

The Intersection of Retention and Success

Board Development Series | January 2017

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The Governor John Engler Center for Charter Schools | Central Michigan University

Overview

- Background
- Interactive session
- Primary goals are to provide information that is:
 - Easy to understand
 - Valuable
 - Able to be used
- Why this session was created
- How this session was created

Session Objectives

- Understand the environment of school enrollment and student retention
- Understand the benefits of student retention
- Provide a process that will allow your school to be proactive with addressing its enrollment and student retention

Understanding the Environment

K-12 Enrollment Trends 2009-2015

| | # of Students | % of Total Students |
|-------------------|---------------|---------------------|
| Statewide | -97,130 | -6.1% |
| Wayne County | -39,089 | -12.6% |
| Genesee County | -9,561 | -12.5% |
| Livingston County | -2,558 | -8.8% |
| Macomb County | -7,519 | -5.4% |
| Oakland County | -9,693 | -5.0% |
| Ingham County | -93 | -0.2% |

Source: www.mischooldata.org

Understanding the Environment

CMU Schools' Enrollment Trends 2009-2015

- 45 schools continuously open
 - 18 school decreased in enrollment
 - 26 school increased in enrollment
 - 1 school no change
- Net total increase 992 students or 4%

Source: The Governor John Engler Center for Charter Schools

Understanding the Environment

CMU Schools' Enrollment Trends 2009-2015 (cont.)

- Enrollment peaked in 2012
- Since 2012, loss of 719 students or 3%

Source: The Governor John Engler Center for Charter Schools

Understanding the Environment

CMU Schools' Retention 2009-2015

| | Range | Average* |
|-------------------|--------|----------|
| Wayne County | 42-94% | 76% |
| Genesee County | 71-92% | 77% |
| Livingston County | 69-87% | 80% |
| Macomb County | 50-93% | 69% |
| Oakland County | 49-98% | 82% |
| Ingham County | 49-85% | 67% |

* Most county retention rates have declined 2-8% since 2012

Source: The Governor John Engler Center for Charter Schools

Understanding the Environment

What factors are currently impacting (or may impact in the near future) your school's enrollment and student retention?

Understanding the Environment

Factors Impacting Enrollment and Student Retention

- Economic factors and low birthrates
- Increased competition
 - District programming, public relations, marketing and Promise Zones
 - >100 new charter schools since 2009 (Source: MAPSA)
- Not meeting student and parent needs

Student Retention

What are the benefits of understanding your school's student retention data?

What are the benefits of increasing your school's student retention?

