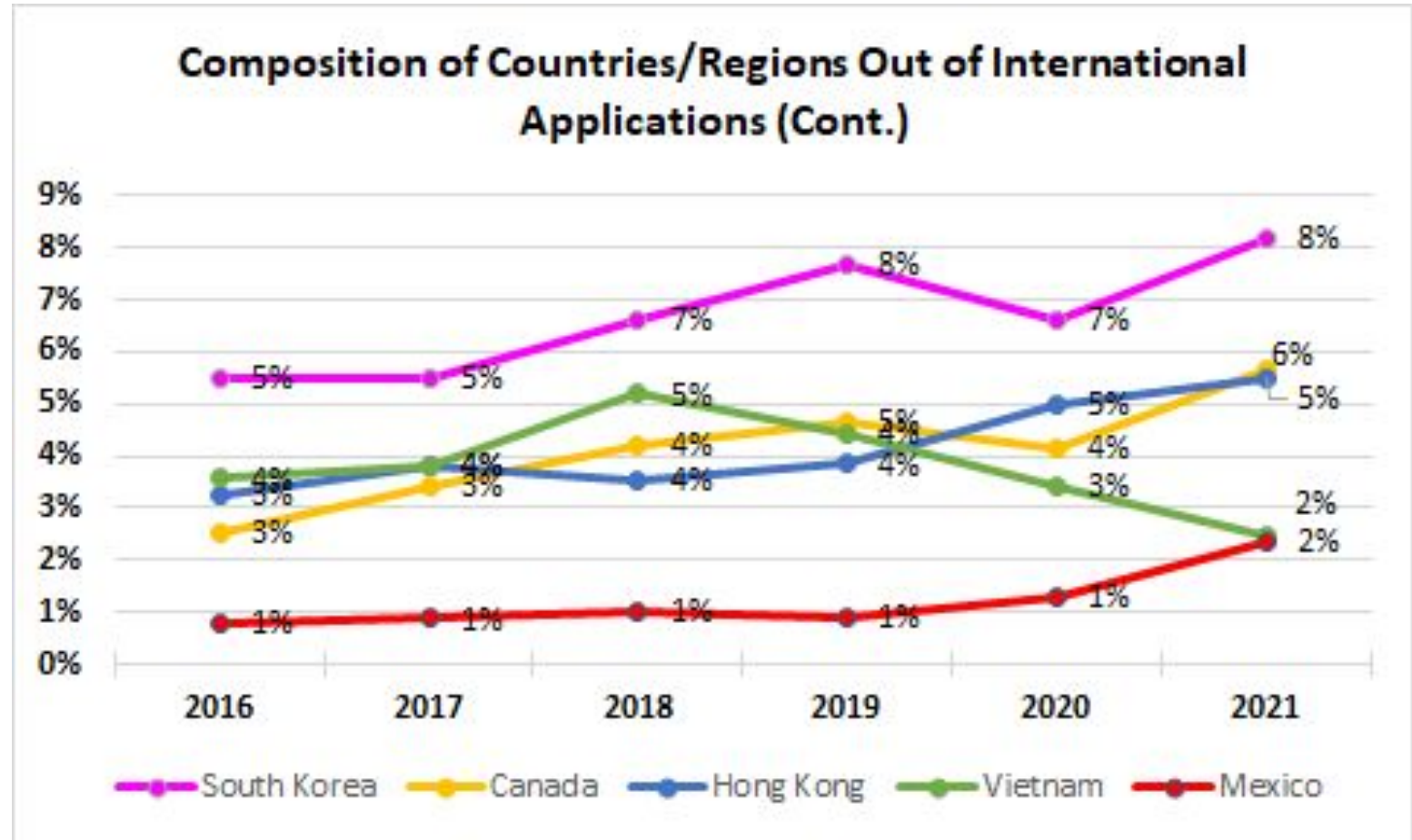
## International Application Trend—Composition

- China has been the no. 1 home country of international students over the last 6 years.
- The percent of applications from China out of the total international applications, however, has decreased from 68% in 2016 to 51% in 2021.
- The percent of applications from “Other” countries and regions has risen from 17% in 2016 to 25% in 2021.



## International Application Trend–Composition (cont.)

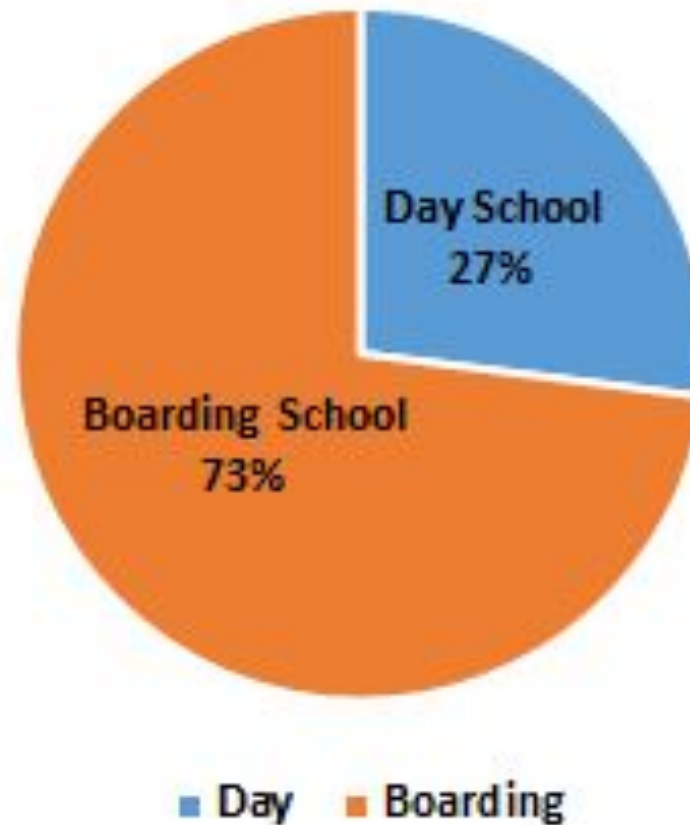
- The lower cluster of the previous slide is extended in this chart.
- The percentages of applications from South Korea, Canada, and Hong Kong have increased 2%–3%; Mexico has increased 1%.
- The percentage of applications from Vietnam has been declining after the initial increase.



