

Enrollment Trends – Duluth Public Schools

- Enrollment is fluid. Students transfer into and out of school districts throughout the year, and enrollment differs from month-to-month.
- The District monitors enrollment throughout the year but for consistency depends primarily on final numbers from the MN Dept of Education (MDE) to study market share trends.
- *Attached is a Market Share Report – an overall view of enrollment trends over the past ten years, using final numbers from MDE. Numbers are finalized at the end of each school year.*

THE TWO PRIMARY IMPACTS TO STUDENT ENROLLMENT:

1. Declining population of school age children.

In 2000 there were 15,344 within the Duluth School District’s attendance area. In 2010 there were 12,646. Using the attached Market Share report, we see the decline in students within the attendance area compared to the Duluth school district’s decline in enrollment.

	<u>2001/02</u>	<u>2002/03</u>	<u>2003/04</u>	<u>2004/05</u>	<u>2005/06</u>	<u>2006/07</u>	<u>2007/08</u>	<u>2008/09</u>	<u>2009/10</u>
Total Market Area Students									
Increase (+)/Decline (-):	-352	-339	-346	-451	-260	-88	-238	-510	-113
ISD709 Enrollment Decline	-290	-521	-322	-379	-341	-67	-216	-517	-338

2. Growing number of school options: In Duluth 25+.

Like most urban, regional centers, Duluth has many places for students to go to school. Some choices are seeing an increase in enrollment (+), some are seeing a decrease (-), and some a combination of the two.

	<u>2001/02</u>	<u>2002/03</u>	<u>2003/04</u>	<u>2004/05</u>	<u>2005/06</u>	<u>2006/07</u>	<u>2007/08</u>	<u>2008/09</u>	<u>2009/10</u>
Charter Schools (7 options)	-62	+147	+33	+55	+3	+30	+25	+20	+72
Home Schools	+18	+13	+33	-11	+23	+5	-9	-5	-13
Non-Public Schools (7 options)	+24	-38	-66	-108	-18	-39	-52	-64	-33
Other Districts (7 options)	-43	+60	-24	-8	+48	-6	-10	+38	+162
Online Schools (3+ options)	n/a	n/a	n/a	n/a	+25	-11	+24	+18	+36
ISD709 % Market Share	80%	78.3%	77.9%	77.7%	76.7%	76.7%	76.5%	75.5%	73.5%

Why enroll out of Duluth Public Schools? 2010-11 paperwork shows several different reasons:

<i>Other school is closer to parent’s work</i>	<i>School climate – bullying</i>	<i>Desires smaller school/class size</i>
<i>Parent works at the other school</i>	<i>Parent/Guardianship is changing</i>	<i>Educational needs</i>
<i>Other school is closer to home</i>	<i>Early Childhood/Daycare is closer</i>	<i>Continuity – student’s been going to the other school</i>
<i>Student has relatives, friends at other school</i>	<i>Moving, building a new house</i>	<i>Other school is “better”</i>
<i>Hard time in school, fresh start</i>	<i>Reorganization of Duluth, stability</i>	

Why enroll into Duluth Public Schools? 2010-11 paperwork shows several different reasons:

School is closer to parent's work
Parent works at the school
School is closer to home

More advanced, honors classes
All Day, Every Day Kindergarten
Early Childhood/Daycare is closer

Continuity – student's been going to this school
Improve school/sports opportunities
Other district isn't a good fit

Addressing market share.

- According to a 2007 demographic study, the population of school age children is expected to continue to decline until 2013, when it will begin to begin to go up slightly, meaning more students available to go to school.
- In September 2011, the construction transition will be over for many students. This will begin a period of long-term stability for facilities, which will help increase parent and student comfort. In September 2012 the two middle schools and Grant open, providing even more stability.
- Current efforts to address issues such as the achievement gap and bullying should also help.
- The District can continue to offer more course options, advanced placement, the opportunity to earn college credit, and extracurricular choices.
- The District can research additional strategies to help retain students.
- District and school staff can continue to promote school strengths through newspaper, radio, TV, direct mail, online but most importantly by spreading the word about the strength and benefits of our schools in conversations with neighbors, friends and family.
- A basic market survey could identify services attractive to parents and students. All Day, Every Day Kindergarten is a good example of a service that was attractive to parents for reasons related both to learning and convenience. Kindergarten enrollment went up considerably when All Day, Every Day was implemented.