Enrollment Retention Plan

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Strategic Plan Alignment

Strategic Goal 2 – Improve our systems of support to better meet the academic, behavioral, and social-emotional needs of our students.

Objective 2A – By 2030 increase the percentage of resident families enrolling in district schools and programs, measured by official annual district enrollment records, by auditing academic program quality, expanding communication outreach.

2A.1 – Resident Family Engagement and Retention
Conduct intentional outreach to resident families not currently attending district schools to understand their needs, share district strengths, and build relationships that encourage enrollment/re-enrollment.

2A.3 – New Family Engagement and Enrollment Process
Standardize an accessible and culturally responsive district enrollment process that prioritizes PreK and Kindergarten early registrations utilizing a centralized digital portal and customer-service feedback loop that maintains districtwide operational consistency while allowing individual schools to showcase their unique community culture, thereby delivering timely data to optimize district staffing and empower informed decision-making for both families and internal stakeholders.

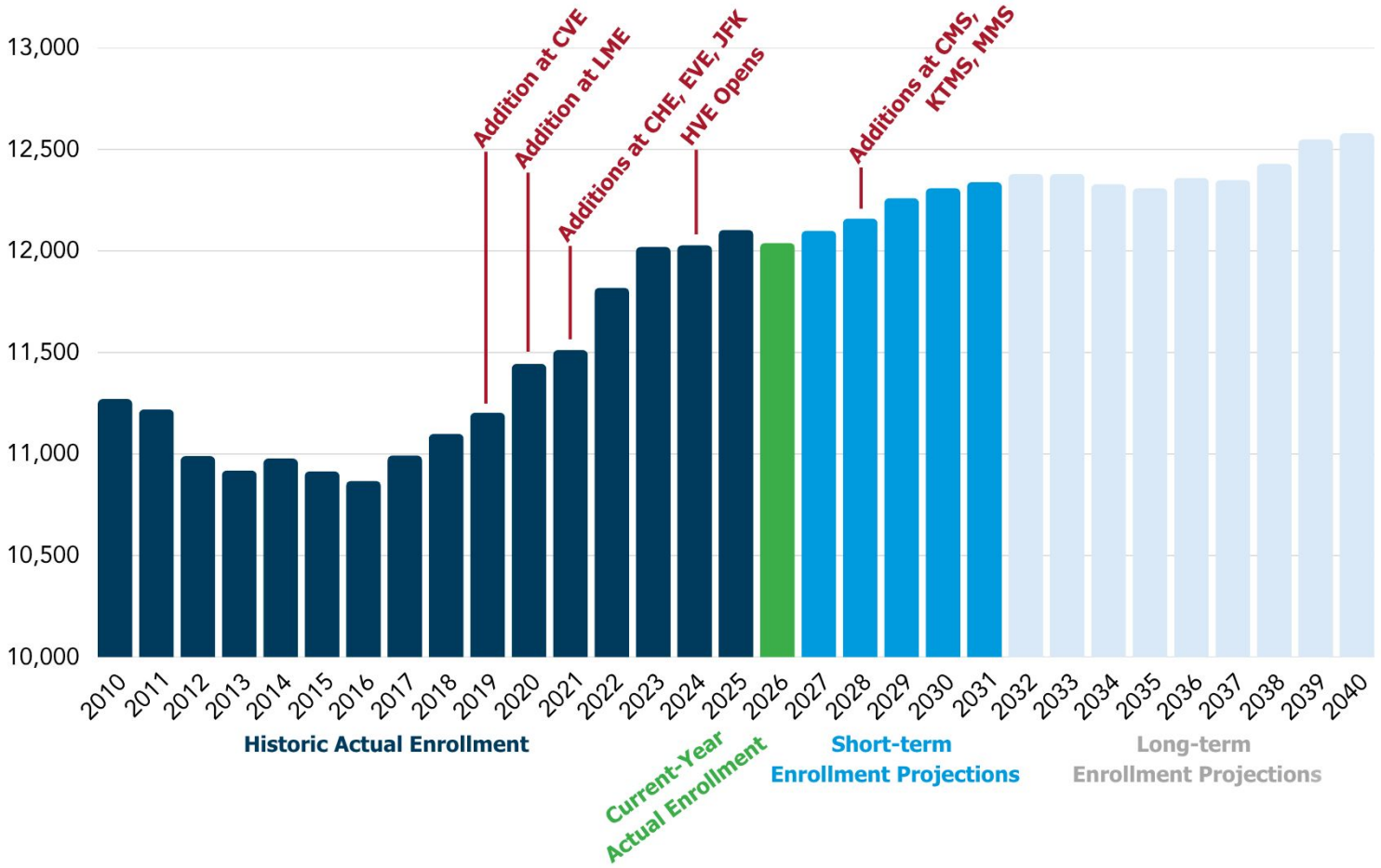
Financial Impact of Enrollment Retention