# Section II

## Day School vs. Boarding School

## Application Pool Composition: 27% Day School vs. 73% Boarding School



# Day School and Boarding School Applications Decreased 11%

**-11%**

**Day School**  
applications  
decreased 11%

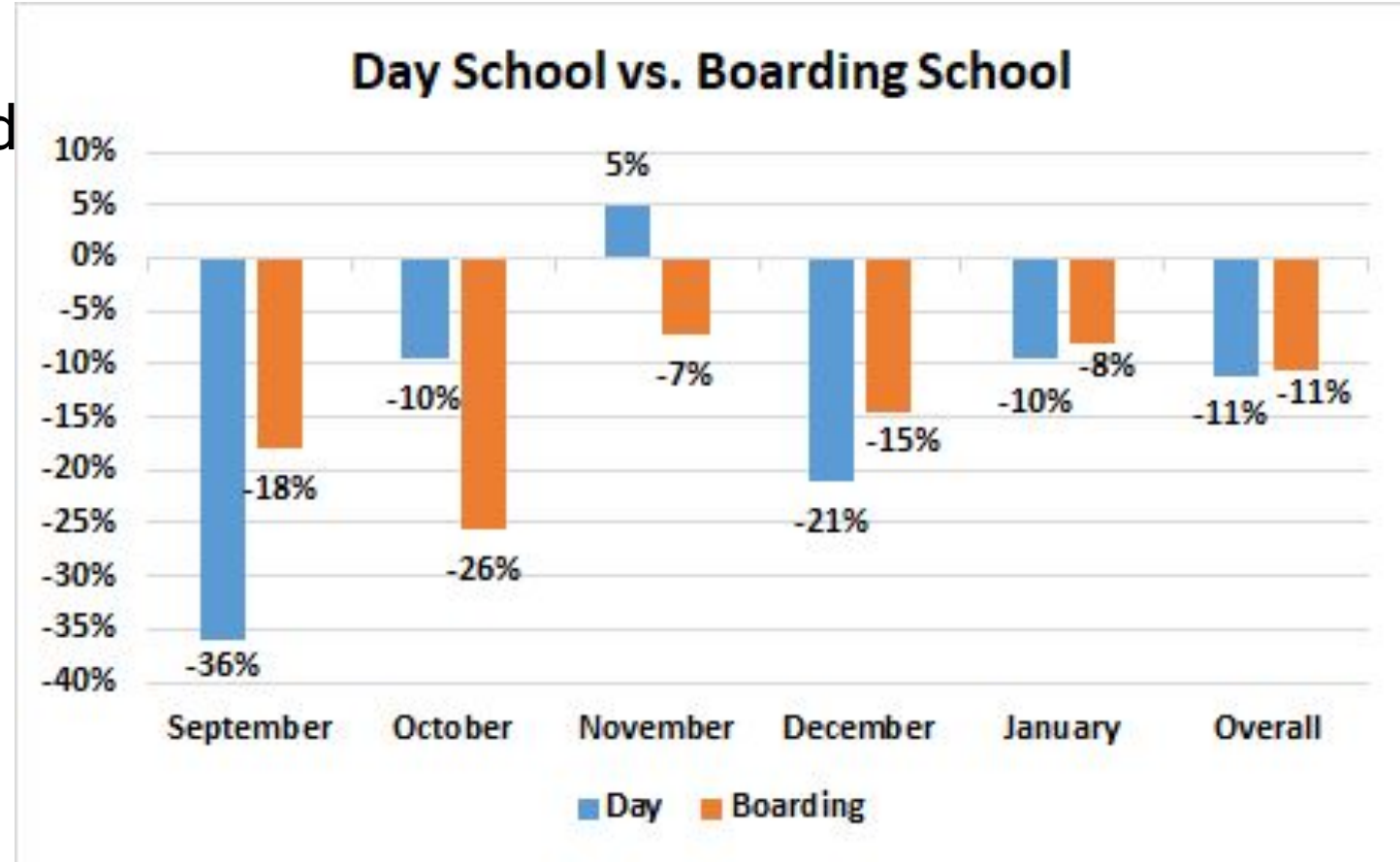
**-11%**

**Boarding School**  
applications decreased 11%



# Day School and Boarding School Applications Each Decreased 11%

- Overall, applications to day and boarding schools each decreased approximately 11%.
- Day Schools: After the deep loss in Sept., applications picked up quickly in Oct. (-10%) and Nov. (5%). In Dec., it turned south again (-21%) but gained in Jan.
- Boarding Schools: Applications were down close to or more than 20% in both Sept. and Oct. Applications gained momentum in Nov. and Jan.