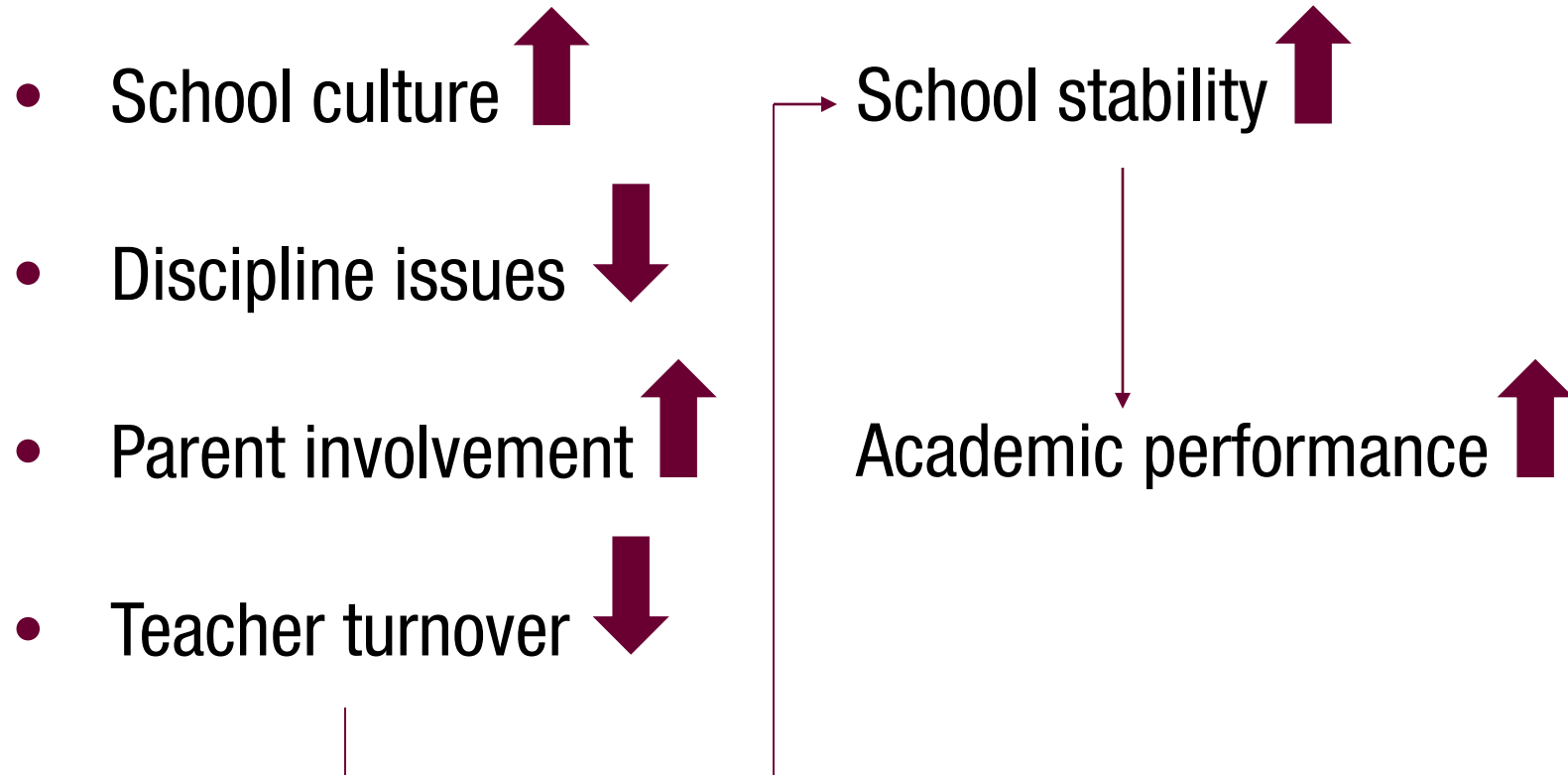
Student Retention

Financial Benefits

- Enrollment = Revenue
 - Existing Students + New Students = Enrollment
- Lower dependence on new students to maintain current enrollment level
- Allow for more targeted marketing efforts
- Increased accuracy of enrollment forecasting
- Identify areas of abnormal enrollment loss

Student Retention

Possible Academic Benefits



How to be Proactive with Student Enrollment

Step 1 – Understand your Environment

- What is happening around me?
 - Any new schools or closing schools in the area?
 - What are the enrollment trends of other area schools?
 - Any other similar programs in the area?
 - What is the academic performance of other area schools?
 - Anything else of significance?

Use www.mischooldata.org

How to be Proactive with Student Enrollment

Step 2 – Understand Yourself – Macro Level

- What is my data and how do I compare with my environment (from Step 1)?

How to be Proactive with Student Enrollment

Step 3 – Understand Yourself – Micro Level

- What is my enrollment by grade – current and historical trend?
- What is my student retention – in total, by grade and historical trend?
- What is this data telling me?

This step will likely raise more questions than answers

How to be Proactive with Student Enrollment

Step 4 – Gather Additional Data

- Engage in communication with staff, parents and students

How to be Proactive with Student Enrollment

Step 4 – Gather Additional Data (cont.)

- Possible questions:
 - Why do students come to the school?
 - What do they like/dislike?
 - Why do they stay/leave?
 - What improvements can be made?

Goal: To understand the needs and perceptions of students and parents

How to be Proactive with Student Enrollment

Step 4 – Gather Additional Data (cont.)

- Possible methods of communication:
 - Paper/online surveys
 - Coffee with the principal
 - Town hall forums
 - Focus groups
 - Student/parent exit meetings

Goal: To provide multiple opportunities and methods to gather information

How to be Proactive with Student Enrollment

Step 4 – Gather Additional Data (cont.)

