



Competition in Public Education: An Opportunity to Appreciate



2020

Charters = Strategic Threat

Community Advocacy
Committee:
Educate and Train
Stakeholders



Parents



Charters = Strategic Threat

Charter Schools = Strategic Threat:

As charter [schools] hit significant market share...School boards and superintendents are faced with a situation where they lose enrollment so quickly that the only thing they can do is close schools, lay off teachers ... increase class sizes, and slash their central office staffing and support levels. In some cities, districts also face an increasing concentration of the students hardest and most costly to educate, those with severe special needs, those who speak little to no English, those with the most severe behavior and mental health challenges and the least parental support. **This combination of factors often triggers a slow death spiral...**"

— Robin Lake, Director, Center on Reinventing Public Education

Source: CFBISD Finance

Texas Open-Enrollment Charter Schools – Current Enrollment and Growth Plans

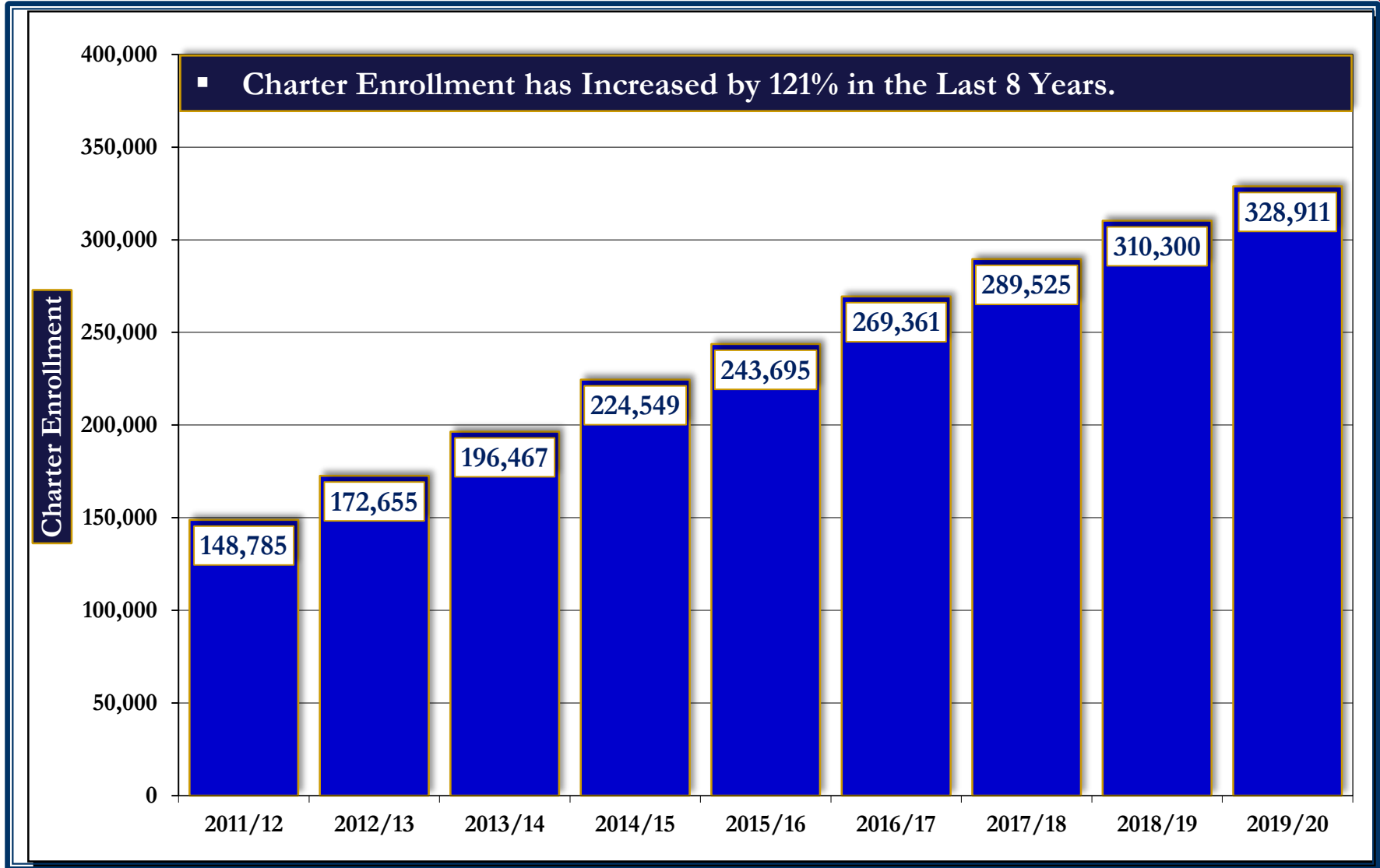


“Together, we are going to make Texas the number one state for charter schools.”

– Lt. Governor Dan Patrick

- ❑ Current Enrollment: 329,000 Students – 700+ Campuses
- ❑ Commissioner has authorized charters to open/expand more than 100 campuses.