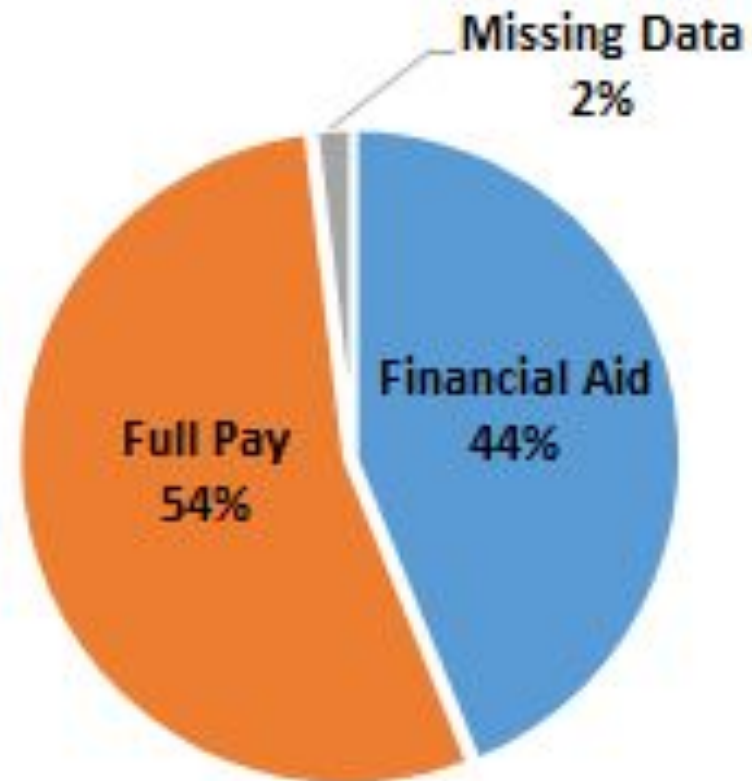




# Section III

## Financial Aid vs. Full Pay

**Application Pool Composition:  
54% Full Pay vs. 44% Financial Aid**



■ Financial Aid ■ Full Pay ■ Missing Data

# Applications Seeking Financial Aid Were Down 3%; Full Pay Applications Were Down 17%

**-3%**

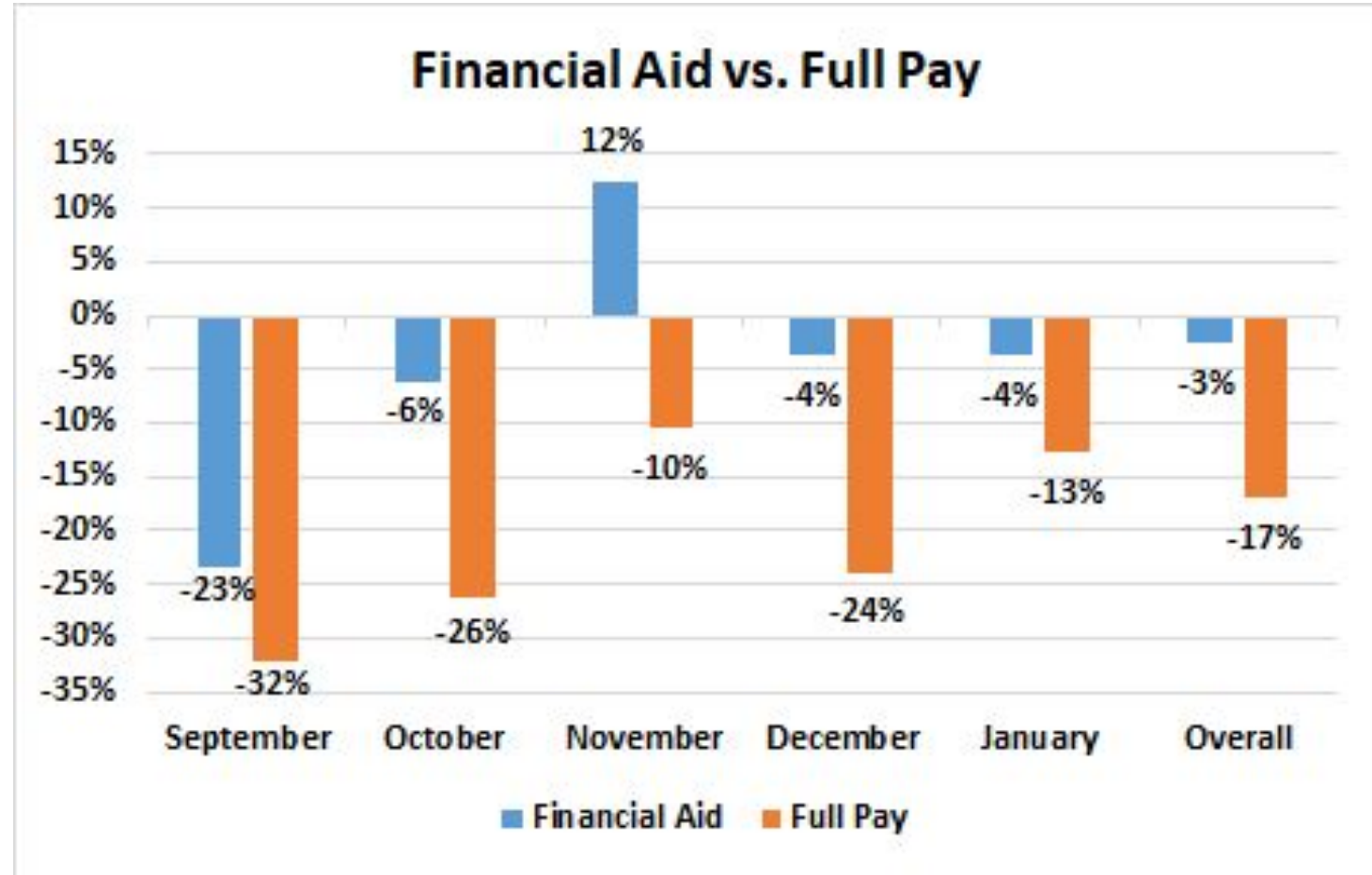
**Applications with  
FA decreased 3%**

**-17%**

**Full pay applications  
decreased 17%**

## Applications Seeking FA Decreased 3%; Full Pay Applications Decreased 17%

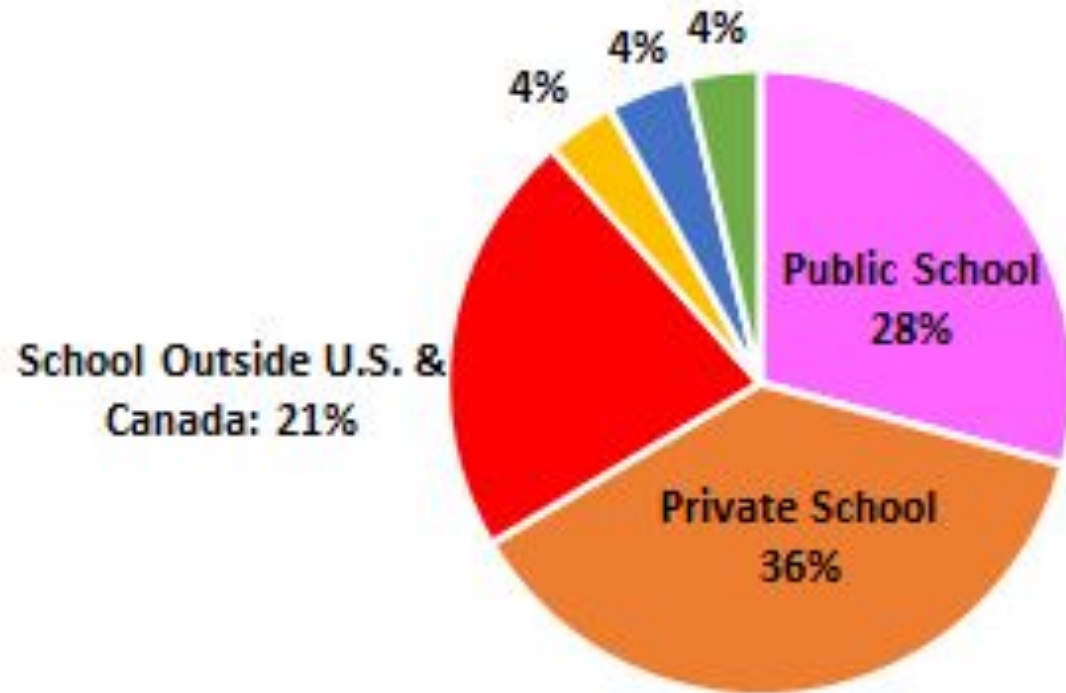
- Overall, applications with financial aid were down 3%; full pay applications were down 17%.
- Financial aid applications decreased 23% in Sept. and were stabilized with a drop between -6% and -4% from Oct. through Jan.; Nov. showed a 12% increase.
- Full pay applications decreased 32% in Sept. and around 25% in Oct. and Dec. Nov. and Jan. exhibited smaller deficits, around -10%. The decrease might be related to the drop of international applications.



