



A Community of Learners

Information Memo: Demographic & Enrollment Study

TO: School Board

FROM: Trisha Kocanda, *Superintendent*
Greg Kurr, *CFO*

DATE: June 29, 2016

Overview & Background

The School Board discussed the need for a more comprehensive demographic and enrollment study to address issues that arose during the examination of the Extended Kindergarten Day. The study was discussed at the May 31, 2016, Board Retreat and the June 8, 2016, Regular Board meeting.

This memo provides an updated timeline to address enrollment concerns in a timely manner.

Statement of Issue & Key Questions

- A. The enrollment at the three K-4 schools is imbalanced. Crow Island (~390 students) has approximately 150 more students than Greeley (~240 students) and Hubbard Woods (~240 students).
 - a. What is the cause of this imbalance?
 - b. Does this represent a trend or will enrollment even out over time?
- B. Overall enrollment is declining, following a historic trend.
 - a. What is the cause of this decline?
 - b. How long will the decline last?
 - c. When the decline subsides, will the rebound be consistent across all three elementary schools?

Typical Actions For Imbalanced Enrollment

1. Do nothing and wait for self-correction.
2. Select a grade (typically K, 4, 5 or 6) and move the entire grade to another school - can be referred to as “soft redistricting” or “reconfiguring.”
3. Redraw boundaries for the neighborhood K-4 schools - referred to as “redistricting.”
4. Purchase portable classrooms as a temporary solution.
5. Invest in construction - in our case, this would be a building addition.

Information Needed

- Sophisticated enrollment projection model that provides reliable projections for 3-5 years by school and grade.
- Software that geographically models the impact of shifting school boundaries (street by street, home by home).
- Staff, parental, and community input.
- Budgetary impact.

Tentative Timeline (Updated 6/29/16)

Date	Responsible	Outcome
May - June 10	Administration	Identified experienced demographers to conduct study and schedule meetings to determine quality and fit. Considered: <ul style="list-style-type: none"> - Barager System - Sundance Associates - John Kasarda - DecisionInsite - Cropper GIS
June	Administration	Recommended Cropper GIS for the study. <ul style="list-style-type: none"> - Relies on demographic factors and sources vs. cohort survival - Has familiarity with the North Shore - Demonstrates competency in both demographic study and capacity study - Communicates effectively with school boards and communities - Earned strong marks from local references (such as Glenbrook High School District 225 and

		CCSD 59)
June 29 (special meeting)	School Board	Approve demographer.
July	Administration	Provide demographer with historical data and other information needed for study. Conduct building walkthroughs for capacity study.
Early August	Demographer	Produce draft report for initial review.
August 16 Board Meeting	Demographer School Board	Present report to the School Board/Community and solicit questions pertaining to additional information the Board may request. Presentation includes preliminary enrollment forecast and capacity study (provisional look). Approve guiding principles to direct next steps.
September	Facilities Sub-Committee Administration	Work with demographer on refining forecast with Fall 2016 enrollment data and preliminary options to address information.
September/ October	Admin & School Board	Plan for community input to determine best options for responding to enrollment projections. <ul style="list-style-type: none"> - Representative Committee? - Survey? - Other?
October November December January	Admin & School Board (with Community input)	<ul style="list-style-type: none"> a) Listen and respond to demographer's presentation of enrollment projections. b) Examine the feasibility of the 5 options listed above: quality of student life, cost, long-term viability, staff/community impact, staff/community support

		<ul style="list-style-type: none"> c) Identify preferred options and key questions. d) Gain staff and community feedback on options. e) Finalize options based on feedback.
February Board Meeting	Administration (with Community Input)	Present viable options to the School Board for implementation as early as fall 2017.
March 2017	School Board	Review and discuss options and approve plan.
April - August	Administration	Prepare for and implement approved plan.

Project Management

The enrollment study will be managed by Greg Kurr, CFO, and a project manager, Maureen Hager. Utilizing a dedicated project manager for this study will minimize disruption to other District goals, priorities related to teaching and learning and general operations. It is anticipated that the project manager will require 30-40 hours per month to meet desired outcomes and products. Project Manager responsibilities include:

- **Coordinates data collection to ensure demography/geographer has necessary information.**
- **Schedules planning and outreach meetings and timing of meetings.**
- **Prepares materials for Board meetings in collaboration with consultant and administrators.**
- **Co-facilitates community engagement sessions.**
- **Ensures pacing remains on track; recommends adjustments as needed.**
- **Co-authors board and community reports related to the study.**

Project management fees are estimated at \$125/hr at 30-40 hours per month for the duration of the project. The School Board will be asked to approve the project management plan.

Community Input

It is critical that community input be an integral component to the process. The School Board will need to determine the most effective and efficient mechanism for community input given the timeline. Options ranging from surveying community to an advisory referendum will be discussed.

Recommendation

It is recommended that the School Board approve Cropper GIS for the demographic and capacity study. The Cropper GIS proposal assigns a cost of \$30,500. Refer to attached “Proposal for Planning Services” for overview and specifics of this study. The proposal includes no contingency for unexpected findings which could impact the process, timeline, and costs. In anticipation of this, administration is recommending a “not to exceed” cost of \$40,000.