- **ISD194 Per Pupil Funding = $9,611**
  ($7,683 in general formula + $1,928 in referendum)

- **Funding *follows* the students** - with a year lag, funding increases or decreases based on enrollment (as well as adjustments to state or local funding formulas and legislation)

- **The financial impact of retaining enrollment:**
  - Retaining just 15 students = $144,165 in the first year, over $1.44M in ten years.
  - Retaining 100 students = $961,100 in the first year, over $9.6M in ten years.

Slow and steady growth is the goal

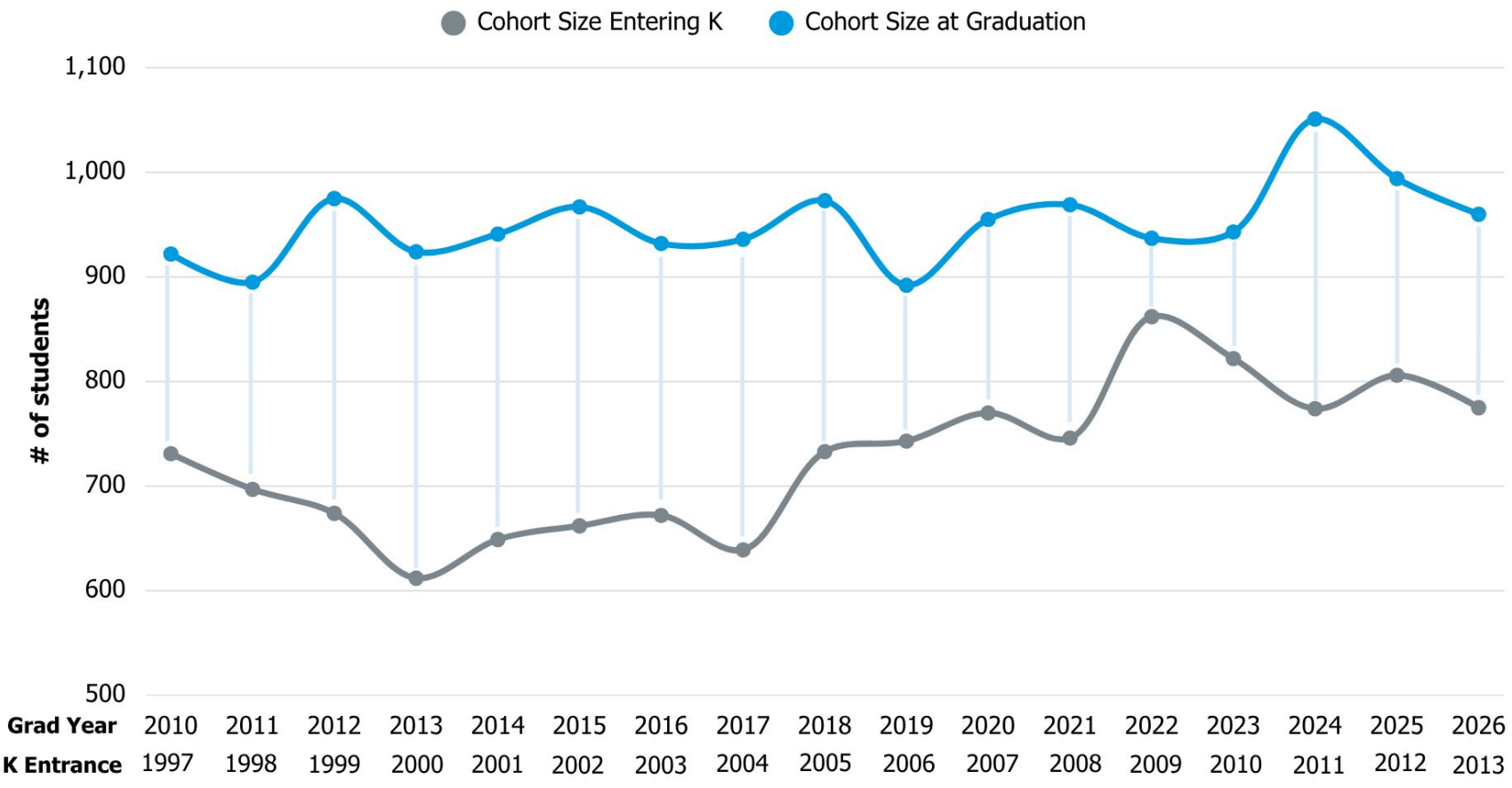


Factors impacting future enrollment in ISD194

- **Births rates** are slowly declining in MN, though Dakota county is still expected to experience **residential growth**
- Nearly all of the ISD194 community's household growth since 2022 has been **households without school-age children**
- **33% of households in our district have students attending ISD194 schools**, 4% have students attending other schools, 63% of district residents do not have school age children - of those,**16% have infants or preschoolers**