# Section IV

## Applicants' Current School Type

## Application Pool Composition: Current School Type



- Public School
- School Outside U.S. & Canada
- Public Charter School
- Private School
- Parochial School Within U.S. & Canada
- Amer. Int. School Outside U.S. & Canada

# Applicants' School Type: Public School 0%; Private School Down 2%; Schools Outside U.S. & Canada Down 34%

0%

Applicants from  
**public schools**  
remained

-2%

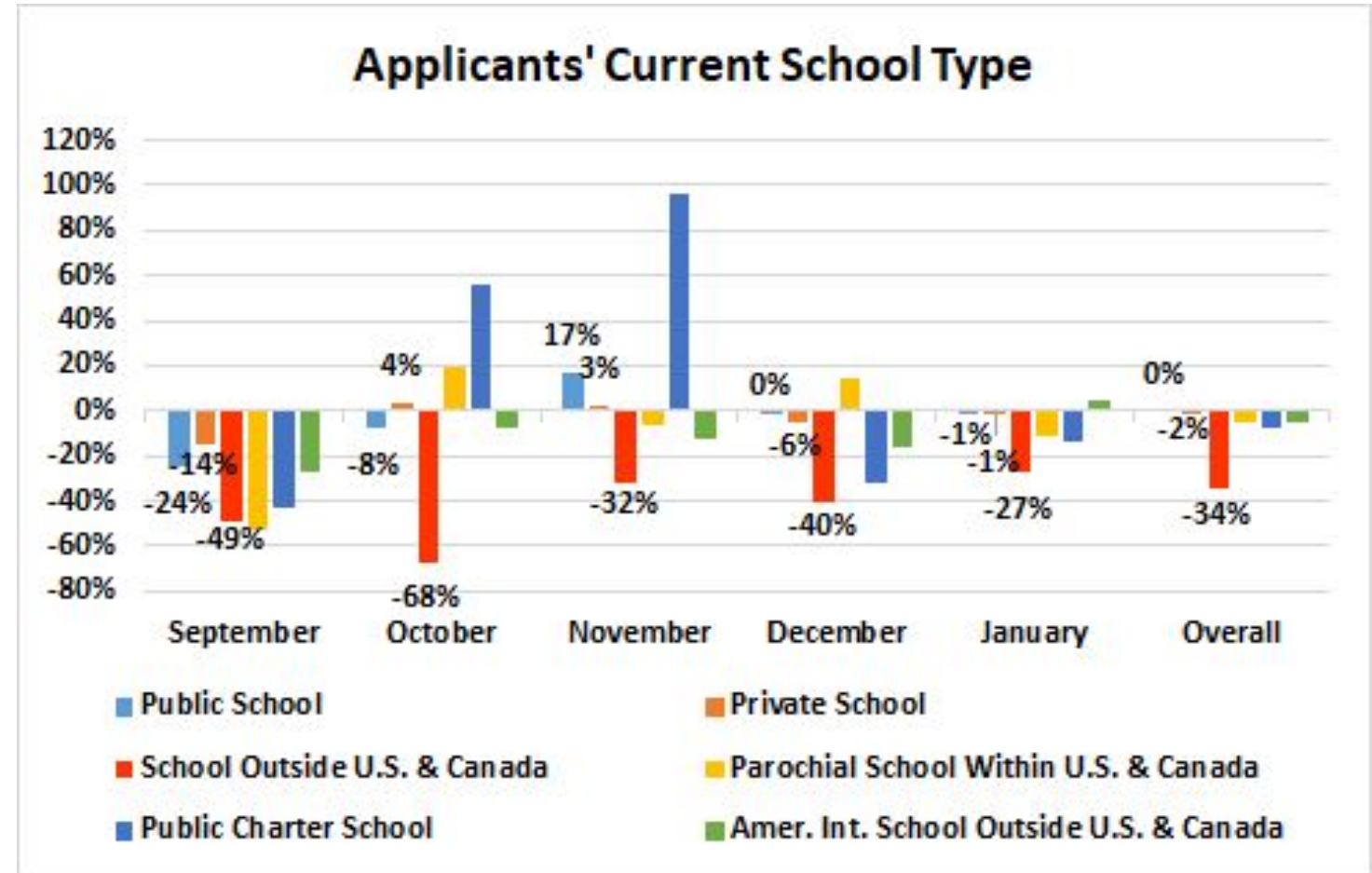
Applicants from  
**private schools**  
decreased 2%

-34%

Applicants from schools  
**outside of U.S. and Canada**  
decreased 34%

# Applications from Schools Within U.S. and Canada Were Relatively Stable, Within $\pm 2\%$ , but Tumbled from Outside U.S. and Canada, Down 34%

- Overall, applications from public school students were similar as last year, but dropped 2% from private school applicants.
- Applications from schools outside U.S. and Canada tumbled: -34%. However, compared to the 40% drop in Dec., the decrease of 27% in Jan. might be an indicator that international applications have started to pick up.