- Possible communication gatherers:
 - Principal
 - Teachers
 - Board members
 - Third party

Goal: To ensure information is gathered and communicated internally in a consistent and accurate manner

How to be Proactive with Student Enrollment

Step 5 – Assess, Develop and Communicate

- Assess which needs can and cannot be met
- Develop and implement a plan to meet those needs
- Communicate the needs that will be met
- Communicate the unmet needs (and explain why)
- Address any inaccurate perceptions

Goal: To satisfy needs, address any inaccurate perceptions and overly communicate

How to be Proactive with Student Enrollment

Does this seem difficult?

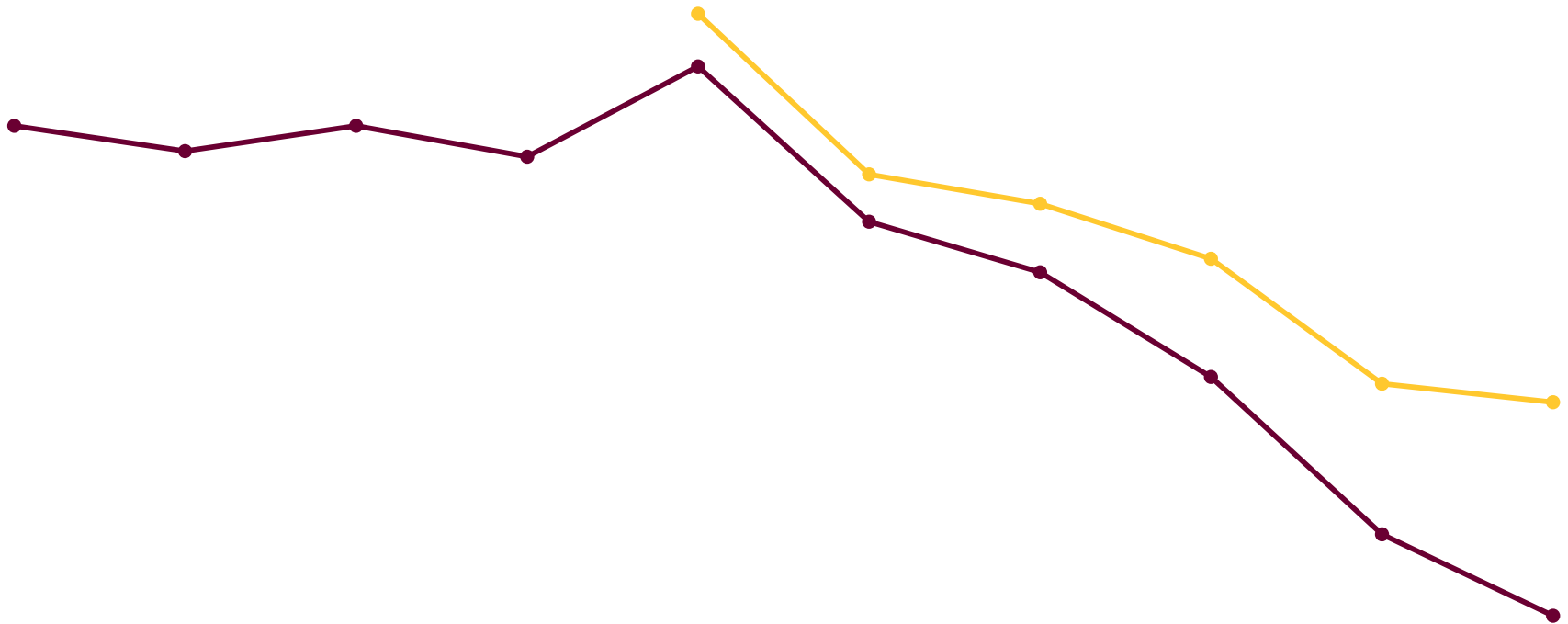
Is it worth doing?

Will you do it?

School A



School B



—●— Enrollment —●— Retention %

Recap

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Contact Information

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Next BDS Event

February 23, 2017

Direction of Michigan Education
with Brian Whiston
State Superintendent of Public Instruction

Lansing, MI



www.TheCenterForCharters.org/events