- The number of **single family homes** proposed for building in 3-5 years is decreasing
- **Rate of growth** from kindergarten to graduation per class has decreased; **net in-migration** is lower than any year since 2015-16 apart from the pandemic
- **Resident enrollment** is essentially flat
- ISD194's **capture rates for eligible kindergarteners** and school age children have remained essentially flat
- **School choice** and competition is rising, and the number of resident students choosing alternatives is rising

Sources: *https://mn.gov/admin/demography/data-by-topic/population-data/our-projections/, Hazel Reinhardt Demographic Study completed for ISD194 in 2025, Morris Leatherman 2025 Community Survey, City of Lakeville, City of Elko New Market, MDE, ISD194 Internal Data)*

Cohort growth from kindergarten to graduation

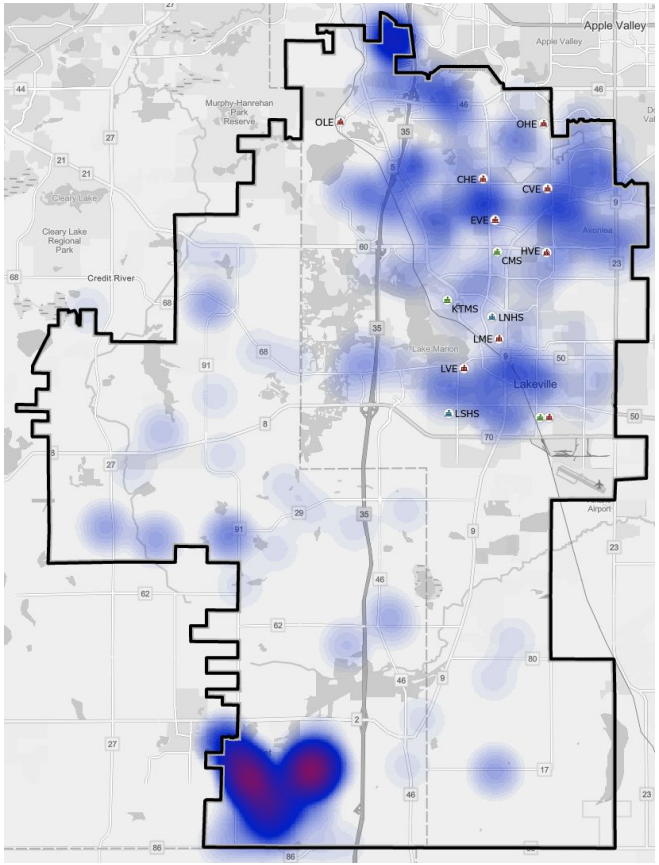


Open enrollment in and out of ISD194 (K-12)

