

SCOTTSDALE UNIFIED SCHOOL DISTRICT DEMOGRAPHICS AND ENROLLMENT ANALYSIS

Governing Board Meeting

January 14, 2014

DEMOGRAPHIC AND ENROLLMENT ANALYSIS

- Information is from Report on June 13, 2012
- Currently Report is being updated and New Projections should be available by February 3, 2014
- The Demographic and Enrollment Analysis for the 2011/12 school year incorporates the results of the 2010 Census, in addition to the regular annual update information.
- District enrollment has fluctuated only mildly over the study period, normally changing by less than 2 percent per year in either direction.
- Kindergarten to 12th grade enrollment has declined the last two years, falling to 25,691 students in 2011/12.

2000 – 2010 Student Population in Scottsdale, Arizona

Looking at the age breakdown of the population, the potential impacts on District enrollment become apparent.

Both the under 5 and the 5 to 13 age groups declined by about 16 percent between 2000 and 2010, affecting both current and future enrollments.

The 14 to 17 year old high school group grew during this period, but only by 3.7 percent or 258 persons.

By comparison, between 1990 and 2000 all three groups grew, with the under 5 group growing the least at 31.2 percent.

Scottsdale Household Population Changes

Changes in the population are mirrored in the age and family structure of the households in the District.

The share of households with children has declined by 1.3 percent.

The number of households with school-age children (6 to 17 years old) is up by 5.2 percent, but the households with children under 6, future school kids, has declined by 4.2 percent.

Data regarding the age of the householder reiterates population changes.

Households headed by persons in the prime parenting years, from age 25 to 44, decreased by over 4,400 between 2000 and 2010.

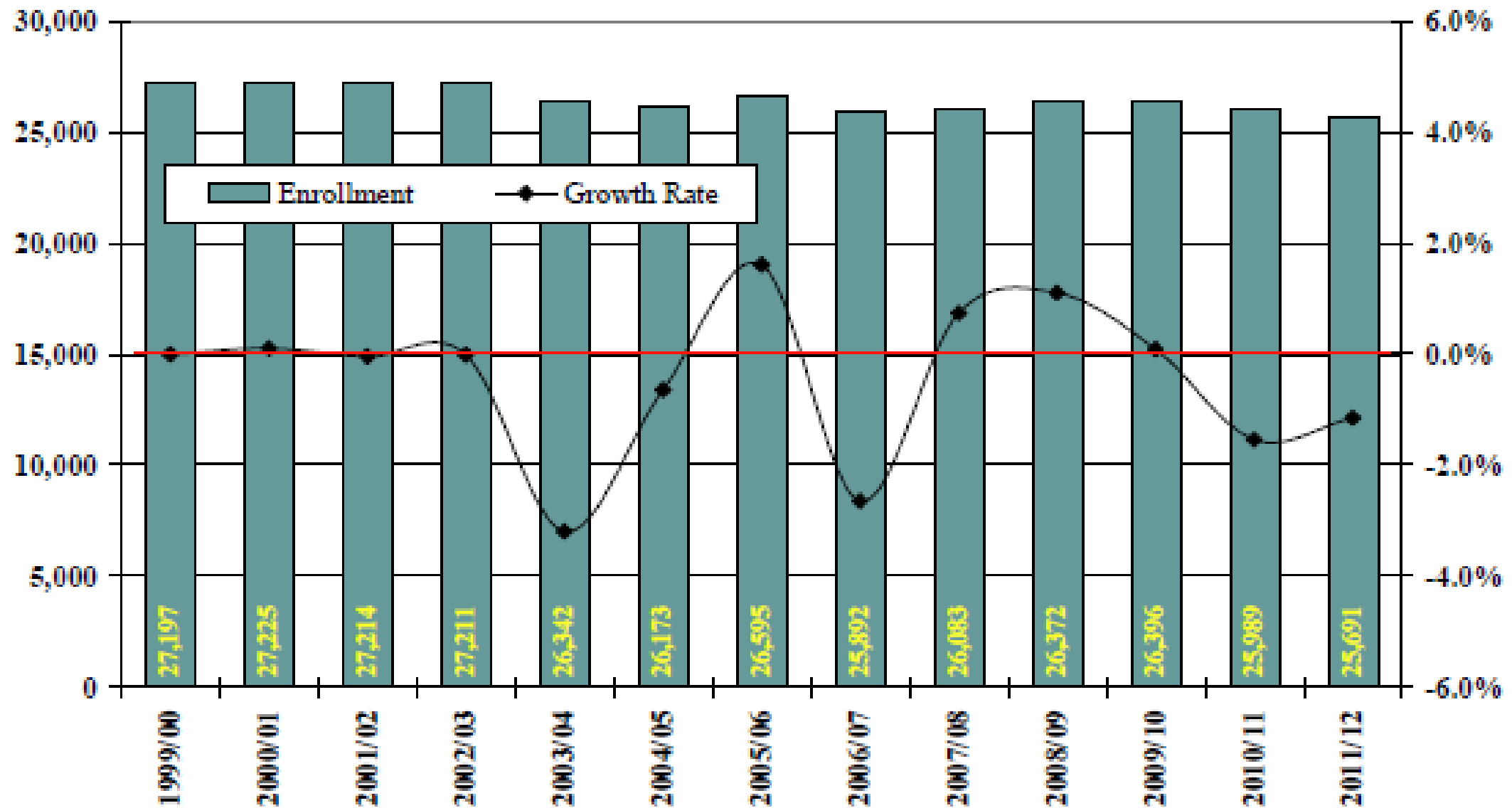
In the same period, the number of householders aged 55 or over increased by 6,894, with the largest increase (25 percent) in the 55 to 64 year old group.

