

# Ventura Unified School District

**Declining Enrollment Committee Meeting 2**

**March 2, 2022**

**Presented by:  
Dr. Roger Rice  
Superintendent**



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# Agenda Review



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# Data Already Provided

- 1. Enrollment Trends by state and Ventura County
- 2. VUSD Enrollment by
  - Year
  - School site
  - Grade span
  - Grade level
  - Exit Code
  - Student Cohort
  - Ethnicity



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# Requests for Data / Information

1. Further Breakdown of students leaving VUSD
  - Students with IEPs
  - Low Socio-economic Status
  - County / School where students enrolled after leaving VUSD
  - Private School Enrollment Data
2. Survey Data re: students considering leaving VUSD



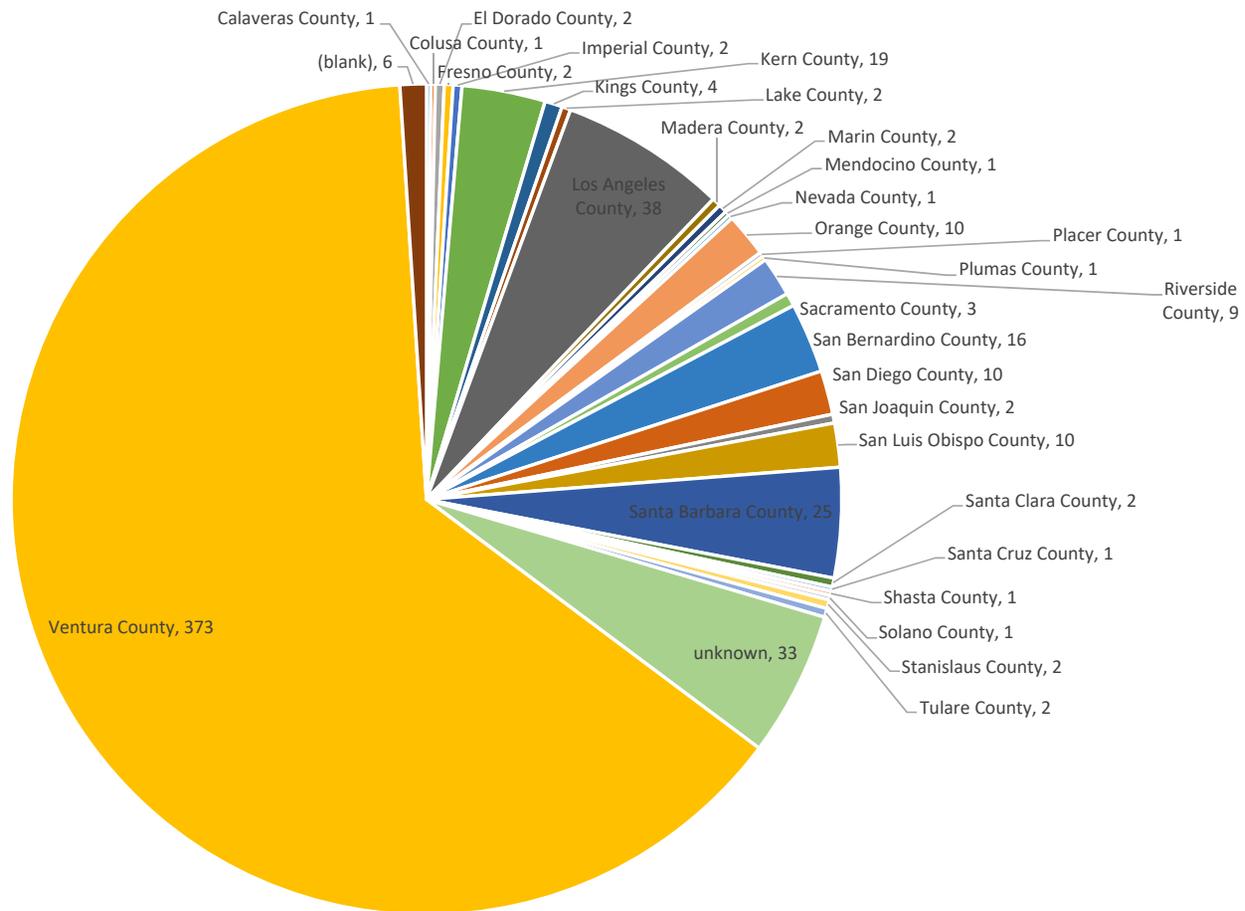
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# Enrollment Trends - VUSD