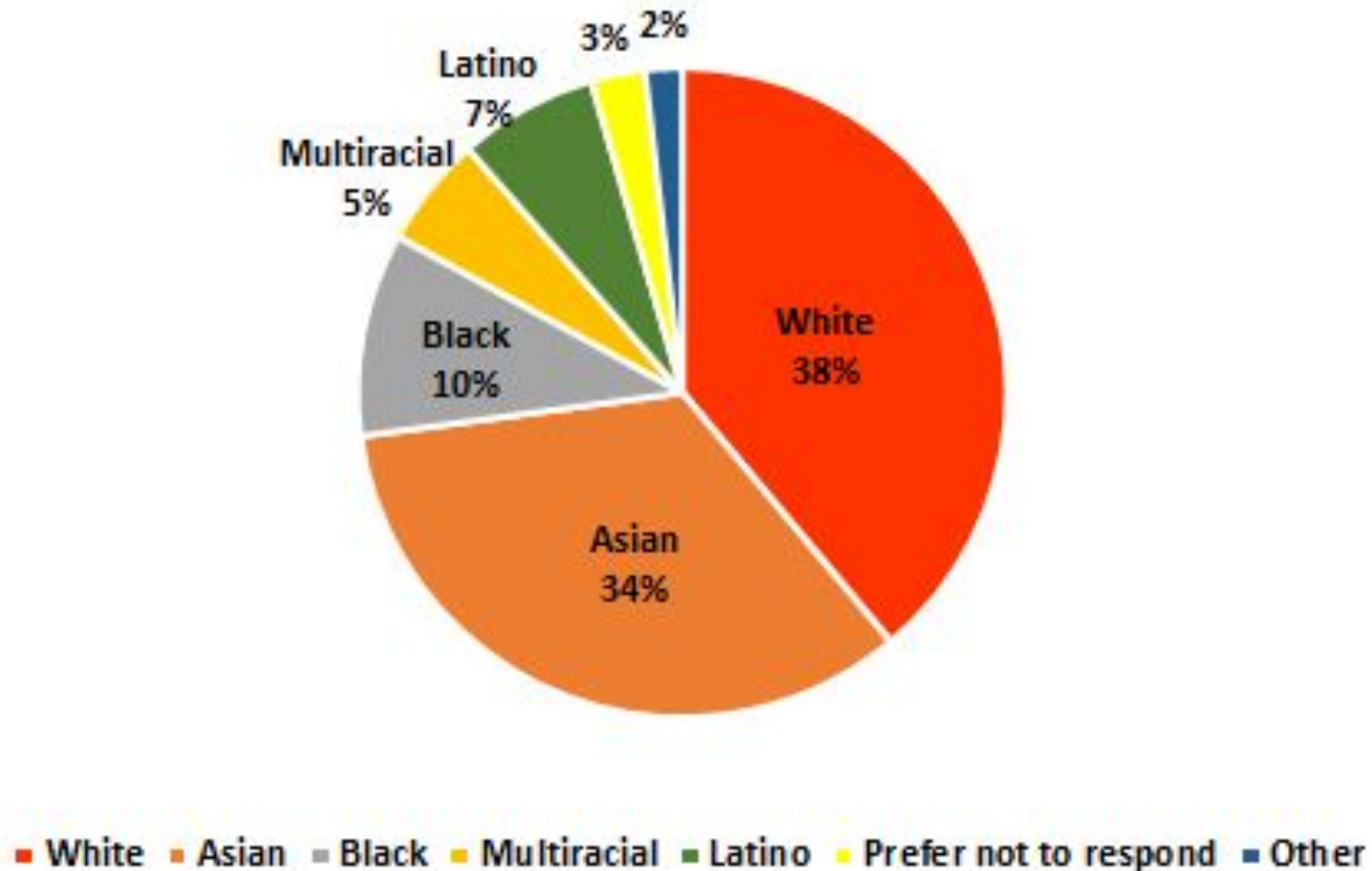




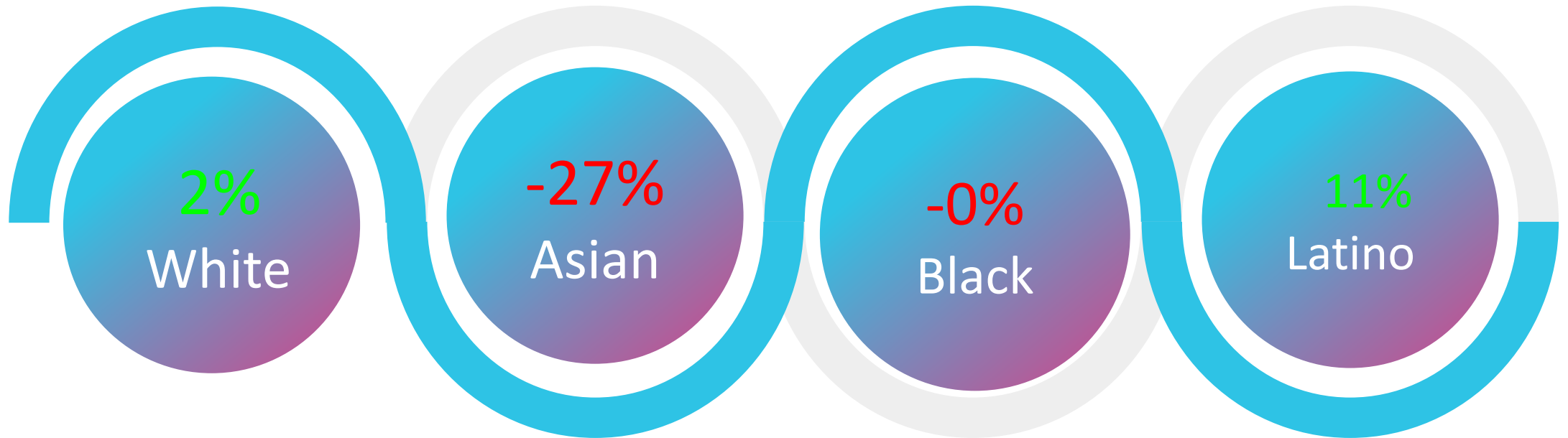
# Section V

## Ethnicity Group

## Application Pool Composition: Ethnicity Group



# Ethnicity

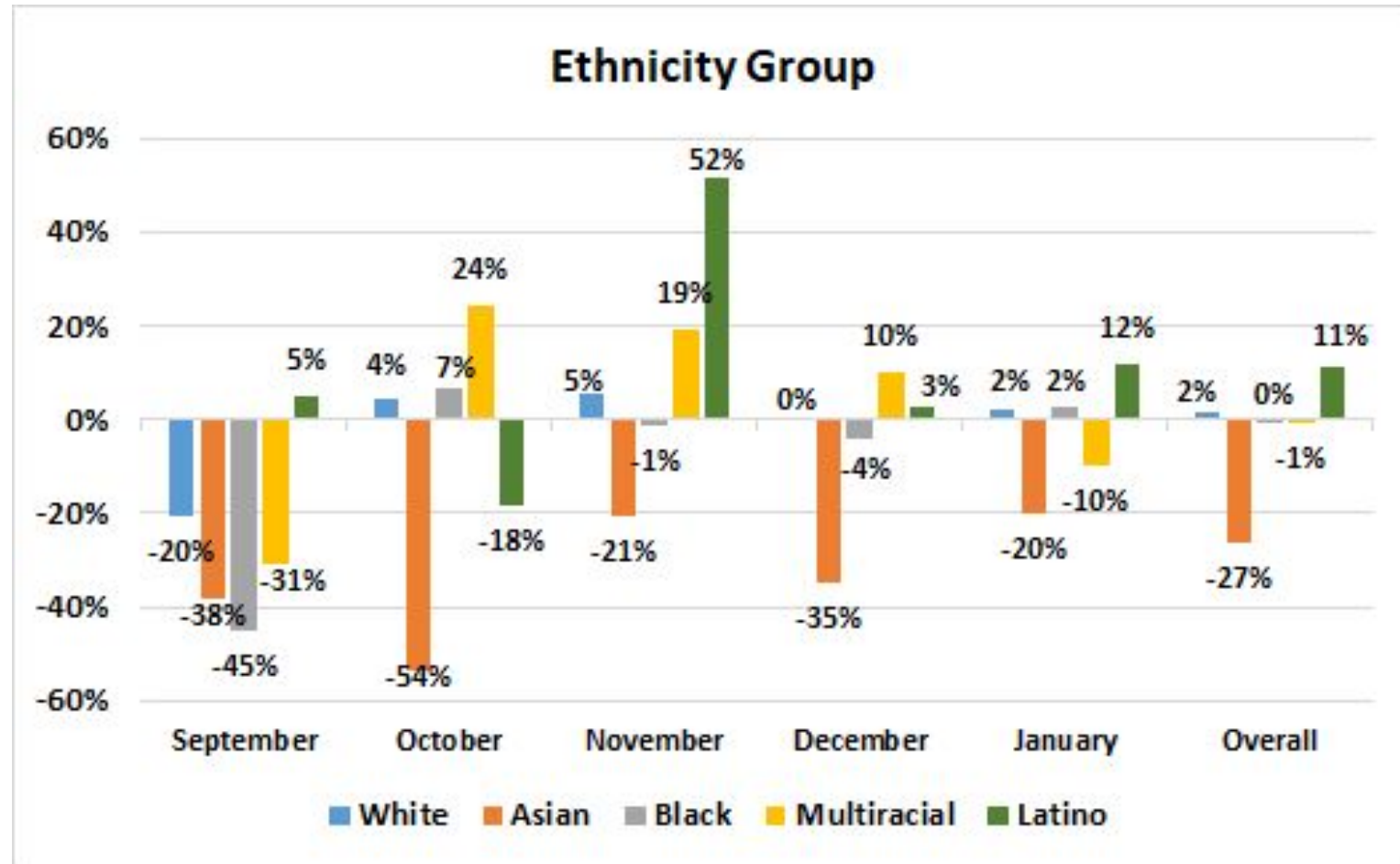


# Applications from Asian Students Down 27%, but Up 11% from Latino Students

- Almost all groups tumbled in Sept., except Latino.