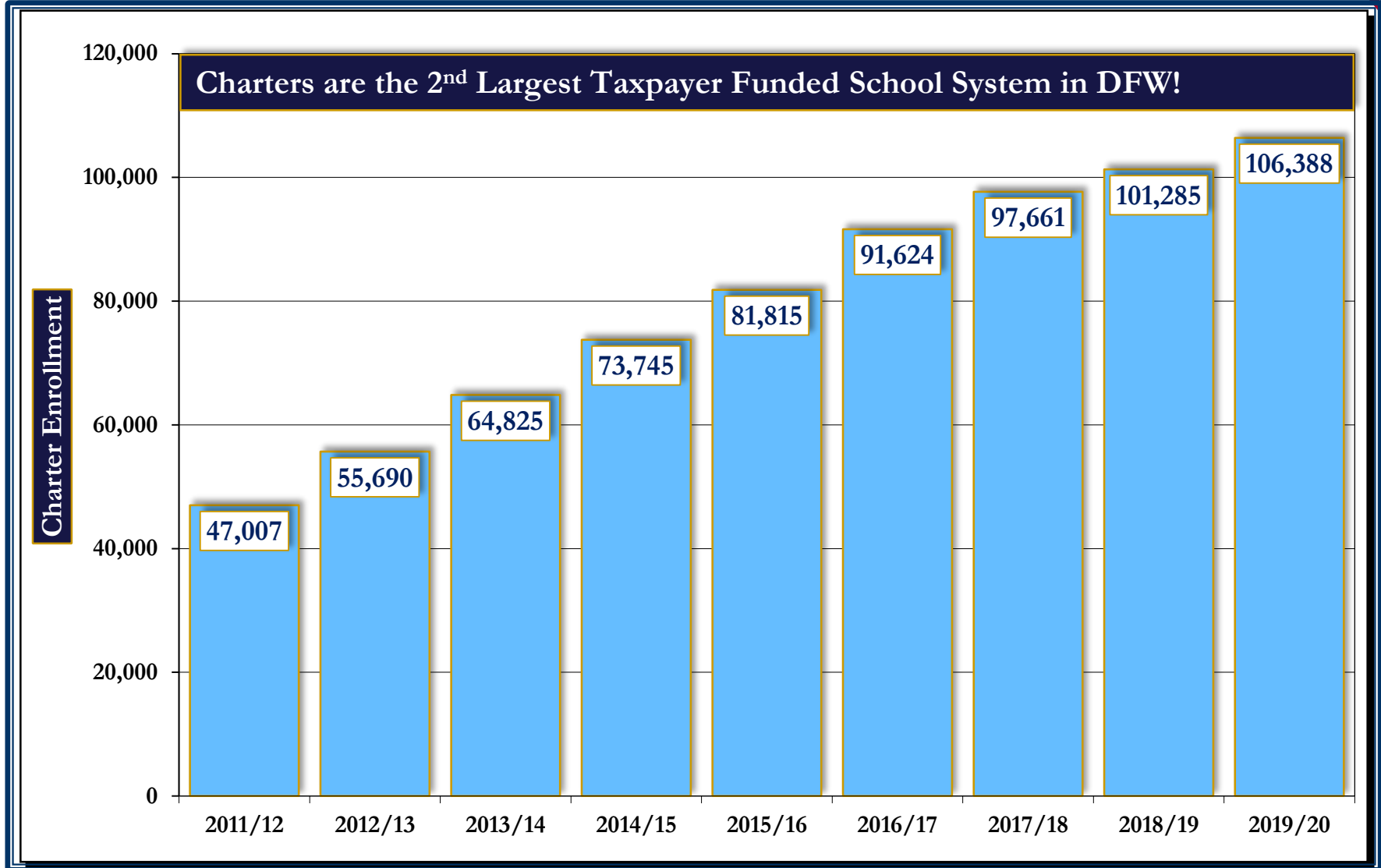
Statewide: Historical Charter Enrollment



Charter Expansion: Fastest Growing ESC Regions

ESC Region	Enrollment – 2010/11	Enrollment – 2019/20	Increase – Last 8 Years	Percentage Increase
1 - Edinburg	16,413	40,428	24,015	146%
4 - Houston	42,203	75,792	33,569	80%
10 - Dallas	35,799	79,439	43,640	122%
11 – Fort Worth	11,208	35,949	24,741	221%
13 - Austin	10,254	31,357	21,103	206%
19 – El Paso	3,448	7,227	3,779	110%
20 – San Antonio	14,043	40,054	26,011	185%
Total – 7 ESC's	133,368	310,246	176,878	133%