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# Where Did VUSD Students Land? – 2020-21



## Interesting Numbers – 2020-21

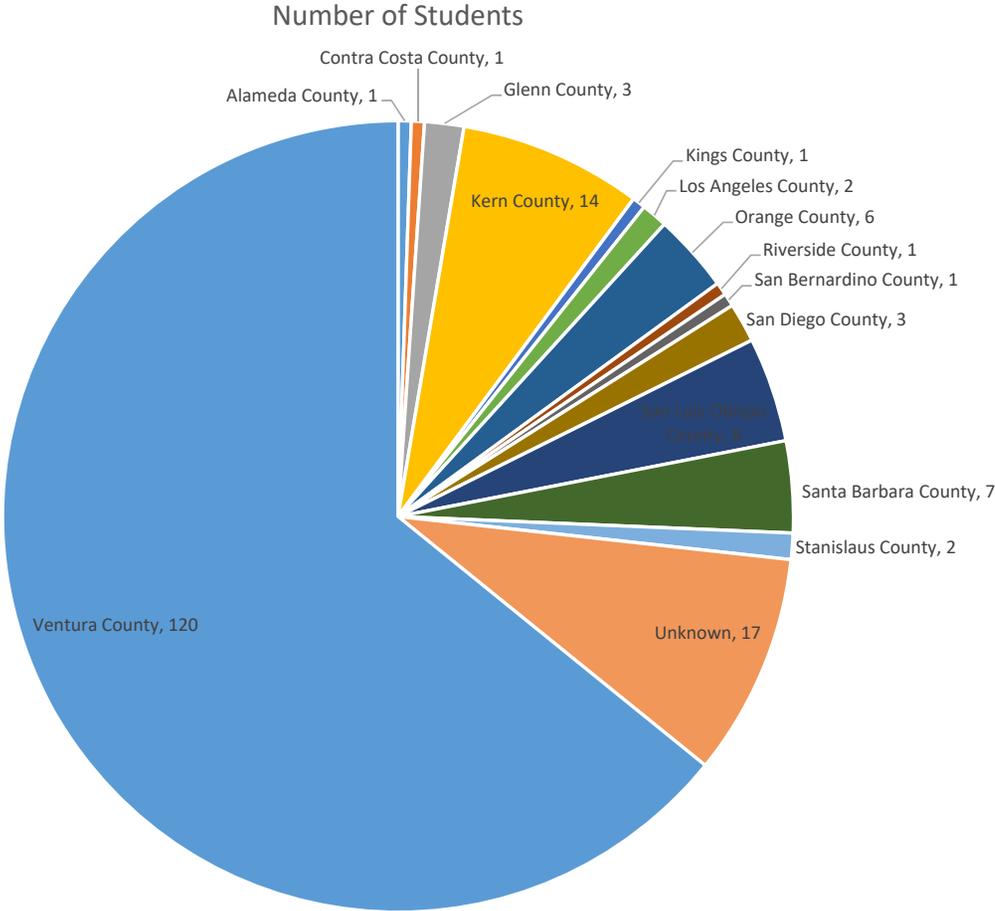
**Transfer out of California - 250**

Vista Real Charter High School – 96  
Home Schooled - 35

### Local Private Parochial Schools

Our Lady of Assumption	18
Sacred Heart	15
Saint Bonaventure High School	10
St. Augustine Academy	3
Ventura Charter School of Arts	26
Ventura Christian Academy	13
Ventura County Christian School	35
Ventura Missionary Christian	25

# Where Did VUSD Students Land? – 2021-22



## Interesting Numbers – 2021-22

**Transfer out of California - 82**

Vista Real Charter High - 43

Home Schooled	16
Ventura Charter School of Arts	11

### Local Private Parochial Schools

City Christian School	2
Holy Cross School	3
Our Lady of Assumption	2
Saint Bonaventure High School	4
Ventura Christian Academy	1
Ventura County Christian School	1
Ventura Missionary Christian	9

# Stability Rates by Site and Student Groups

- **The Stability Rate is defined as the percentage of all public school students enrolled during the academic year (July 1 to June 30) who completed a “full year” of learning in one school.**

## **Review of Student Mobility Rates for “All” Vs.**

- 1. SES Status by School**
- 2. Race Ethnicity Overall**
- 3. Grade Level Overall**
- 4. Student Groups**