ADM & Funding Review

	ADM	WT ADM	Base Level Funding	ADM Funding	WT ADM w Group B
2009	25,193.600	30,139.719	\$ 3,515.85	\$ 105,966,731.05	33,833.008
2010	25,391.798	30,374.701	\$ 3,474.00	\$ 105,521,711.27	34,391.417
** 2011	25,168.042	30,108.871	\$ 3,473.99	\$ 104,597,916.77	33,012.753
2012	24,939.508	29,845.822	\$ 3,440.91	\$ 102,696,787.38	32,831.928
2013	24,686.883	29,565.687	\$ 3,407.82	\$ 100,754,539.47	32,994.389
2014	24,231.147	29,015.512	\$ 3,435.48	\$ 99,682,211.17	32,369.316

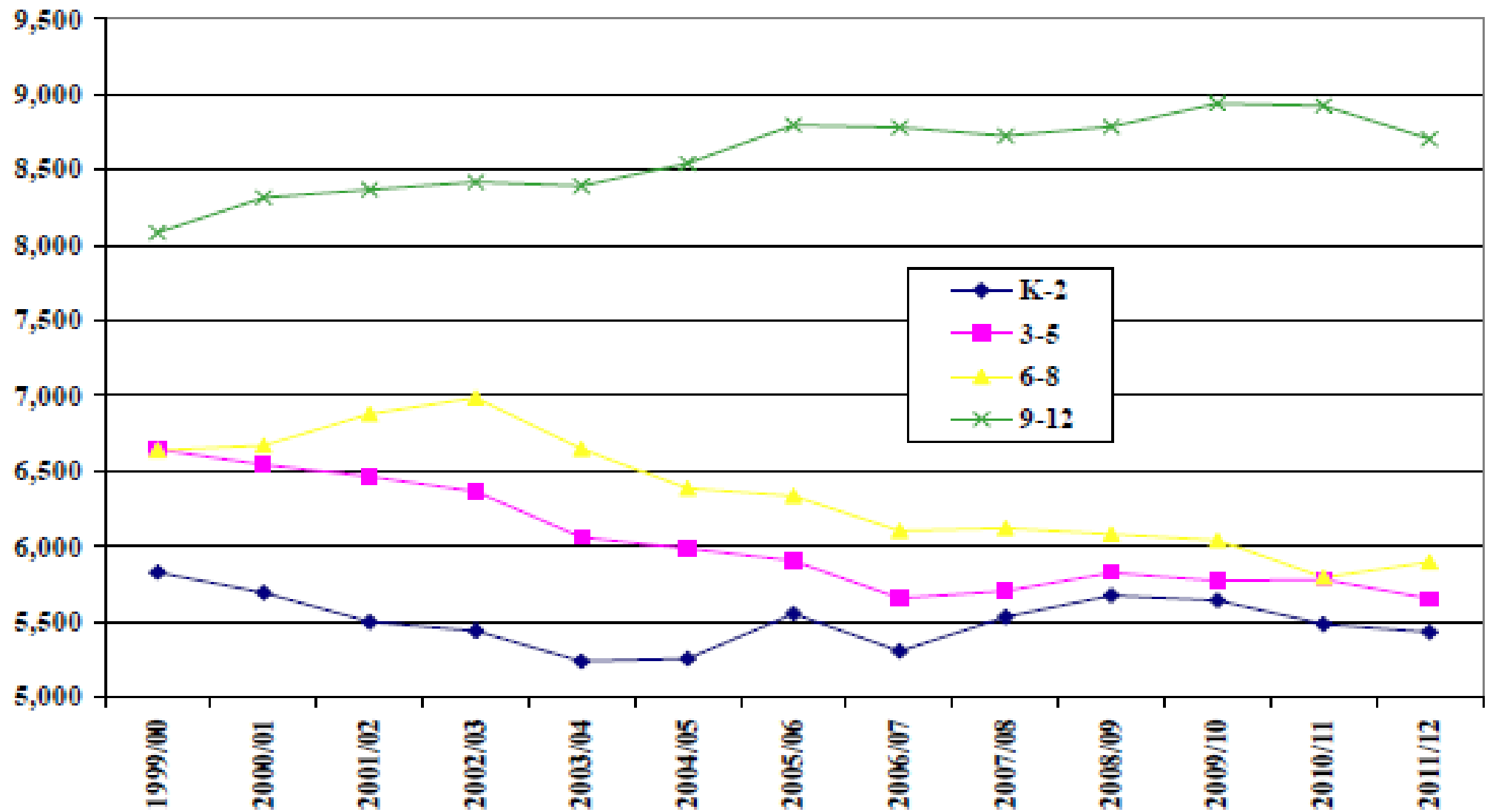
- ** 2011 the Group B Kindergarten Weight was eliminated by the State