Region 10 and 11 ESC: Historical Charter Enrollment

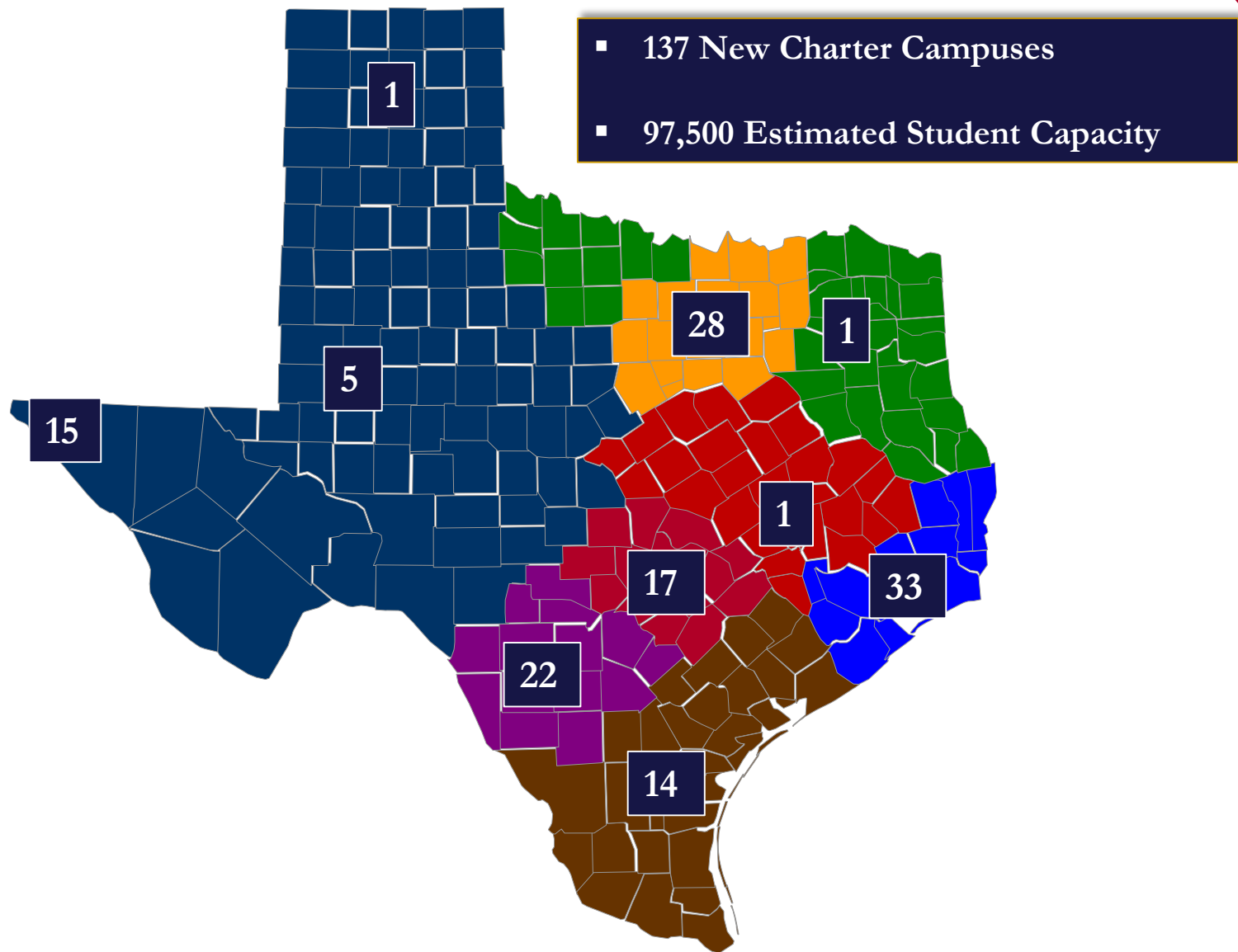


10 Largest Charter Operators in Texas

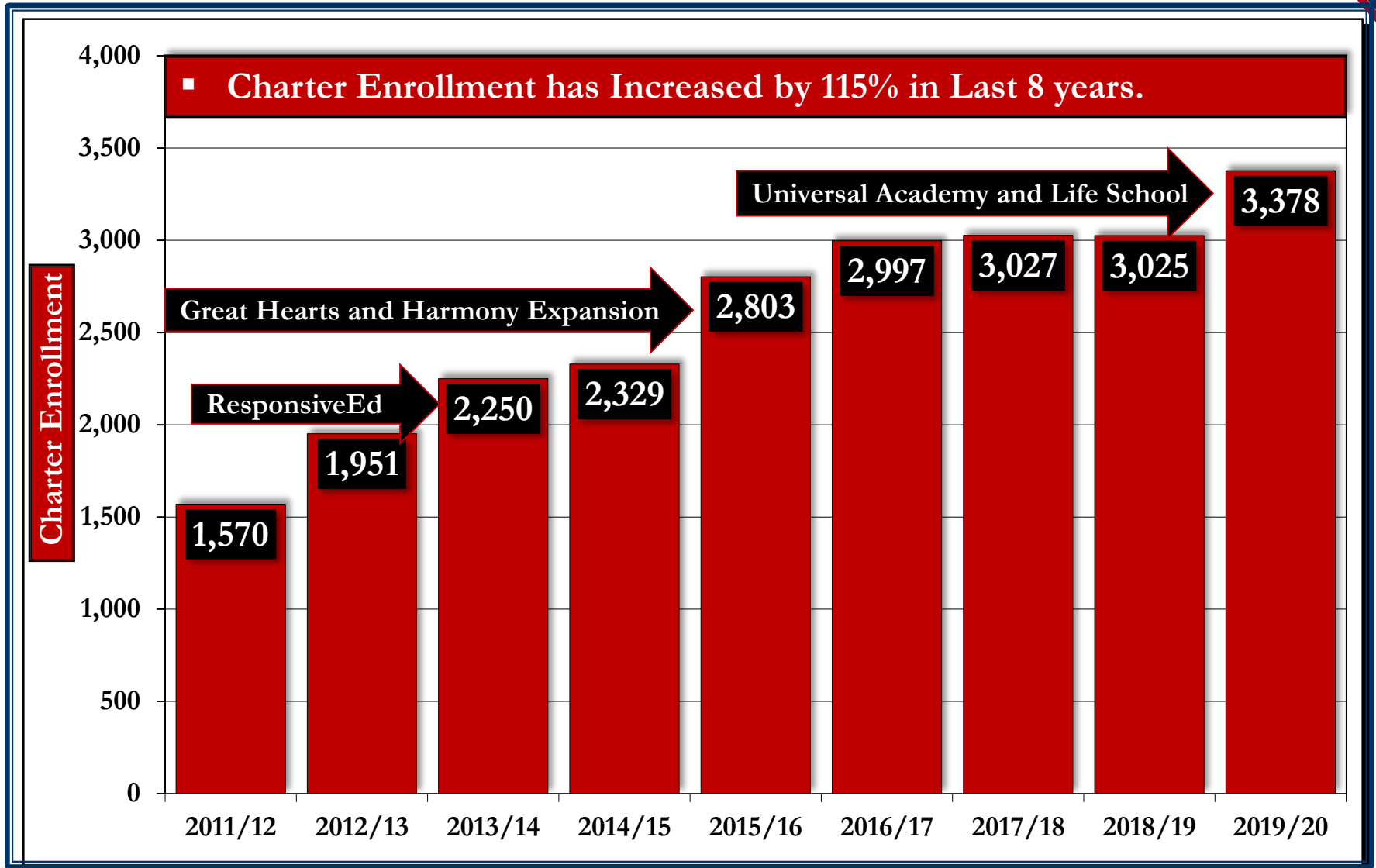
- 10 Largest Charter Operators have an Average Academic Rating of 84.

Charter	State Academic Rating	Enrollment – 2019/20	Taxpayer Funding – 2019/20
IDEA Public Schools	89	49,320	\$ 497,901,367
Harmony Public Schools (7 Charters)	88-95	34,562	\$ 348,900,567
KIPP - TEXAS	86	28,577	\$ 283,341,215
Uplift Education	87	19,973	\$ 203,538,985
International Leadership of Texas	85	19,210	\$ 189,569,002
ResponsiveEd (2 Charters)	87-89	17,144	\$ 166,569,642
YES Prep Public Schools	89	12,049	\$ 124,949,038
Jubilee Academies	79	6,459	\$ 64 500,751
Life School	81	5,540	\$ 56,168,245
Texans Can Academies (Dropout Recovery)	63	5,134	\$ 52,426,490
Total – 10 Largest Charter Operators	--	197,968	\$ 1,987,865,302

Proposed New Charter Campuses – 2020 and 2021



CFBISD: Historical Charter School Enrollment



CFBISD: 27 Charter Campuses Within 10-Mile Radius



Charter Enrollment: Change 2018/19 – 2019/20

- CFBISD Students Enrolled at Charters Increased by 11.7% in 2019/20

Charter	CFBISD Transfers – 2018/19	CFBISD Transfers – 2019/20	Estimated Annual Impact
Universal Academy	806	970	\$6,984,000
Uplift Education	636	644	\$ 4,636,800
Harmony Science Academy - Waco	558	563	\$ 4,053,600
TCPA - ResponsiveEd	501	529	\$ 3,808,800
Great Hearts Texas	305	383	\$ 2,757,600
Other Charters (Texans Can, etc.)	219	289	\$2,080,800
Total	3,025	3,378	\$ 24,321,600

Charters = Strategic Threat

CFBISD Summary of Loss to Charter, ISD's, & Known Private

	# of Students	Teachers @ 22:1	Revenue Lost \$M (\$7200/stdnt)
2020 CFBISD Students			
Enrolled at a Charter	3378	154	\$24.3
Enrolled at an ISD	568	26	\$4.1
<i>Attend Private (Low Income)</i>	62	3	\$0.4
TOTAL	4077	185	\$29.4