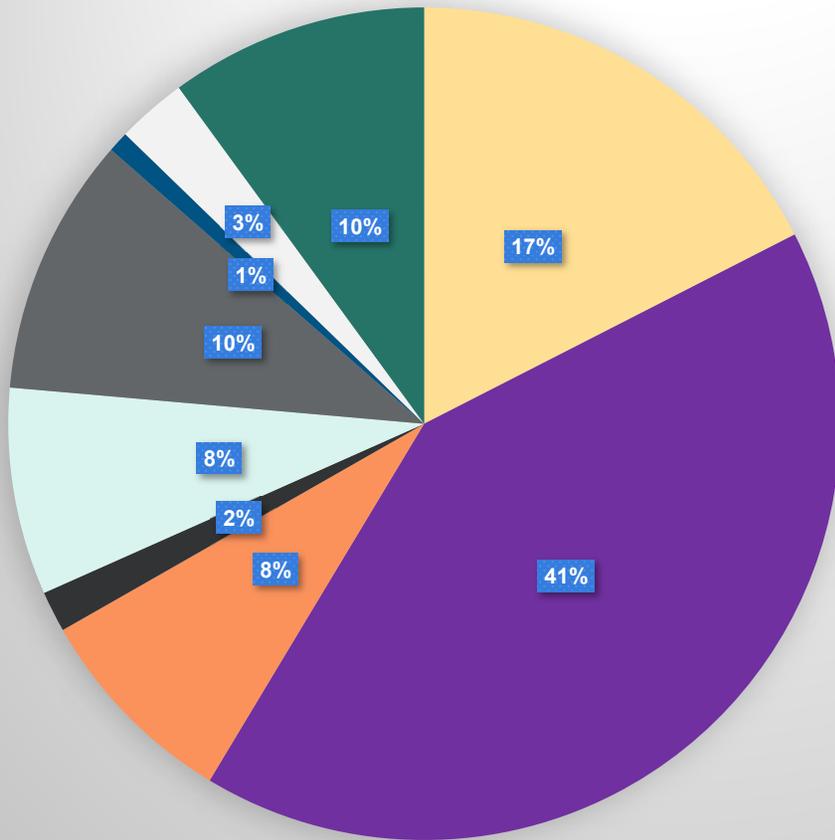
Posted at: <https://www.venturausd.org/Portals/4/Comprehensive%20stability%20rate%20data.pdf>

# Relative Size of VUSD Elementary Schools



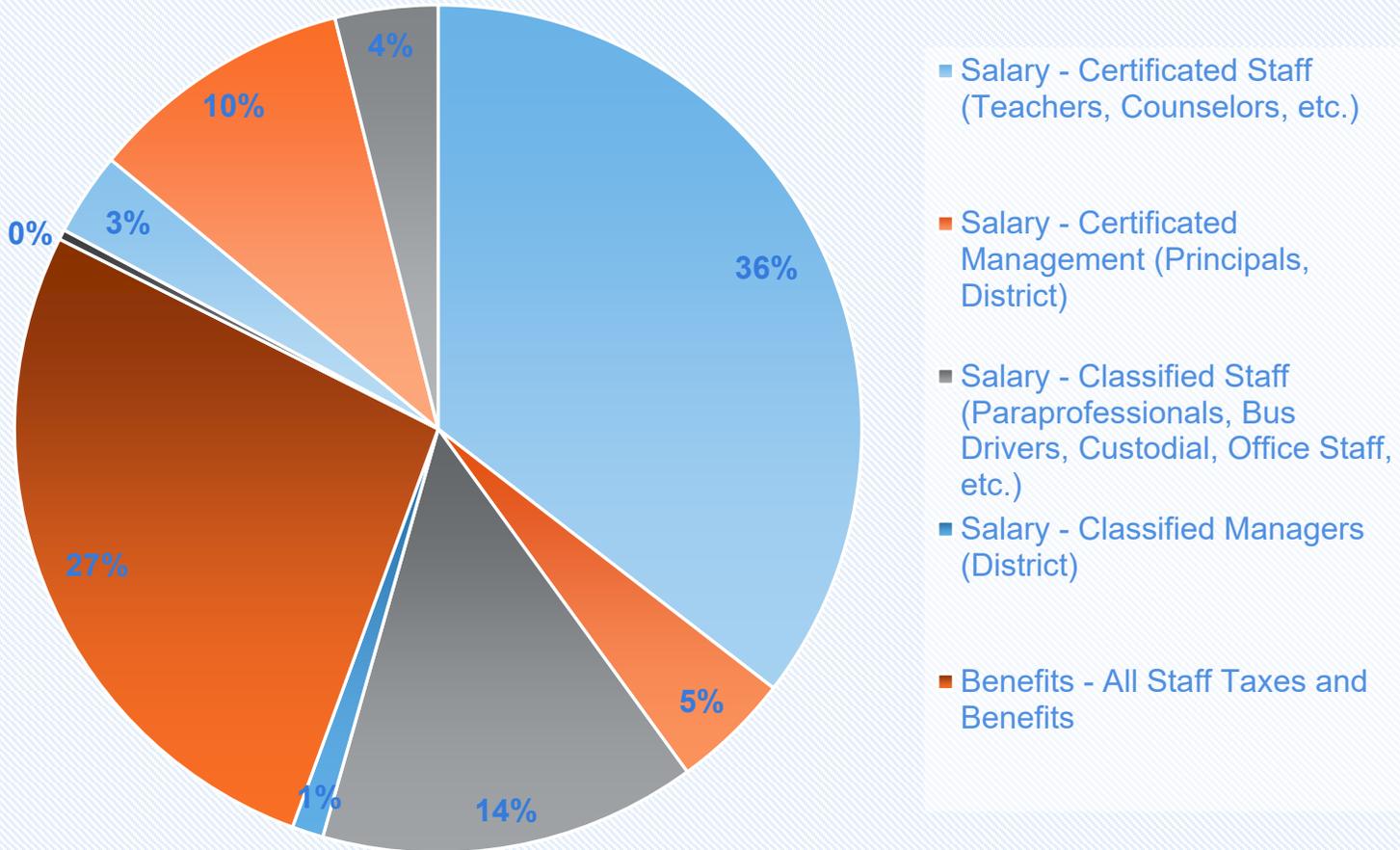
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## District Budget 2021-2022