ENROLLMENT AND ENROLLMENT GROWTH RATE: 1999/2000 – 2011/2012



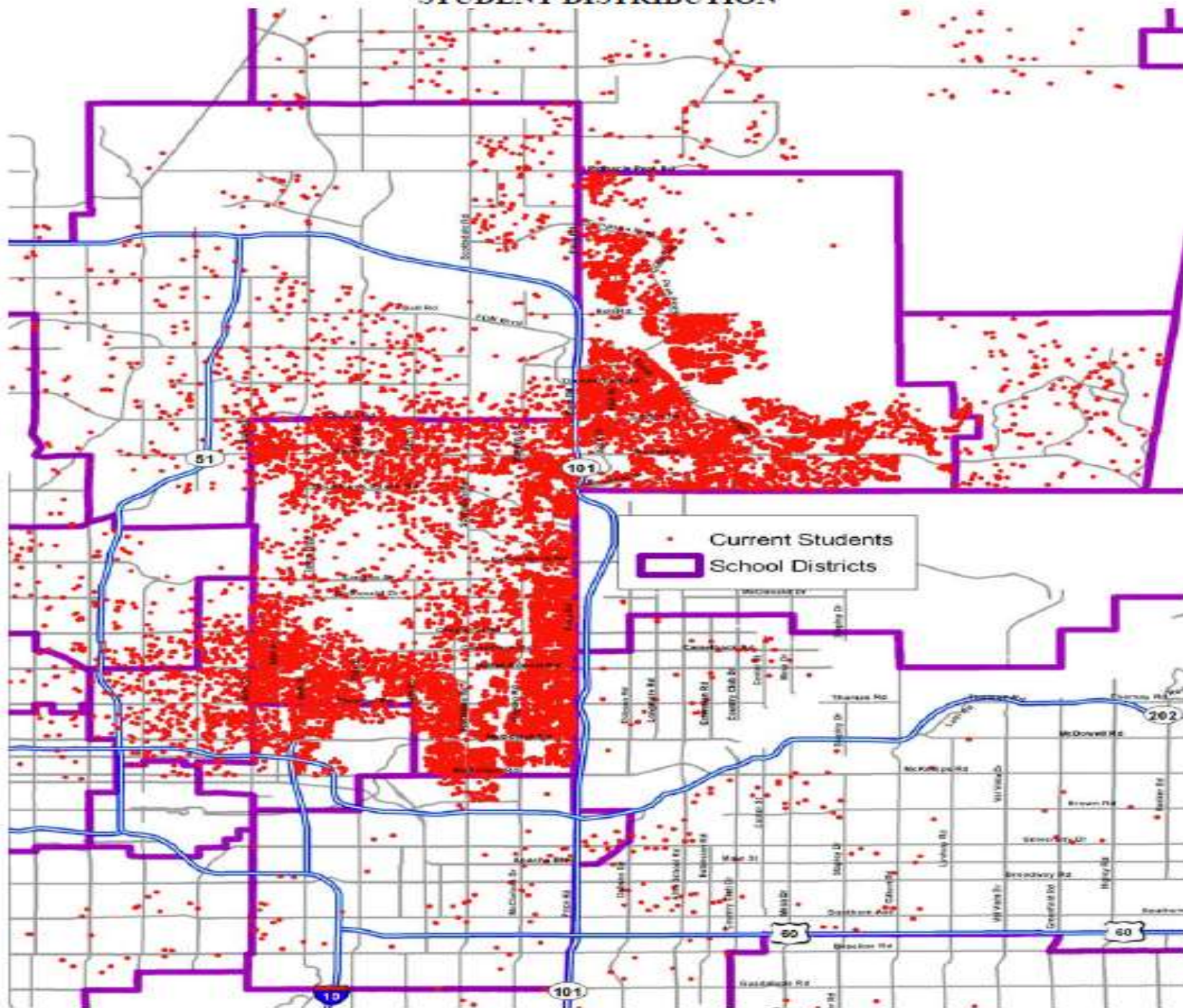
Sources: Arizona Department of Education; Scottsdale Unified School District.

ENROLLMENT GROWTH RATE BY LEVEL: 1999/2000 – 2011/2012



Sources: Arizona Department of Education; Scottsdale Unified School District.

STUDENT DISTRIBUTION



SUSD Development Potential

The Scottsdale Unified School District has a residential development potential currently estimated at just over 6,000 total housing units.

This represents an increase in potential over last year despite new construction due to additional multifamily planned to take the place of other land uses.

The timing on some projects, including newly added ones, has been advanced slightly because of improvements in the housing market, particularly for multifamily.

About 5,600 units are to be added to inventory over the next 10 years

Occupancy to Affect Population

While 5,600 new housing units are to be added over the next ten years, the number of households is expected to increase by about 9,200, based on the combination of new units and higher occupancy rates.

Combined with demographic trends, this would result in a total District-wide population of about 238,800 people in 2021/22, an increase of about 16,000 persons.

Capture Rate and Net Students

The average number of school-age persons per household has decreased from a high of 0.339 in 2000/01 to just 0.296 currently.

Because of the increasing number of educational alternatives, a “capture rate” must be applied to the school-age population to project enrollment.

At the present time, about 9,000 school-age persons in the District choose other educational providers. However, since the District also attracts about 4,000 students from outside the District’s boundaries, the net loss is about 5,000 students, or 16 percent (This is a Typical Percentage seen in most Districts).

Key Policies that Foster School Choice and Competition

- Authorization of Charter Schools by the Arizona Legislature and signed into law by Governor Symington in 1994
- Open Enrollment - Arizona Revised Statutes §15-816.01 – “***School district governing boards shall establish policies and shall implement an open enrollment policy without charging tuition.***”
- Support for Private/Parochial Schools through tuition tax credit – 1997 enacted, expanded and modified since
- Homeschooling – Arizona Revised Statutes §15-802.01

Charter Schools

- 1994 – No charter schools
- 2014 – 689 charter schools
- Significantly fewer regulations, including certification of teachers not required, compliance, facilities and assets
- Purpose - “To improve public education in Arizona by sponsoring charter schools that provide quality educational choices”

Open Enrollment

- Cannot charge tuition for students, required to develop policy
- Most open enrollment is from neighboring school districts
- Geography and reputation play key role
- Open enrollment impacts SUSD schools that compete with each other as well
- Schools of choice – Cheyenne, ANLC, Pueblo

Support for Private and Parochial Schools through Tuition Tax Credits

- Public schools receive tax credits, \$200 per individual, \$400 per married couple
- Private schools receive tax credits, **\$517** per individual, **\$1,034** per married couple, 257% greater value than the public school tax credit
- Tax credits for corporations
- 2011 Tax Year:
 - 71,614 donors contributing \$48,981,406
 - 66 corporate donors contributing \$8,471,772*

*Arizona Department of Revenue Annual Report, Nov. 2013

Home Schooling

- Supported through county education agencies
- Requires school districts to allow home schooled students to participate in extracurricular activities
- Wide range of rationale for home schooling, includes social, religious, health, etc.