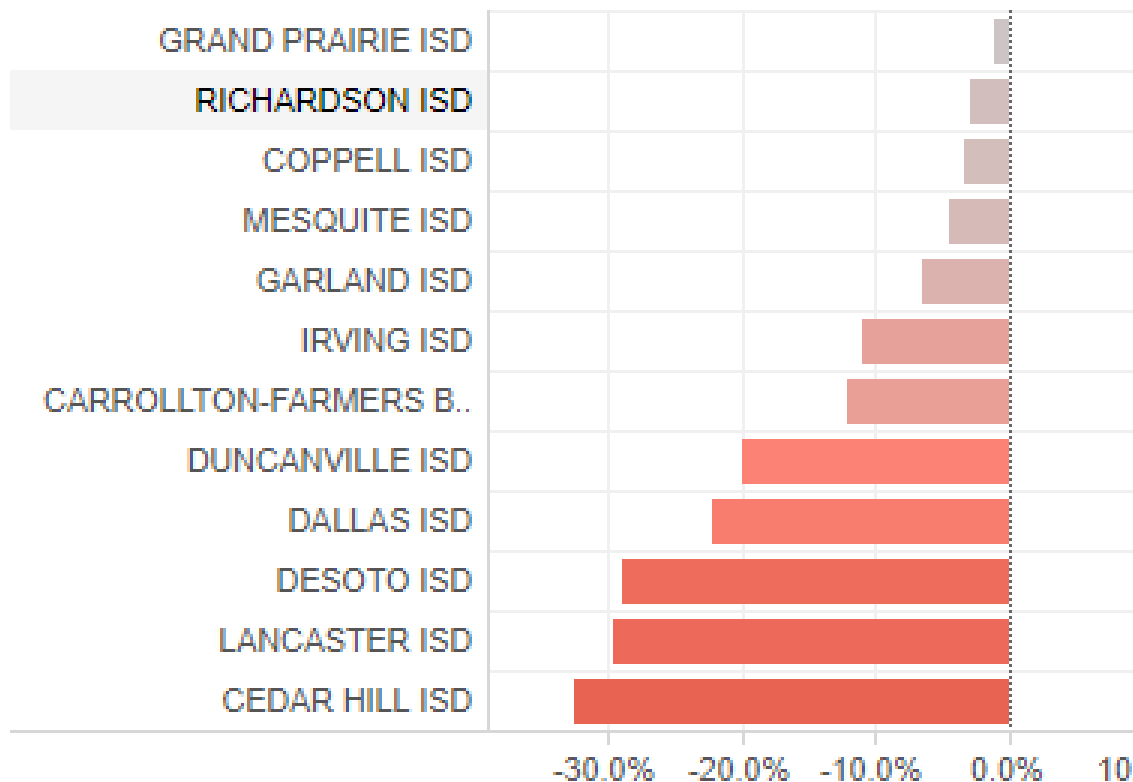
Outbound Transfers

- In 2019 3,378 students transferred from CFBISD to a Charter School, that's nearly **97%** of the outbound transfers.
- If we take use \$7200/student that is a loss of nearly **\$24.3M** for 19-20.
- What do we want our capture rate to be?

Outbound District	2016	2017	2018	2019	Grand Total
UNIVERSAL ACADEMY	642	745	793	806	2,986
UPLIFT EDUCATION	596	609	605	636	2,446
HARMONY SCIENCE ACAD (WACO)	469	534	556	558	2,117
TEXAS COLLEGE PREPARATORY ACADEMIES	557	516	480	501	2,054
GREAT HEARTS TEXAS	216	251	265	305	1,037
DALLAS ISD	23	77	84	167	351
COPPELL ISD	92	98	109	131	430
TEXANS CAN ACADEMIES	134	165	188	127	614
LEWISVILLE ISD	42	45	64	67	218
MANARA ACADEMY	92	86	55	40	273
WINFREE ACADEMY CHARTER SCHOOLS	45	46	44	37	172
IRVING ISD	11	15	20	32	78
PLANO ISD	11	17	19	18	65
RICHARDSON ISD	11	14	15	16	56
PREMIER HIGH SCHOOLS	26	30	24	15	95
HALLSVILLE ISD				14	14
FRISCO ISD	14	13	17	12	56
GRAPEVINE-COLLEYVILLE ISD		5		10	15
ACADEMY FOR ACADEMIC EXCELLENCE	15				15
CARROLL ISD		7			7
GRAND PRAIRIE ISD		5			5
INTERNATIONAL LEADERSHIP OF TEXAS (ILTEXAS)	5	5	17		27
LEGACY PREPARATORY		5			5
RICHLAND COLLEGIATE HIGH SCHOOL	6	5			11
Grand Total	3,007	3,293	3,355	3,492	13,147

Outbound Transfers – CFB vs Other Districts

Where do our Outbound Transfers Rank in Region 10?



CFBISD is losing more students to outbound transfers than other Urban districts.

Source: Forecast5 Enrollment Trends

Competition: Student Populations

- Charters recruit the more affluent and more stable families within CFBISD.