- Applications from non-Asian groups picked up from Oct. through Jan.
- Asian: After the loss in Dec. (-35%), Jan. became a little better (-20%).

## Overall:

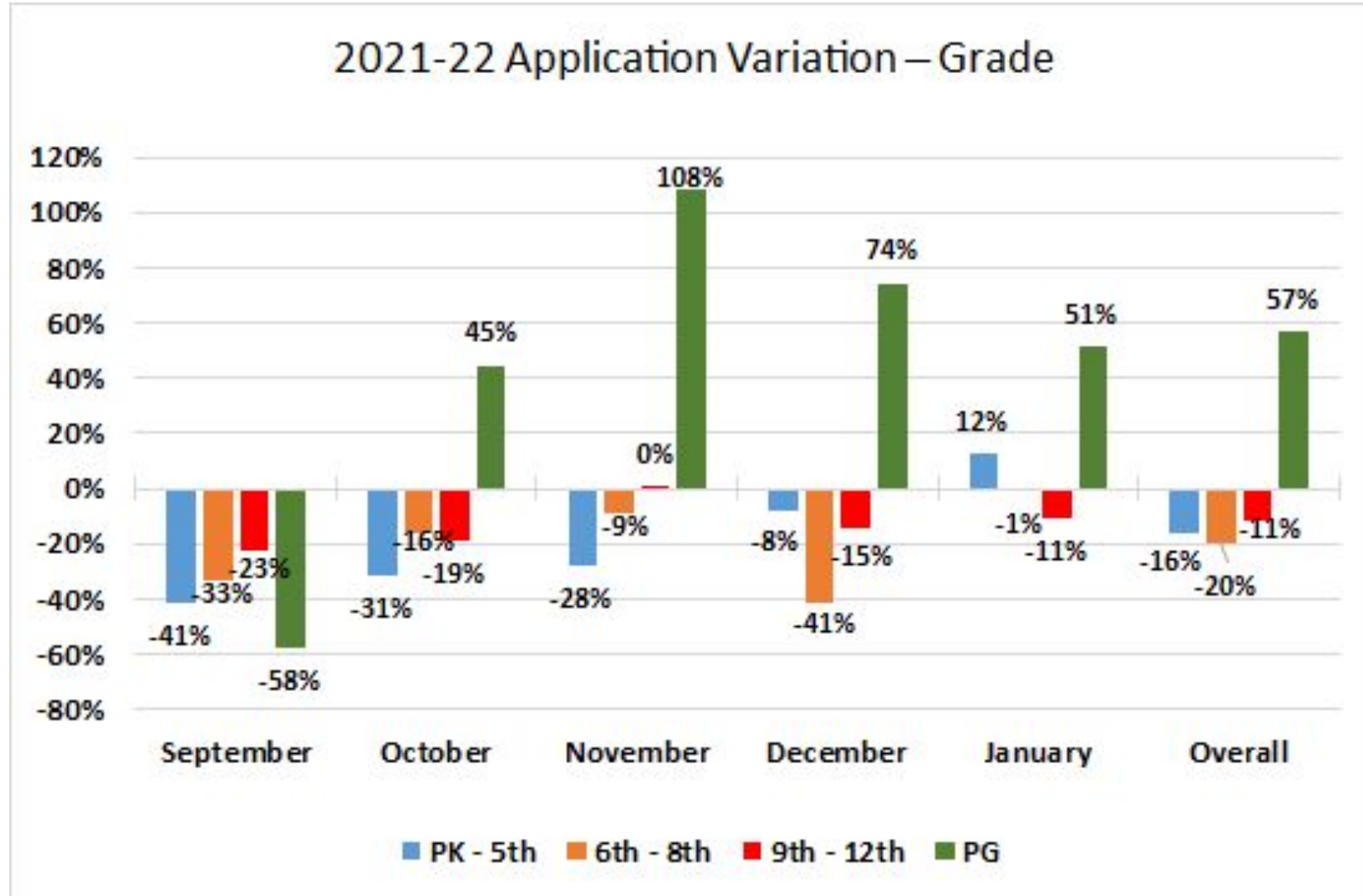
- White: Stable, up 2%
- Asian: Substantially down, -27%
- Black: Stable, 0%
- Multiracial: Stable, -1%
- Latino: Up 11%