What is the Greatest Impact to SUSD?

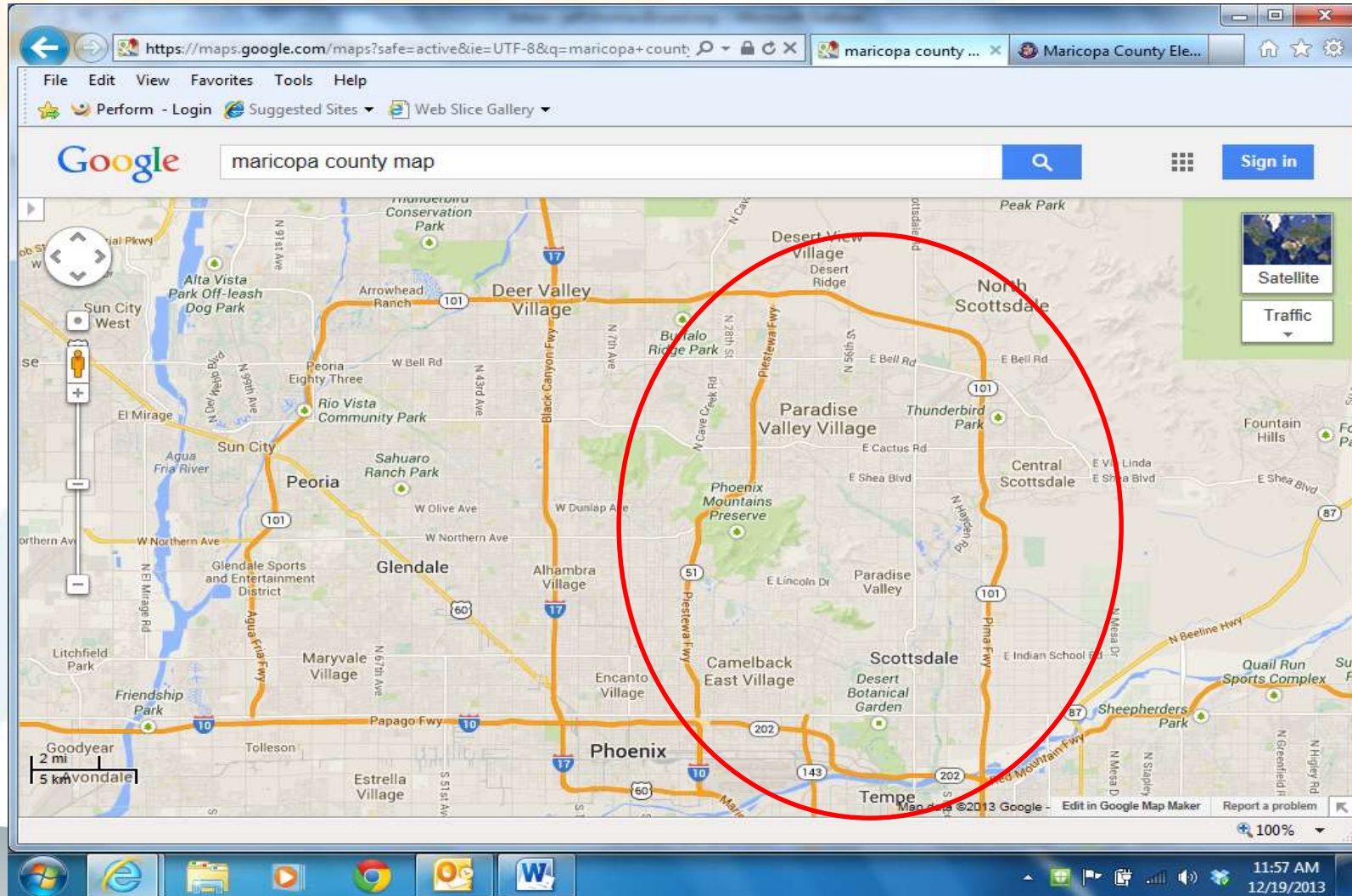
- Charter Schools
- Private/Parochial Schools

Analysis of Data

- Difficult to accurately pinpoint student attendance/parental choice decisions due to lack of data system, privacy laws protecting students
- Two clear data sets examined during the fall of 2013
 - Transcript requests for students who withdrew from SUSD
 - Interviews with parents

Where Students Go

Radius of Location of Competitive Private and Charter Schools



Competitive Schools – Where Former SUSD Students Go



- Approximately 100 charter/private schools within the radius have received transcripts from SUSD over the last three years
- 20 Private or Charter schools receive more than 70% of transcript requests
- The largest number of students who exit SUSD leave between grades 4 and 6
- The largest return of students is at grade 9*

*ADM Data Analysis provided to the SUSD Governing Board Oct. 3, 2013

Record Requests for 2011-2012 by Grade Level by Receiving School

Count of Grade	Grade															
Receiving School	1	2	3	4	5	6	7	8	9	10	11	12	KG	Pre	Grand Total	
Primavera Online High School						3	8	17	33	31	38	30			160	
Notre Dame Prep					1		58	71							130	
Arizona Virtual Academy		2	4	3	10	9	15	11	13	9	8	2	1		87	
Christ Lutheran School	5	9	22	20	9	6	2						4		77	
Scottsdale Preparatory Academy			11	30	10	7	5	6	1						70	
BASIS			26	33	8	3									70	
Archway Classical Academy	14	10	18	5									17	5	69	
Veritas Preparatory Academy		1	1	13	23	13	10	2	1				2		66	
BASIS Scottsdale			16	30	11	1	2						1		61	
Brophy College Preparatory							45	15							60	
Student Choice High School							3	1	15	9	13	2			43	
Arizona Connections Academy			4	1	5	5	6	4	4		1		1		31	
Montessori Academy	3	5	5	6	2	3	3	1					2		30	
BASIS PHX			4	12	4	6	1	3							30	
Accelerated Learning Center	1					1		4	7	6	8	3			30	
Integrity Education Centre		1	1	2		1	3	4	5	4	2	2			25	
Xavier College Prep					1		5	11	4	1					22	
New School for the Arts and Academics				1		5	4	5	6		1				22	
Hirsch Academy	8												5	7	20	
Pinnacle Education									1	6	8	3			18	
Our Lady of Perpetual Help Catholic School	1	1	6	3	4	1							2		18	
Grand Total	32	29	118	159	88	64	170	155	90	66	79	42	35	12	1139	