Charter Campus	Academic Rating	Eco. Disad.	At Risk	Special Education	Student Mobility
Carrollton-Farmers Branch ISD	B (89)	65.4%	51.3%	12.0%	15.5%
Universal Academy - Coppell	A (92)	3.1%	26.4%	2.4%	16.0%
North Hills Prep - Primary	B (89)	17.3%	33.7%	6.5%	3.1%
Great Hearts Texas - Irving	A (93)	13.2%	35.6%	4.1%	3.4%
Harmony Science Academy	A (95)	46.7%	40.1%	10.4%	20.0%
Harmony School of Innov.	B (73)	44.6%	32.5%	7.8%	12.5%
Classical Academy of Carrollton	B (89)	30.8%	46.7%	8.2%	8.6%

Competition: Student Demographics

- A higher percentage of White and Asian families in CFBISD attend charters.

Charter Campus	Academic Rating	African American	Hispanic	White	Asian
Carrollton-Farmers Branch ISD	B (89)	16.7%	55.5%	12.7%	11.8%
Universal Academy - Coppell	A (92)	10.8%	3.4%	1.3%	83.3%
North Hills Prep - Primary	B (89)	8.1%	15.0%	11.3%	61.6%
Great Hearts Texas - Irving	A (93)	3.4%	14.6%	41.6%	36.0%
Harmony Science Academy	A (95)	16.2%	41.4%	19.4%	19.4%
Harmony School of Innov.	B (73)	20.3%	30.6%	13.2%	31.4%
Classical Academy of Carrollton	B (89)	14.6%	26.1%	36.8%	15.1%

CFBISD: Student Populations at Most Challenging Campuses

▪ Charters and the Revolving Door.....

CFBISD Campus	Eco. Disad.	At Risk	ELL	Special Education	Student Mobility
Sheffield Elementary	89.1%	65.7%	31.7%	13.8%	26.9%
Central Elementary	89.6%	79.6%	70.5%	12.0%	10.5%
Long Middle	81.9%	57.7%	32.5%	15.5%	18.6%

Feedback: Students Returning From Charters

“I was disappointed in the _____ staff -- horrible communication, very disorganized, teachers who are not trained properly, dangerous drive line. The staff was not trained and prepared for the year like they should have been.”

“Zero support to staff and parents, unorganized, and again ZERO support for parents and teachers! Extremely disappointed and will not allow them to experiment with my child.”

“Poor quality in leadership teachers are not certified. _____ is in it for the money; each kid is a dollar sign and is replaceable the same day they leave, so they do not care about the students.”

Consumer Choice: The Taste Test



Pepsi Won the “Taste Test”








Coke is the “Number 1 Soft Drink”

Better Product Is Not Always the Consumer’s Choice

Pick Your School: Teaching Staff and Per Student Expenditures

Description	A	B	C	D	E
Teaching Staff					
Average Teacher Experience	9.6 Years	3.1 Years	3.2 Years	5.5 Years	5.2 Years
Certified Teachers	97%	71%	83%	77%	62%
Teacher Turnover Rate	18.1%	38.5%	27.0%	25.8%	34.1%
Students Per Teacher	14.9	14.5	15.8	14.9	15.4
Per Student Expenses					
Instruction	\$ 5,839	\$ 4,188	\$ 4,682	\$ 5,558	\$ 5,082
Career & Technical	\$ 237	\$ 8	\$ 225	\$ 241	\$ 24
Guidance & Counseling	\$ 445	\$ 122	\$ 461	\$ 122	\$ 17
Health Services	\$ 117	\$ 71	\$ 82	\$ 4	\$ 43
General Administration/ School Leadership	\$ 886	\$ 901	\$ 1,095	\$ 1,376	\$ 1,063

Pick Your School: Teaching Staff and Per Student Expenditures

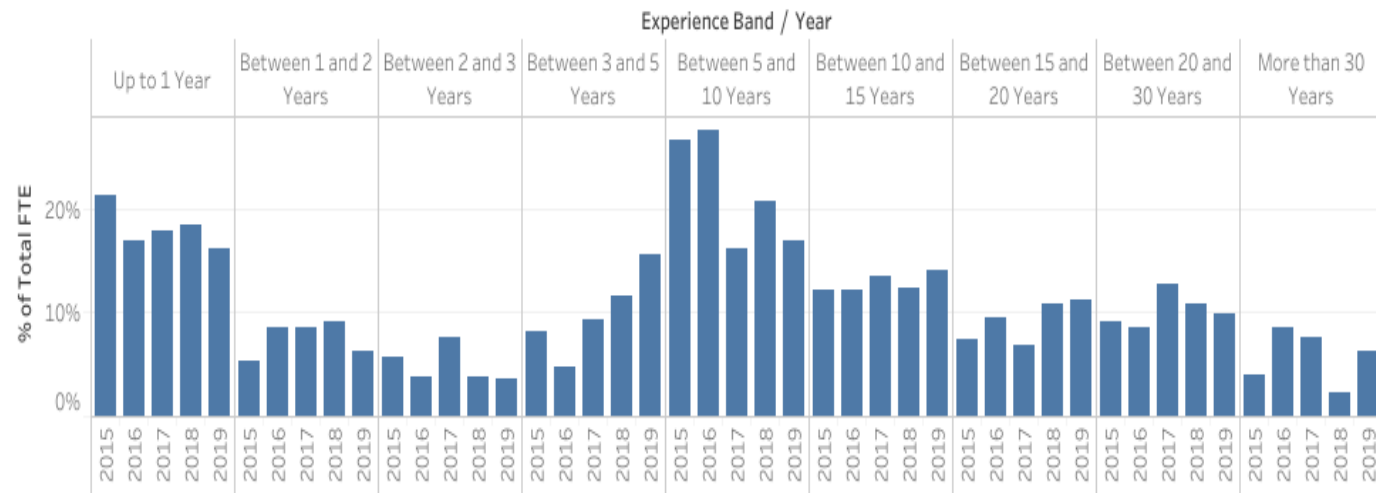
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Charters = Strategic Threat