- Classified Salary & Ben
- Certificated Salary & Ben
- Certificated Management Salary & Ben
- Classified Management Salary and Ben
- Books and Supplies
- Services/Operating
- Capital Outlay
- Transfers
- Services/Operating

2018/19



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# Exit Data Still to Collect

1. Students with IEP's
2. Further Breakdown of schools in CA where VUSD Students went

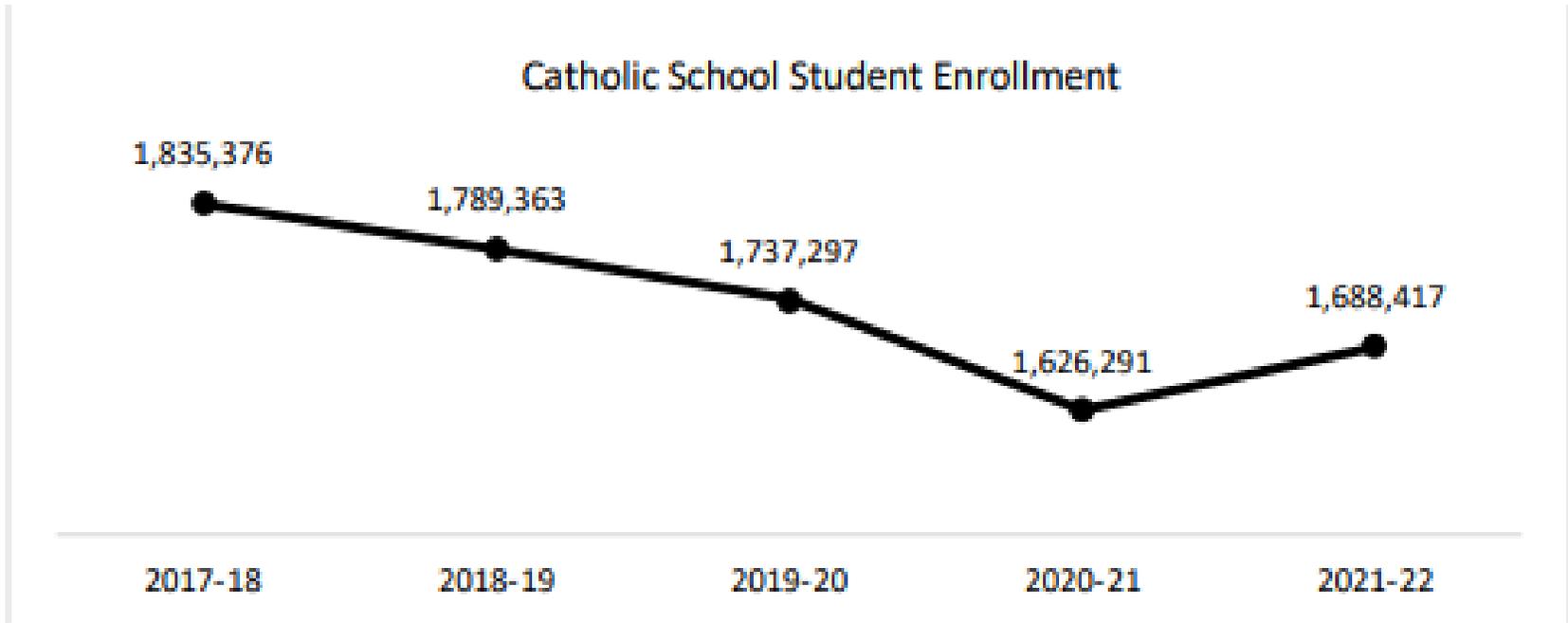


# Catholic School Enrollment in California

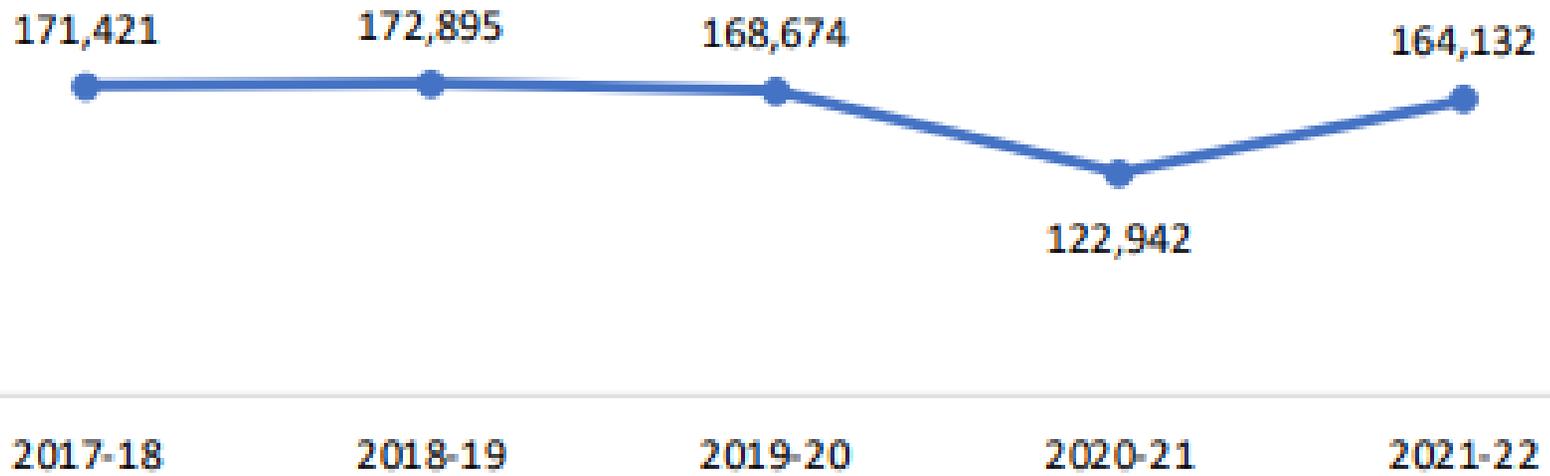


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### Catholic School Student Enrollment



### Pre-Kindergarten Enrollment



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# Housing Affordability



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Q42021	C.A.R. Traditional Housing Affordability Index							
STATE/REGION/COUNTY	Q42021	Q32021		Q42020		Median Home Price	Monthly Payment Including Taxes & Insurance	Minimum Qualifying Income
<b>Southern California</b>								
Los Angeles	21	19		23		\$797,890	\$3,700	\$148,000
Orange	17	18		22		\$1,150,000	\$5,340	\$213,600
Riverside	32	33		39		\$585,000	\$2,720	\$108,800
San Bernardino	42	43		48		\$450,000	\$2,090	\$83,600
San Diego	23	23		26		\$845,000	\$3,920	\$156,800
Ventura	24	25		27		\$849,000	\$3,940	\$157,600
<b>Central Coast</b>								
Monterey	19	20		18		\$850,000	\$3,950	\$158,000
San Luis Obispo	22	24		25		\$802,000	\$3,720	\$148,800
Santa Barbara	20	17		16		\$919,000	\$4,270	\$170,800
Santa Cruz	17	17		19		\$1,210,000	\$5,620	\$224,800