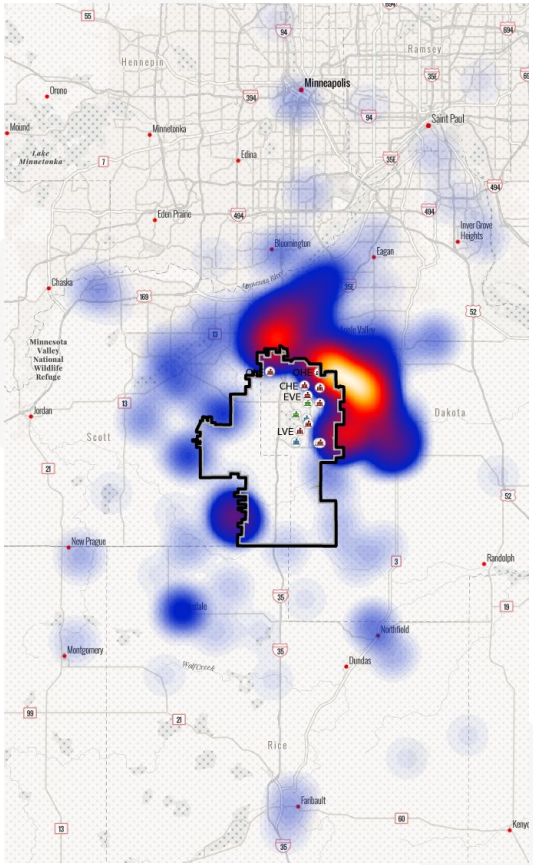
In vs. Out	Year	2021	2022	2023	2024	2025
Non-resident enrollment into ISD194 (open enrollment)	**From other public school districts**	+710	+710	+712	+743	+752
Resident enrollment out of ISD194	**To other public school districts**	-594	-674	-639	-641	-634
	To charter schools	-173	-216	-254	-319	-371
	To private schools	-630	-749	-788	-725	-731
	To homeschool	-419	-403	-395	-318	-338
	Net +/-	**-1,106**	**-1,332**	**-1,364**	**-1,260**	**-1,322**

Open enrollment in and out of ISD194 (K-12)