CARROLLTON-FARMERS BRANCH ISD Teacher Turnover

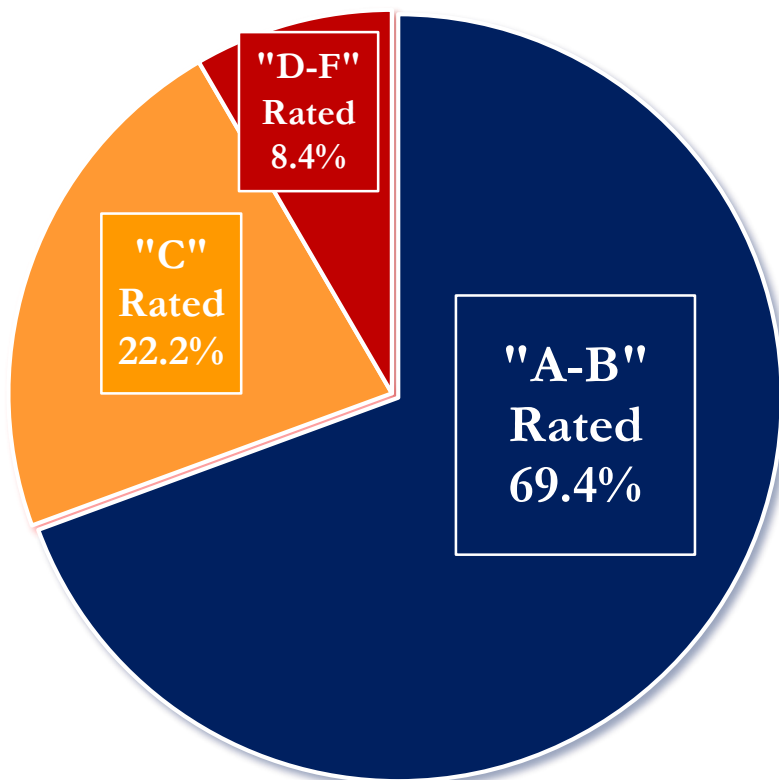
The table and chart below provide insight into the makeup of **teachers** who are no longer teaching in a Texas district. This could be due to a temporary leave such as maternity, moving out of state, leaving the teaching profession, or retirement.

District	Year	Avg. Experience	FTE	% of Masters Degrees
CARROLLTON-FARMERS BRANCH ISD	2015	9.4	113.0	25.41%
	2016	11.1	105.3	28.30%
	2017	10.9	118.0	27.97%
	2018	9.5	129.9	31.54%
	2019	11.0	141.8	24.65%

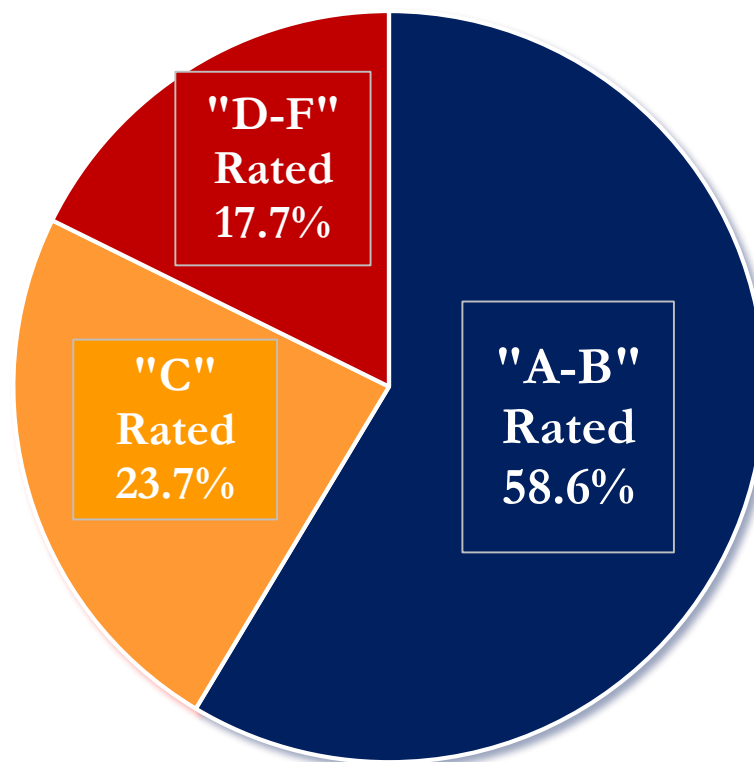


CFBISD Produces Better Student Outcomes

Carrollton-Farmers Branch ISD



State Charters



Postsecondary Success: Class of 2010

- Despite Enrolling a Lower Percentage of “Economically-Disadvantaged” and “At Risk” Students, Most Charter Graduates Have Lower Postsecondary Success than CFBISD Graduates.