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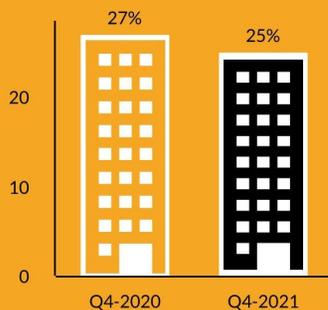
# California Housing Affordability Q4 2021

## HAI

# 25%

of California households could afford to purchase a median-priced home\*

### HAI YTY Growth



\*existing single-family detached home

## Price

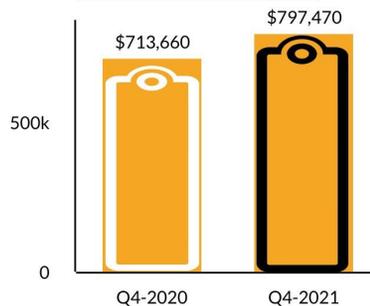
# \$797,470

median-priced home\*

YTY: +11.7%



### Price YTY Growth



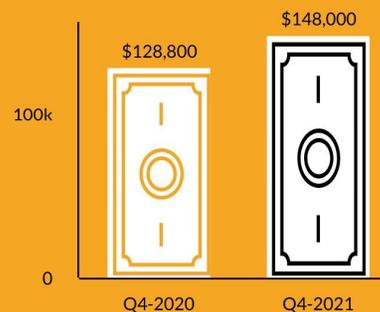
## Income

# \$148,000

minimum income required to make monthly payments of \$3,700 @ 30-year fixed-rate mortgage of 3.28%.



### Income YTY Growth



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## Past & Current Marketing Vehicles

- Information Nights- district and schools
- Websites
- Social media posts and paid advertising
- ParentSquare
- Press releases/media contacts
- Paid advertising
  - Radio
  - Newspaper
  - Online stations (Pandora, Spotify, etc.)
- Banners at school sites
- District, school, program advertising
- Spanish and English targeted messaging
- Posters, flyers & brochures
- Advertising in City Summer Recreation Guide



## Post-COVID Marketing Vehicles

- Movie theater advertising
- Bus advertising
- Van wraps
- Expand real estate advertising
- In-person presentation by staff & Board
  - Neighborhood council
  - Community organizations
  - Local preschools/daycares
- Targeted communications
- Expand YouTube presences
- Chamber grand openings
- Internal staff marketing
- Banners near pier
- Big belly ads
- Etc.

# Exit Interview Draft

1. I exited my student(s) from VUSD, and plan to enroll them in the following program:

- a) Home school
- b) Independent Study
- c) Charter School
- d) Religious/Parochial School
- e) Out state
- f) Another Public School in California

g) Name of school/program and state, county \_\_\_\_\_

2. The biggest reason I exited my student(s) is:

- a) Current or pending COVID safety mandates
- a) VUSD does not offer the program I need for my student(s)
- b) Philosophical and/or political disagreement with VUSD's instructional program
- c) Cost of living / housing in Ventura County
- d) Job-related transfer
- e) Family reasons
- f) Other



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# Potential Survey of Current Parents

Please take a few minutes to respond to the following questions. Your responses will help VUSD's Declining Enrollment Committee craft a set of recommendations for the VUSD Board of Education.

1. I am planning to re-enroll my student(s) for the 2022-23 school year.

\_\_\_\_\_ Yes      \_\_\_\_\_ No      \_\_\_\_\_ Undecided

For those indicating No or Undecided in #1 above, they would be asked to respond to the following 2 items.

2. If I exited my student(s) from VUSD, I would most likely enroll them in the following program:

- a) Home school
- b) Independent Study
- c) Charter School
- d) Religious/Parochial School
- e) Out state
- f) Another Public School in California

