

The Intersection of Retention and Success

Annual Conference | October 2018

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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

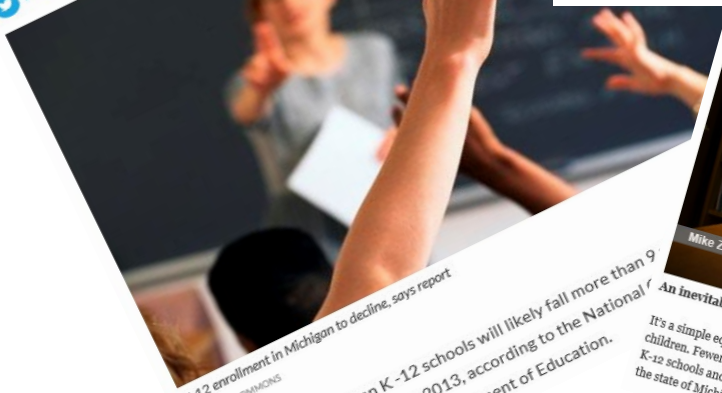
Session Objectives

- 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

Michigan K-12 enrollment to decline 9% by 2025

By TRACY SAMILTON · OCT 1, 2017



K-12 enrollment in Michigan to decline, says report
CREATIVE COMMONS

Enrollment in Michigan K-12 schools will likely fall more than 9 percent by the year 2025, according to the National Center for Education Statistics, a division of U.S. Department of Education.



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CHARTER SCHOOL ENROLLMENT PROJECTED TO DECLINE, FIRST TIME IN 21 YEARS

Jan 15

▲ CRAIG THIEL ■ BLOG: EDUCATION

While enrollment growth in Michigan's public charter schools has leveled off in recent years, updated estimates for the current school year show that total charter school enrollment in the state will experience its first decline since charters were authorized in the mid-1990s. This will break a 21-year trend of continuous growth.

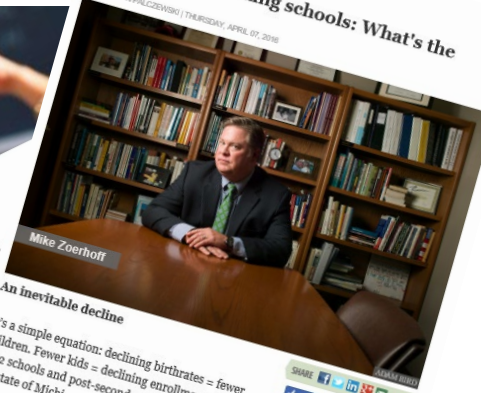
The new estimates were included in materials republished by the Michigan Department of Education's biennial [Consensus Revenue Estimating Conference](#) that was held on January 11. The primary purpose of the conference is to provide an update of the nation's along with state tax revenue projections for the current and coming fiscal years. These estimates are instrumental in setting the state budget for the current and the next two years.

The updated statewide enrollment numbers for public schools and 1,300 fewer students enrolled in charter schools are consistent with long-standing trends; however,

Features

Michigan's shrinking schools: What's the impact?

By KATHLEEN PILCZEWSKI | THURSDAY, APRIL 07, 2017



Mike Zoerhoff

An inevitable decline

It's a simple equation: declining birthrates = fewer children. Fewer kids = declining enrollment, both in K-12 schools and post-secondary education around the state of Michigan and nation.



EDUCATION PUBLIC EDUCATION

Understanding the Environment

K-12 Enrollment Trends 2013-2017

	# of Students	% of Total Students
Statewide	-48,115	-3.2%
Wayne County	-2,890	-1.0%
Genesee County	-4,633	-6.6%
Livingston County	-1,350	-4.9%
Macomb County	-7,024	-5.2%
Oakland County	-5,102	-2.7%
Ingham County	-159	-0.4%

Source: www.mischooldata.org

Understanding the Environment

CMU Schools' Enrollment Trends 2013-2017

- 52 schools continuously open
 - 20 schools decreased in enrollment
 - 32 schools increased in enrollment
- Net total increase 1,171 students or 4.5%

Source: The Governor John Engler Center for Charter Schools

Understanding the Environment

How does enrollment relate to school retention?

Understanding the Environment

How Does Enrollment Relate to Student Retention

What is Student Retention?

- We have defined this as students who are able to return to your school the following year.

What does this mean?

- If your school serves students in grades k-8; your 8th grade class will move on to a different school and you can only retain your k-7 student population.
- If your k-7 student population was 100 and only 70 students returned you have a 70% student retention rate.
- You must enroll 30 new students to backfill this enrollment loss.