District Residents who Open Enroll Out of ISD194



Non-District Residents who Open Enroll Into ISD194

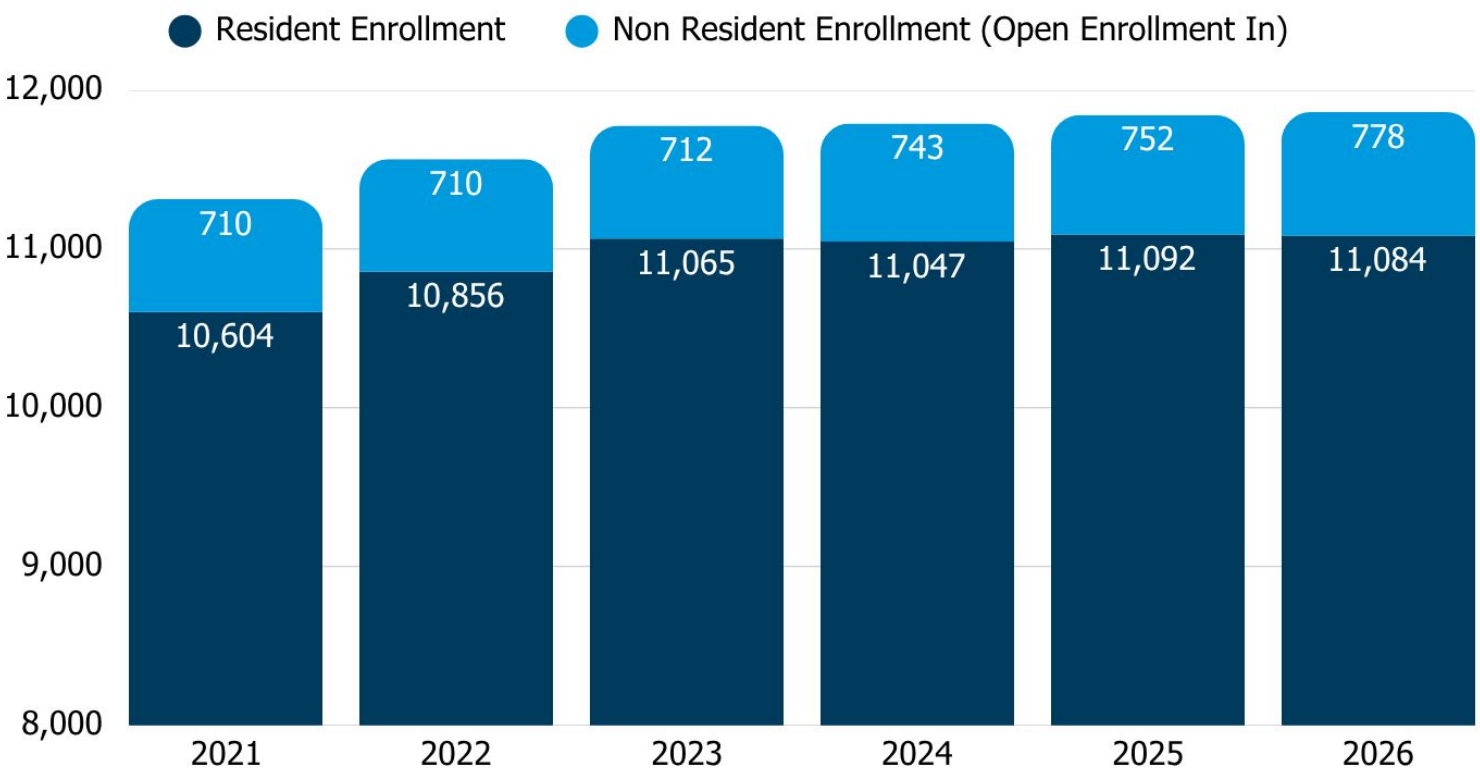


Public School District Open Enrollment (2025-26)

The **top 5 public school districts chosen by ISD194 residents** are the same districts we receive the most open enrollment from.

School Districts	In	Out	Net
Farmington	259	65	**+194**
Burnsville	134	59	**+75**
Rosemount-AV-Eagan	197	188	**+9**
Prior Lake Savage	34	73	**-39**
New Prague	52	133	**-81**

Resident vs. non-resident enrollment (K-12)



Slow and steady growth is the goal

Enrollment Priorities:

1. Resident student retention
2. The kindergarten pipeline

Action Steps in Progress:

- Ongoing tracking of short- and long-term enrollment projections
- Data collection to diagnose causes of resident enrollment loss
- Audit and adjust marketing, customer service, and enrollment processes to ensure alignment to best practices and community needs

Enrollment Retention Best Practices

Current 2026-27 school year work:

- Entrance and exit surveys
- Invest in authentic engagement and trust building in all communities served by ISD194
  - Emphasis on Elko New Market - building on connections with their city council and chamber of commerce
  - All for One94 messaging
- Enhancements to website experience for prospective families
- Move next year enrollment window earlier (Dec. 1 for 2027-28 enrollments)
- Collaboration with early childhood to streamline registration processes between EC programming and kindergarten enrollment
- Collaborate with elementary schools to systematize tracking prospective kindergarten families, including those who attended an event, began an application, asked for a tour
- Collaborate with Teaching and Learning, early childhood, and elementary schools on consistent messaging and experience at kindergarten events
- No additional cost advertising
  - Enhanced digital storytelling about the Lakeville Area Schools experience
  - Collaborate with Community Education to cross promote programming and enrollment marketing

Enrollment Retention Best Practices

Future considerations:

- Continue seeking authentic engagement and trust building opportunities in all communities served by ISD194
- Provide education and materials to ISD194 realtors
- Common tour protocols for prospective families
- Even earlier kindergarten registration window - available as soon as fall kindergarten events begin
- Reinstate the census as both a funding recovery and a family contact list
- Paid advertising options - digital and print marketing