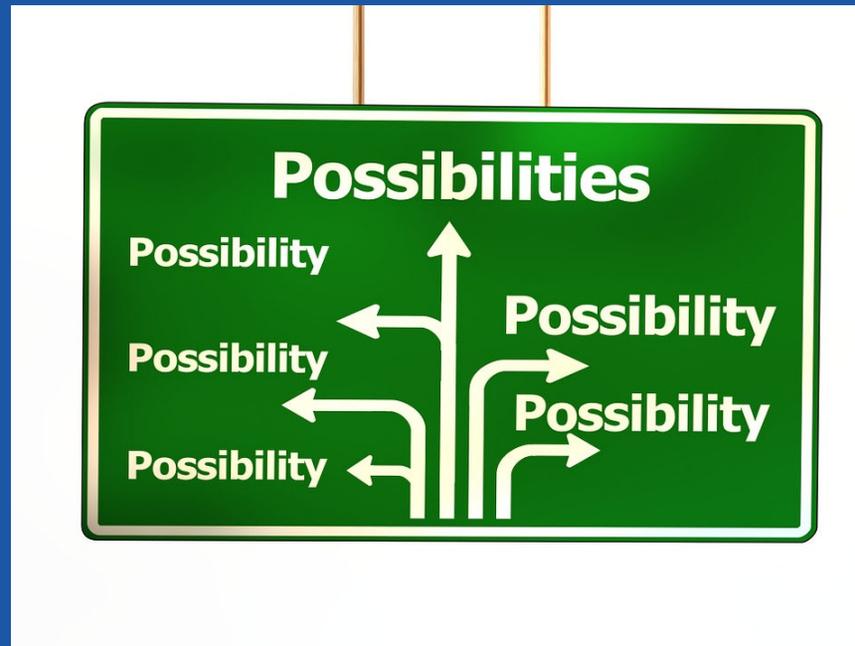
3. The biggest reason I would exit my student(s) is:

- a) Current or pending COVID safety mandates
- a) VUSD does not offer the program I need for my student(s)
- b) Philosophical and/or political disagreement with VUSD's instructional program
- c) Cost of living / housing in Ventura County
- d) Job-related transfer
- e) Family reasons
- f) Other



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# *POTENTIAL OPTIONS AND STRATEGIES*



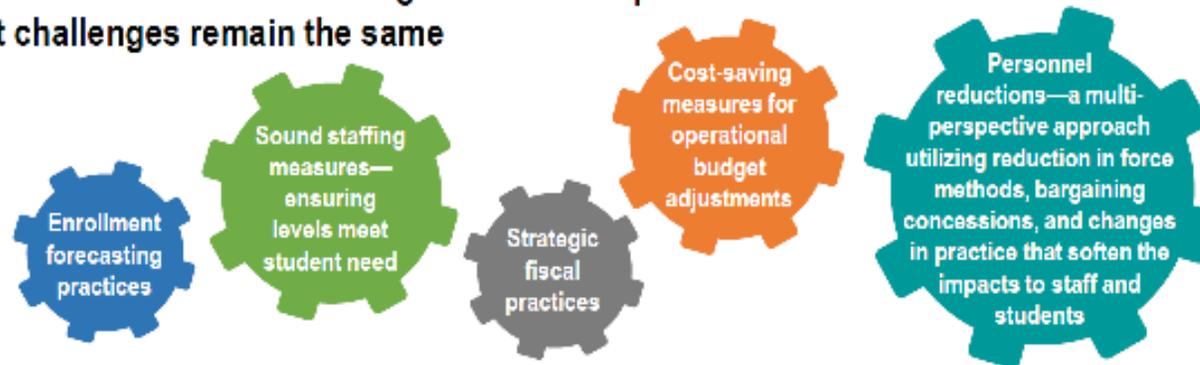


## New Challenges—New Approach?

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- ❖ The challenges brought on by the pandemic are unprecedented—the outcomes of long-term school closures are still unfolding, and it is difficult to strategize a response in an environment of unknowns
- ❖ Though the obstacles are nothing LEAs have experienced before—the methods to address budget challenges remain the same



Addressing budget shortfalls through a strategic and collaborative approach creates a wholistic approach. This also minimizes impacts to one particular service area.

# Potential Options and Strategies

## Increasing Efficiencies:

Minimize Energy Costs

Strategic Use of Categorical Funding

## Cutting Costs:

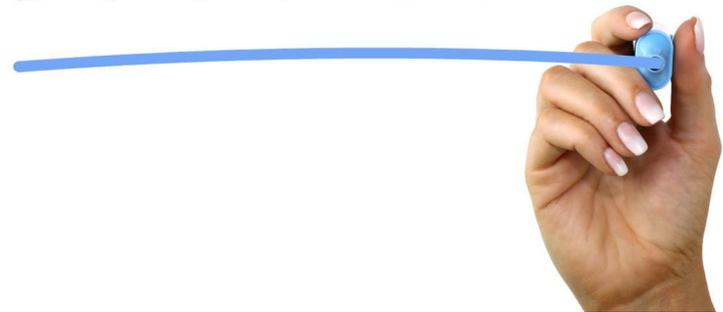
Staff Reductions

Certificated

Classified

Management

EFFICIENCY



# Feedback and Questions

**Reduce or Cut Costly Programs**

**Ex. Transportation, special programs, athletics**

**Reduce the Number of School Sites VUSD Operates**

**Adjust Boundaries to Maximize Staffing Efficiency**



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# Options/Strategies Moving Forward