Understanding the Environment

How Does Enrollment Relate to Student Retention

Do you agree that there is a correlation between enrollment and student retention?

If the data suggests that statewide enrollment trends have declined since 2013, then one could conclude that schools are retaining less of their student population from one year to the following year.

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
- Population change
- Increased competition
 - District programming, public relations, marketing and Promise Zones
 - >80 new charter schools since 2013 (Source: CEPI)
- Parent and student satisfaction

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?

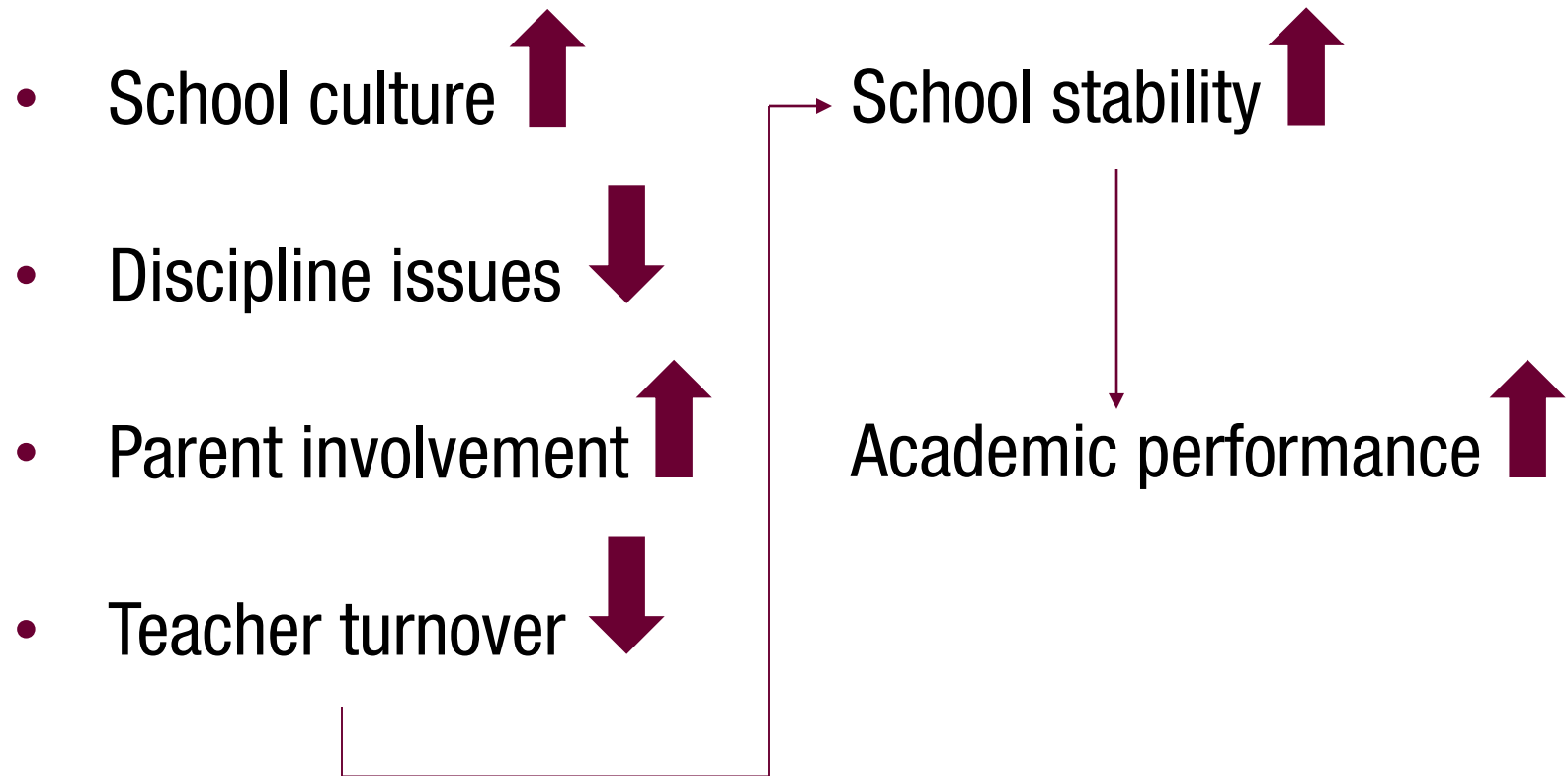
Student Retention

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?



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