



March 28, 2024

I'm pleased to report that for Fall 2024, RBC's enrollment figures are 6% ahead in applications and admissions, with a 14% increase in confirmations over last year. This is significant against a backdrop of declines seen by many due to FAFSA changes.

A noteworthy point: 61% of our Fall 2024 applicants and 51% of our confirmed students are first-generation, aligning with our mission to broaden access to education.

Our outreach has resulted in over 680 engagements with Virginia high schools, targeting 750 by year-end—this is a 36% increase from last year.

High school group visits to RBC have doubled this year, reflecting the growing interest in our programmatic offerings. We are also integrating a new CRM to enhance student engagement through advanced personalization and analytics.

Our dual enrollment program expects to end AY 23/24 with 1,980 students, a 28% increase, positioning us to cross 2,000 students next year.

In April, RBC will host international agents from across the globe. This initiative is crucial for bolstering iRBC's international student recruitment, further diversifying our campus community.

Justin May
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