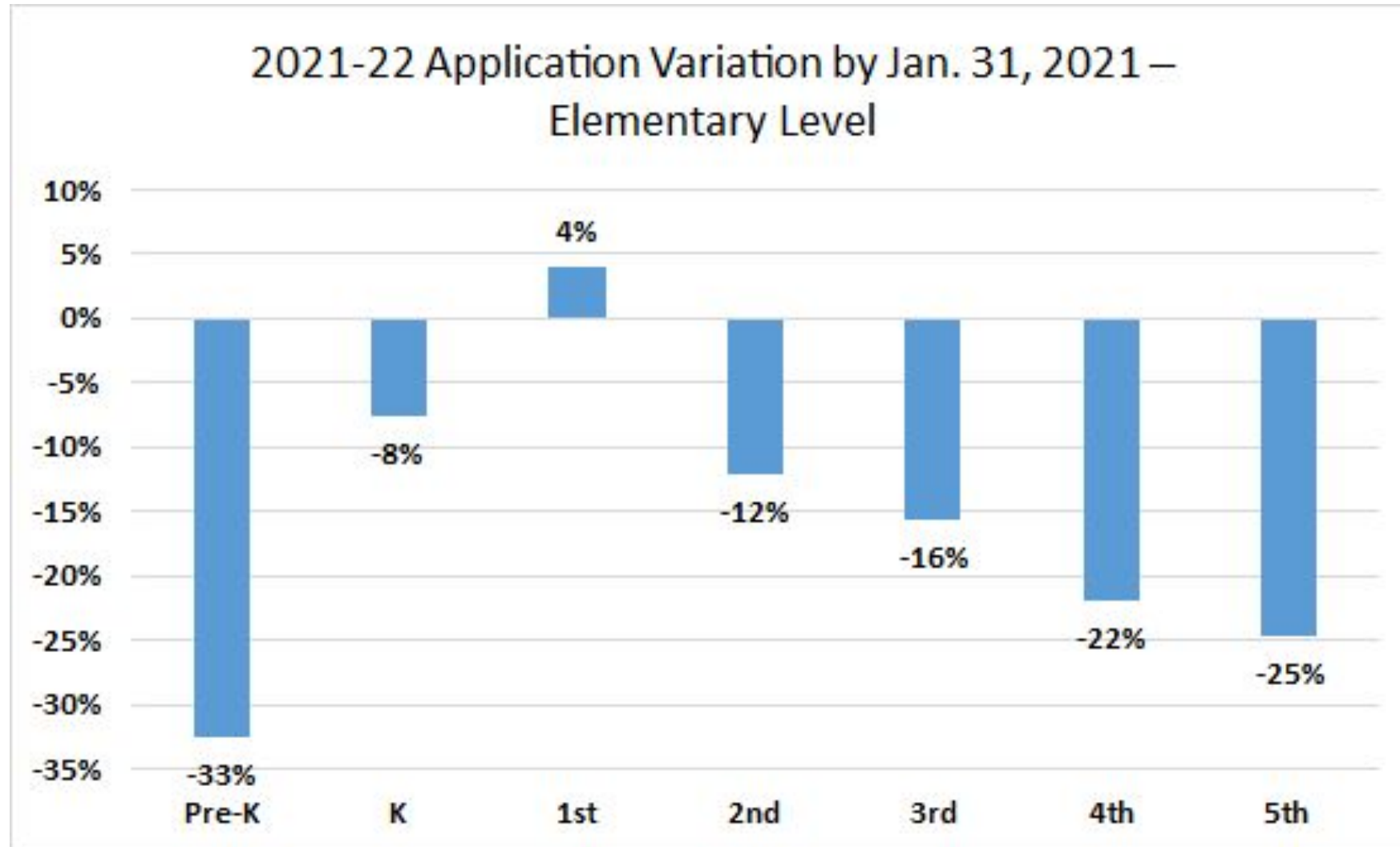
# Section VI

## Grade

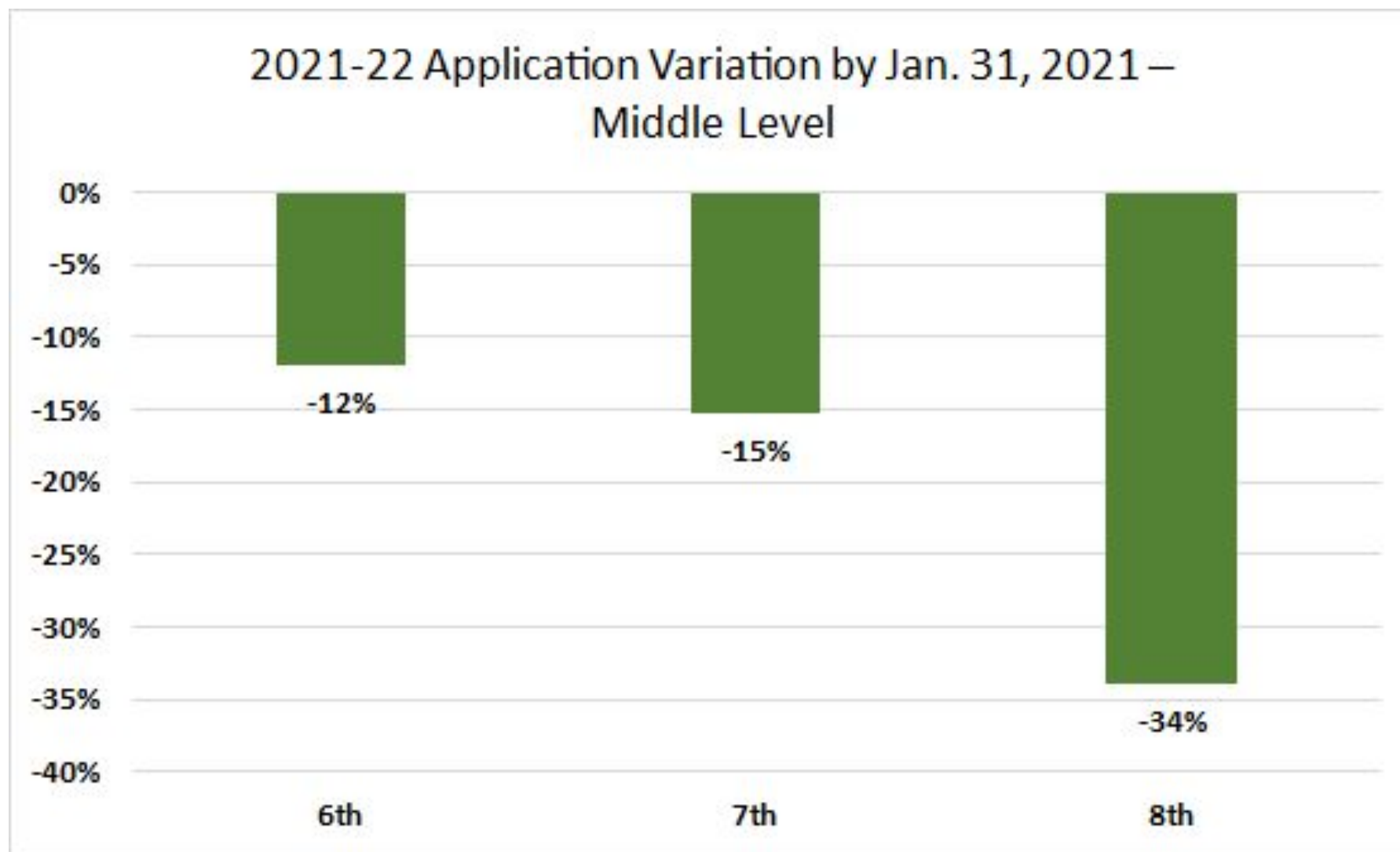
# Applications Decreased at EL, ML, and UL, but Increased at PG