Record Requests for 2012-2013 by Grade Level by Receiving School

Count of Grade	Grade 															
Receiving School 	1	2	3	4	5	6	7	8	9	10	11	12	KG	Pre	Grand Total	
Primavera Online High School							4	7	8	29	24	27			99	
Veritas Preparatory Academy	3	2		4	15	17	10	10	3				5	1	70	
Notre Dame Prep						1		65	2			1			69	
Christ Lutheran School	4	3	6	20	15	2	3						2		55	
Arizona Virtual Academy			3	2	2	8	7	3	5	8	8	5			51	
Brophy College Preparatory								43	1						44	
BASIS				26	6	3	3								38	
Student Choice High School								3	3	12	6	7			31	
Scottsdale Preparatory Academy				8	10	2	4	2	2	2					30	
BASIS Scottsdale	1			17	5	1	1	1							26	
Hirsch Academy	6	8											12		26	
Archway Classical Academy	5	1	5	1									9		21	
Arizona Connections Academy	1		1	4	1	2	4	2	2	3					20	
Accelerated Learning Center									4	7	2	5			18	
Integrity Education Centre				1	1		1	1	1	4	4	3	1	1	18	
Montessori Academy	4	2		3	2		2	1	1				1		16	
Phoenix Country Day School	1	1	2		6	3	1						2		16	
New School for the Arts and Academics					2		2	1	3	4		1			13	
BASIS PHX				6	1	2			1						10	
Mission Montessori	3					2							5		10	
Grand Total	28	17	17	92	66	43	42	139	36	69	44	49	37	2	681	

Receiving Schools by Charter Holder or School Type

Learning Community Impacted	Records Requested - Students Withdrawn			
		2011-2012	2012-2013	*2013-2014
	Great Hearts Academies	211	114	35
Arcadia, Saguaro	Veritas Prep, Archway Veritas			
Desert Mountain	Scottsdale Prep, Archway Scottsdale			
Chaparral	N. Phx Prep, Archway N. Phx			
	BASIS Schools	161	74	11
Desert Mountain	BASIS Scottsdale			
Chaparral	BASIS Phoenix			
	Diocese of Phoenix Schools	251	138	33
Desert Mountain	Notre Dame Prep			
Chaparral	Brophy College Preparatory			
Arcadia	Xavier College Prep			
Coronado	Our Lady of Perpetual Help Catholic School			
Saguaro	Blessed Pope John XXIII Catholic School			
	St. Theresa Catholic School			
	St. Mary's High School			
	Online High Schools/Blended	307	182	57
All high schools	Primavera Online High School			
	Arizona Virtual Academy			
	Arizona Connections Academy			
	Pinnacle Education			
	Insight Academy of AZ			
	Career Success - Sage			
	RSD Computerized High School			
	Mosaica Online Academy			
	Leona Advanced Virtual Academy			
	Other Christian Education	123	83	8
All Learning Communities	Christ Lutheran School			
	All Saints Episcopal Day School			
	Scottsdale Christian Academy			
	Shepherd of the Desert Lutheran School			
	Valley Lutheran High School			
	Thunderbird Christian Elementary			
	Paradise Valley Christian Prep			
	Grace Community Christian School			
	Phoenix Christian School PreK-8			
	Other Private Schools	48	24	12
Chaparral	Phoenix Country Day School			
Saguaro	Rancho Solano Preparatory School			
	Tesseract School			
	Scottsdale Country Day School			
	Other Charter Schools	384	208	44
	(76 schools comprise this group)			

Competitive Schools – Why Parents Make Different Choices

- Data Gathering – purposeful sampling
- 6 Question Interview – Conducted Dec. 2013
- 4 parents – left SUSD
- 2 parents – came to SUSD
- Answers coded to themes – frequency
- Commonality among respondents
- Key anecdotes

Interview Questions

1. What factor(s) influenced you to select your child's current school?
2. As a parent in the Scottsdale Unified School District, how would you describe your experience?
3. If there were one thing you thought the Scottsdale Unified School District did very well, what would it be?
4. If you could recommend one improvement for the Scottsdale Unified School District, what would it be?
5. Please complete the sentence: "One factor that could/did cause us to return to a Scottsdale Unified School District school was/is _____. " Why did you choose this particular factor?
6. Is there anything else you would like to add?