**Reduce or Cut Costly Programs**

**Ex. Transportation, special programs, athletics**

**Reduce the Number of School Sites VUSD Operates**

**Adjust Boundaries to Maximize Staffing Efficiency**



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# Attracting/Retaining More Students

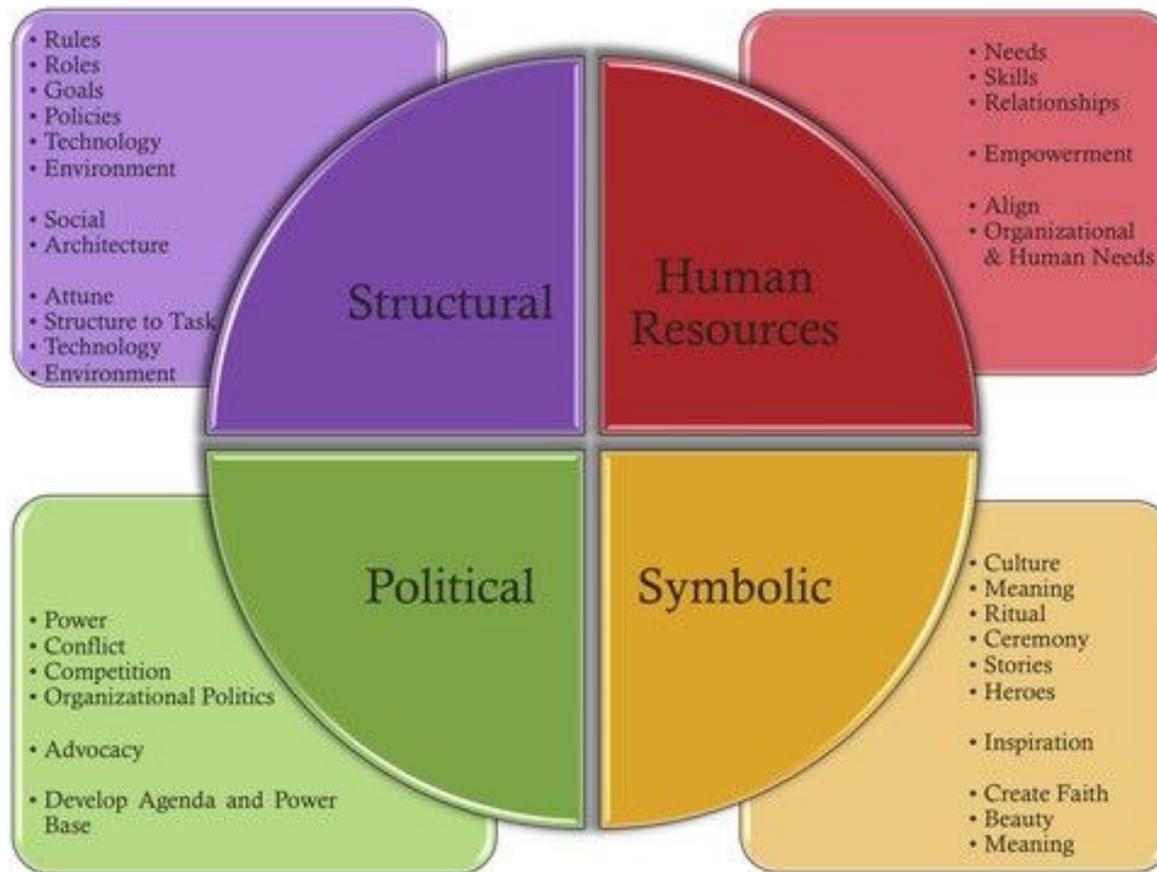
1. Increased School Choice
  - a. School of Choice
  - b. Intra-District Transfers
  - c. Inter-District Transfers
  
2. Compelling Programs
  - a. K-8 Small Learning Communities (Sunset, Lemon Grove, ATLAS)
  - b. Two-Way Immersion (Montalvo, Will Rogers, Anacapa, Ventura HS)
  - c. AVID
  - d. FLEX Program
  - e. Career Technical Education
    - A-G CTE courses
    - Increased CTE pathways
    - Sa'Aliyas Ranch
  - f. Arts and Music



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# Next Steps: Developing Common Understanding

1. The Four Frames – Different lenses through which to see and evaluate our decisions.
2. Begin with the end in mind
3. Respect and value the diversity of perspective and opinions in the room



# Questions and Discussion