# Applications to EL Decreased, Except to 1st Grade

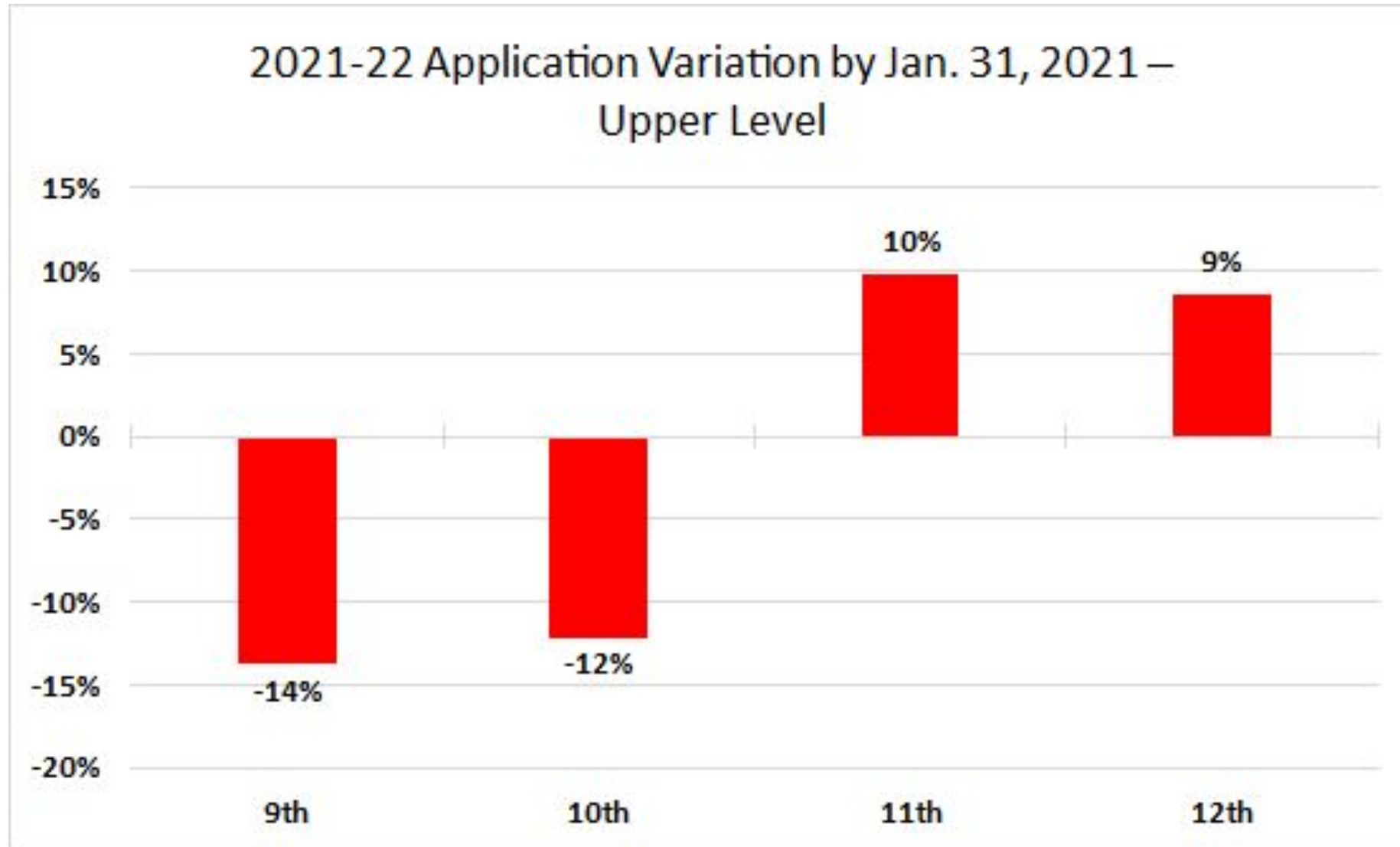


# Applications to 6th to 8th Grade Decreased





# Applications to Upper Schools Decreased at 9th and 10th Grades, but Increased at 11th and 12th Grades



# Summary

- Overall, total applications dropped 11% compared to last year. The application trend exhibited a wave pattern: from Sept. through Nov., the direction was moving upward; in Dec., the direction turned south but moved up again in Jan.
- Domestic applications slightly increased, but international applications substantially decreased. On the other hand, the decrease of international applications seemed slowing down in Jan.
- Applications to day schools and boarding schools both decreased about 11%.
- Applications seeking financial aid were relatively stable, whereas those assuming full pay decreased close to 20%.

# Summary (cont.)

- Applications from students in schools within the U.S. and Canada had trivial variations: applications from students in public schools were similar while applicants from private schools decreased 2%. Applications from schools outside of the U.S. and Canada were significantly down: -34%.
- At the ethnicity group level, White, Black, and Multiracial groups had small variations, the Asian group decreased significantly, and the Latino group increased more than 10%.
- At the aggregated grade level, applications to elementary, middle, and upper levels all decreased. Postgraduate surged.