School District/Charter	Graduates – Class of 2010	Graduates Enrolling in College	College Enrollees Earning Degree/Certification
Carrollton-Farmers Branch ISD	1,578	71.7%	59.5%
Universal Academy	< 10	82.4%	29.4%
ResponsiveEd – TCPA Charter	870	59.4%	51.4%
Uplift Education	71	78.9%	81.7%
Harmony Science Academy – Waco	0	--	--
Life School	79	86.3%	51.2%

Community Knowledge of Charters Remains Limited

NEWS ITEM:
MOST AMERICANS KNOW LITTLE ABOUT
"SCHOOL CHOICE" MOVEMENT.



PAUL FELL © 2017
ARTIZANS SYNDICATE

www.paulfellcartoons.com

Example of Charter School Marketing Tactics



uplifteducation

100% COLLEGE ACCEPTANCE
FOR THE 8TH YEAR IN A ROW



Example of Charter School Marketing Tactics

*“...a student may graduate and receive a diploma...if the student...**has been accepted into a four-year college or university...**”*

– IDEA Public Schools Student Handbook

*“In order for a student to graduate from Harmony Public Schools, the student must fulfill...**Proof of admission by a 4-Year College...**”*

– Harmony Public Schools Student Handbook

*To be eligible to participate in Commencement...seniors must have (been)...**Accepted to a 2 or 4 year college/university ...**”*

– Uplift Education Scholar Handbook

Charters = Strategic Threat

Why are students leaving:

- **Experience – Poor service or bullying at current school**
- **Exclusivity – With a waiting list, only a few students win the “lottery”**
- **Accomplishment – My child was “accepted”**
- **Select/Specialized – “College Preparatory”, “Science Academy”**
- **World Class Education – “International Curriculum”**
- **Prestige – Associated with famous individuals or foundations**
- **Desired – My child was “recruited” and “wanted”**

Why Do Parents Choose Charters?

- Perception Matters More Than the Quality of the Product.



- Have Not Won a Super Bowl in 25 years – But is the Most Valuable Sports Franchise in the World at \$5 Billion!

What School Districts are Missing



Who is Responsible to:

**Own
It!**

The Solution is Simple:
As Campus Leaders & Influencers:
Tell Parents and Stakeholders - They Will Repeat Your Message!



Charters = Strategic Threat

What can we do?

- Focus on Quality
- Educate stakeholders on the differences
 - ✓ Communicate our strengths
 - ✓ Marketing
 - ✓ Ambassadors
- Customer Service



Next Steps- Community Connection



**Partner up with your community!
organizations, apartments, church, HOAs**

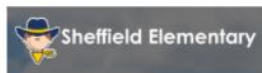
Success Story

The flyers were posted in different areas around our community including:

QuickTrip, Starbucks, Chick Fil A, Donut Shops, local apartment complex mailrooms,

and **multiple apartment buildings agreed to include our flyers in their welcome packets** for new residents.

Julie does an amazing job advertising our school using social media, but we are hopeful this will help **reach families who are not currently connected with our social media accounts.**



Next Steps- Community Connection

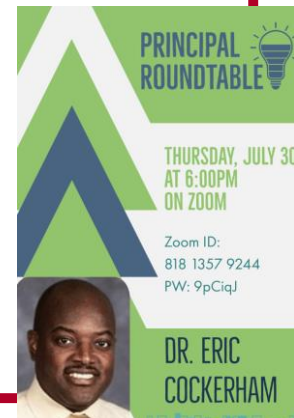


**Partner up with your community!
organizations, apartments, church, HOAs**

Nurture and maintain that partnership on a regular basis (monthly or nine-weeks).

- Tell about enrollment process/procedures and how to connect with your school
- Keep your community informed about the great things happening at your school
- Invitation to events (device pick up, meal pick up, etc)
- Face time matters!

Keep a list of your community connections
so you stay connected! Google



Enrollment

Never before has kindness and grace been more important than now!

- We want to serve our kids with the best education in CFBISD.
- Minimize barriers in your campus enrollment processes.
 - Try to make your campus a one-stop shop.
 - Don't let a parent have to come back several times to finish enrollment OR to get a device, etc.
 - Listen to our family's story and needs to provide the best support

Enrollment

“It is an honor to serve your child!”