Themes, Key Words and Phrases

Theme Number	Theme	Key Words and Phrases
1	Perception of middle school	Middle school, reputation, road blocks, market, challenges, unstructured time, thought of middle school is terrifying
2	Budget concerns	Cuts, programs, fortunate, worry, losing something, not knowing, fear
3	Academic rigor	Grading system, bar, more challenge, advanced work, academics, gifted, comprehensive gifted, excellent education, pre-IB, IB, acceleration, focus, comprehensive, thorough, comparable to Basis, expect more, cultivate environment of excellence, measure of success, improved, 3 rd grade gifted, pushing hard academically, mediocrity, alignment, important, longer school day, expectations average in SUSD
4	Well-rounded education	Extracurricular, fun, no fun, strong, programs, other activities, chess, thankful, art, music, PE, gifted, athletes, wide array, options
5	Social/emotional development	Sense of community, positive, focus on social, too small, misses friends, bullying, unhappy, unappealing culture, no support, very negative, happy, texting, social media, Instagram, "athletes," "bookworms," "cheerleader," cool to work hard, more positive peer group, parental babysitting, "herd mentality," issues, drain, abandon, strong counselor, support from district, make work for students
6	Curriculum and instruction	Curriculum, too hard, continually challenged, left behind, no extra help, really happy, wide range of curriculum, curriculum poorly coordinated, not rigorous, not standardized, ok curriculum, comparable academics, improve the curriculum, much improved, amazing things about teachers, wide variety of courses, eLearning, flexibility
7	Economic advantage	Able to afford choice, "haves and the have not's," hard choice, technology, BYOT
8	School choice	Tough, unsure, these choices, credits to transfer, waiting list, Cheyenne, charters, left behind, competitive world, international influence, great set of public schools, SUSD, homework on schools, informational, aggressive, marketing, advanced school, program, class alignment, comparative
9	Boomerang – returning to District	Middle school, high school, return for high school, IB, CGP, math, coordination
10	Community/customer/individual needs	SPED, gifted, extra help, they took the time, road blocks, parent involvement and manipulation, involved, positive experience, happy, grateful to have the program, community involvement, utilize assets, get parents engaged, voice was not heard, much improved, not singled out, surprised that 2 nd override failed, missed retirement community, property taxes, ballot language, "These are your grandchildren,"
11	Neighborhood school	Local school, our home school, president of PTO, local school very good, much improved, parents in school system
12	Preparation for college and career	Prepare for college and life, successful, tougher now, tools in the toolbox, choices, 2 year school, 4 year school, Ivy League, very pleased, positioned to get into an excellent college
13	Leadership	Love how accessible Dr. Peterson is, everyone from top down, excellence, district personnel, district level, excellent principals, support with district, Dr. Furlis, as an example and Calculus III

Frequency of Theme and Count of Respondents for each Theme

Theme Number	Theme	Frequency of Theme	Number of Respondents n=6
1	Perception of middle school	7	5
2	Budget concerns	6	6
3	Perception of academic rigor	22	6
4	Well-rounded education	10	5
5	Social/emotional development	15	6
6	Curriculum and instruction	10	6
7	Economic advantage	2	2
8	School choice	8	4
9	Boomerang – returning to District	2	2
10	Community/customer/individual needs	14	5
11	Neighborhood school	5	3
12	Preparation for college and career	5	4
13	Leadership	6	5

Most Cited Themes

- **Perception of Academic Rigor**

This theme had the highest frequency with 22 occurrences out of 36 possible occurrences. In addition, all six respondents shared feedback connected with this theme. Based upon the frequency and respondent rate, this area is identified as the area of the greatest interest for parents who were interviewed.

- **Social/Emotional Development**

This theme had the second highest frequency with a total of 15 occurrences and all six respondents connecting this theme. The perceptions regarding the positive and negative impact of a particular school played on both sides of the question.

- **Curriculum and Instruction**

This theme had the fourth highest frequency with 10 occurrences and all six respondents connecting this theme. This theme also co-occurred with Perception of Academic Rigor in multiple occasions.

- **Community/Customer/Individual Needs**

Although this theme had a higher frequency than curriculum and instruction with 14 occurrences, five respondents connected with this theme.

Nuggets

- “Thought of middle school is terrifying”
- “Loved the experience of elementary school”
- “Hard choice... struggled for a long time...chose SUSD school...”
- “Ran into road blocks at _____ (SUSD) middle school...”
- “Now we hear great things about _____ (SUSD) middle school!”

More Nuggets

- “_____ (charter school) not a positive environment...an unappealing culture that was very negative.”
- “Our local (SUSD) school was very good.”
- “I want SUSD to succeed.”
- “Bullying a big problem at the middle school”
- At _____ (charter school), “being smart is what is cool.”

Feedback for SUSD

- “Market the middle schools”
- “Improve the curriculum”
- “Get academic focus squared away.”
- Connect with retirees, “These are your grandchildren, think of them in Iowa or Michigan or Wisconsin.”
- “Need to cultivate an environment of excellence...”

Feedback for SUSD Continued

- Strengthen transition from middle to high school
- “Love how available Dr. Peterson is...shows his face...open to hearing what parents have to say...”
- “SUSD has a great set of schools.”
- “Kids are posting on Instagram all day long.”
- “You are getting there a year too late.” (information on SUSD middle schools before 5th grade versus before 4th grade)

Interpretations

- Most parents have very positive experiences at elementary school and think very highly of their child's experience
- There is deep seated concern regarding middle school that often is founded upon lack of information – example: Mountainside is an average school, respondent was unaware of the school having an “A”

Interpretations Continued

- Perception of Academic Rigor – parents have high expectations, no consensus exists for the definition, difficult for a consensus description of what rigor looks like in the classroom
- Social/Emotional Needs – parents want their children's needs met, but very much an individual interpretation of needs

Interpretations Continued (3)

- Curriculum and Instruction – quality expected for both, lack of a common definition on what this looks like
- Community/Customer/Individual Needs – connecting to the customer, student and community, individualized needs

Example of Rigor and Perception and Positive Results

- Desert Mountain IB Program, started in 1998
- BASIS Scottsdale, started in 2003
- Advanced Placement
- What stories do the following tables tell regarding success due to academic rigor?

Student Enrollment Figures – BASIS Scottsdale

	5th	6th	7th	8th	9th	10th	11th	12th	
2003-2004	25	49	43	22					
2004-2005	27	59	53	36					
2005-2006	50	52	68	34					
2006-2007	54	84	54	57					
2007-2008	135	125	106	57	40	11	13		Begin high school
2008-2009	130	125	104	92	42	35	11	10	
2009-2010	152	138	110	94	42	30	23	*	
2010-2011	144	146	130	96	48	36	26	21	
2011-2012	144	145	137	125	54	43	33	20	
2012-2013					75	45	35	27	Estimates
2013-2014						63	37	29	Estimates

Data retrieved from the Arizona Department of Education on Dec. 13, 2013

<http://www.azed.gov/research-evaluation/arizona-enrollment-figures/>

Retention Rate for BASIS Scottsdale

Average Change in Enrollment per Year

	8th	9th	10th	11th	12th	5 year retention rate
Average Enrollment Decline Per Grade	-12.8%	-40.0%	-16.5%	-18.6%	-18.3%	34.0%

Numbers reflect enrollment only and cannot determine individual student retention

School years 2003-2004 through 2011-2012

Data retrieved from the Arizona Department of Education on Dec. 13, 2013

<http://www.azed.gov/research-evaluation/arizona-enrollment-figures/>

IB Diplomas Earned at Desert Mountain

Class	Diplomas Earned	Diploma Candidates	Success Rate
2013	58	62	94%
2012	58	60	97%
2011	45	52	86%
2010	41	54	75%
2009	42	46	91%
2008	46	49	94%
2007	45	53	85%
2006	51	57	89%
2005	32	39	82%
2004	26	31	84%
2003	31	35	88%
2002	19	24	79%
2001	13	18	72%

Retrieved from

http://ib.susd.schoolfusion.us/modules/groups/group_pages.phtml?gid=958928&nid=70044&sessionid=cd55ab6354da07b7af7ff61aeebc4a56&sessionid=cd55ab6354da07b7af7ff61aeebc4a56 on Jan. 11, 2014

AP[®] Results for SUSD Students for 2012-2013

Subject	# Enrolled	# Tested	% Tested	5	4	3	2	1	3 or Above	% Passed
Studio Art: 2-D Design Portfolio	21	21	100%	1	11	7	0	0	19	90%
Studio Art: 3-D Design Portfolio	11	5	45%	0	0	3	2	0	3	60%
Studio Art: Drawing Portfolio	45	36	80%	1	14	17	4	0	32	89%
English Language and Composition	382	287	75%	20	60	102	93	12	182	63%
English Literature and Composition	263	230	87%	24	57	96	47	6	177	77%
European History	0	2		0	0	1	0	1	1	50%
Macroeconomics	174	66	38%	7	11	13	16	19	31	47%
Microeconomics	0	2		1		1	0	0	2	100%
Psychology	210	153	73%	27	45	38	21	22	110	72%
United States Government and Politics	355	239	67%	24	41	72	61	41	137	57%
United States History	378	309	82%	43	70	74	95	27	187	61%
World History	63	65	103%	10	16	22	14	3	48	74%
Calculus AB	198	174	88%	19	41	48	30	36	108	62%
Calculus BC	162	155	96%	86	29	30	2	8	145	94%
Computer Science A	17	7	41%	1	3	1	0	2	5	71%
Statistics	206	172	83%	30	52	38	31	21	120	70%
Biology	116	100	86%	7	37	50	6	0	94	94%
Chemistry	107	68	64%	31	16	12	5	4	59	87%
Environmental Science	47	26	55%	0	10	4	8	4	14	54%
Physics B	13	8	62%	4	3	1	0	0	8	100%
Chinese Language/Culture	0	3		2			0	1	2	67%
Spanish Language	102	38	37%	4	10	5	12	7	19	50%

Total **2,870** **2,166** **75%** **342** **526** **635** **447** **214** **1,503** **69%**

Analysis by Learning Community

The complex areas have meaningful differences in demographic and household characteristics that cause variations in enrollment changes in the future. In some cases there are short term factors affecting enrollment, while more systemic issues are present in others.

Only about 71 percent of the high school students are attending the attendance area's designated high school, while about 75 percent of the Kindergarten through 8th grade students attend the school designated for their area of residence.

Copper Ridge School is expected to have the largest enrollment among Kindergarten through 8th grade schools for the duration of the projection period, growing by 85 students. Cheyenne Traditional should grow by 54 and retain its number two size. Mohave, Kiva, Navajo, and Pueblo and all projected to grow by over 100 students, with Navajo and Pueblo having the largest growth. Mountainside, Pima, Cocopah, and Anasazi schools all are expected to lose over 100 students by 2021/22.

PROJECTED ENROLLMENT AND ENROLLMENT GROWTH RATE

Year	Households	School-Age Population *		K-12 Enrollment		Net Difference	Enrollment - Population Ratio
		Total	Per Household	Total	Per Household		
1990/91	73,225	22,103	0.302	19,421	0.265	2,682	0.879
1995/96	83,644	26,762	0.320	23,125	0.276	3,637	0.864
2000/01	98,031	33,195	0.339	27,225	0.278	5,970	0.820
2001/02	99,939	33,412	0.334	27,214	0.272	6,198	0.815
2002/03	101,776	33,591	0.330	27,211	0.267	6,380	0.810
2003/04	103,675	33,768	0.326	26,342	0.254	7,426	0.780
2004/05	105,594	33,939	0.321	26,173	0.248	7,766	0.771
2005/06	107,278	34,025	0.317	26,595	0.248	7,430	0.782
2006/07	107,097	33,573	0.313	25,892	0.242	7,681	0.771
2007/08	106,778	33,158	0.311	26,083	0.244	7,075	0.787
2008/09	105,359	32,446	0.308	26,372	0.250	6,074	0.813
2009/10	104,060	31,746	0.305	26,396	0.254	5,350	0.831
2010/11	102,742	31,084	0.303	25,989	0.253	5,095	0.836
2011/12	103,460	30,655	0.296	25,691	0.248	4,964	0.838
2012/13	104,668	30,391	0.290	25,624	0.245	4,767	0.843
2013/14	106,093	30,239	0.285	25,636	0.242	4,604	0.848
2014/15	107,347	30,056	0.280	25,700	0.239	4,356	0.855
2015/16	108,489	30,018	0.277	25,684	0.237	4,334	0.856
2016/17	109,342	30,192	0.276	25,584	0.234	4,608	0.847
2017/18	110,032	30,296	0.275	25,574	0.232	4,722	0.844
2018/19	110,792	30,314	0.274	25,387	0.229	4,927	0.837
2019/20	111,527	30,325	0.272	25,245	0.226	5,079	0.832
2020/21	112,196	30,300	0.270	25,147	0.224	5,154	0.830
2021/22	112,641	30,014	0.266	24,881	0.221	5,133	0.829

Source: Applied Economics, 2012.

* Population age 5 through 17, corresponds with Kindergarten through 12th grade.

Bolding indicates historical data.

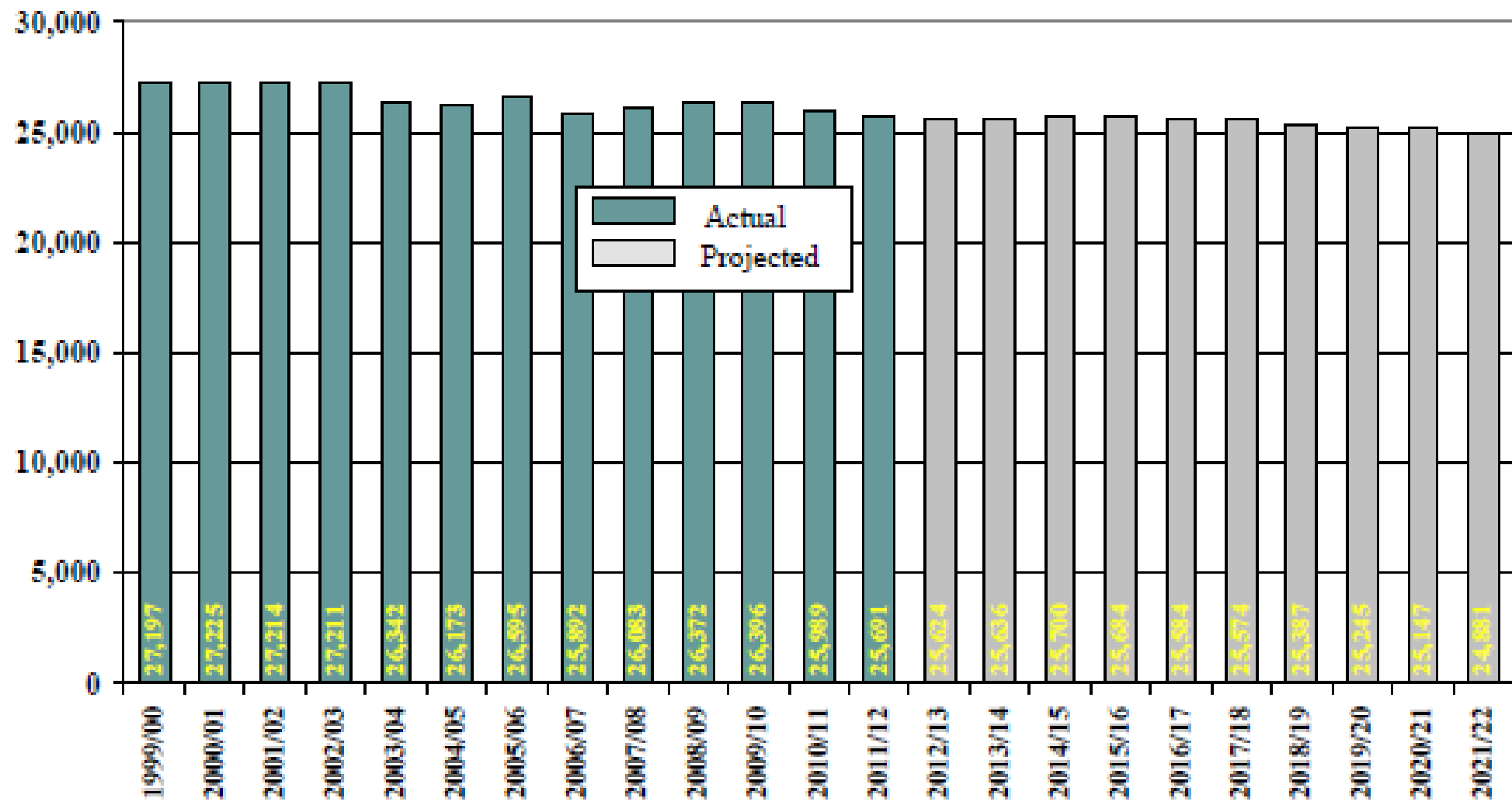
Enrollment to Decline due to Economic Dynamics

A loss of **811** total students is expected by 2021/22 based on 2012 data and not factoring in additional Open Enrollment or Increased Capture Rate.

The most significant losses are expected to be in the K-6 group. This is likely the result of high housing vacancy rates and the high cost of new housing that is a barrier for younger families.

The middle school grades should remain basically unchanged, losing about a dozen students advancing from lower grades.

The number of students in grades 9-12 will be receding as graduating classes are followed by lesser numbers of students in lower grades.



Sources: Scottsdale Unified School District; Applied Economics, 2012.

STUDENT GENERATION BY ATTENDANCE AREA: 2010/11-2021/22

	Actual											
	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
<u>Grades K-8th</u>												
Ingleside Middle School	584	643	645	668	666	677	692	705	712	729	715	703
Hopi Elementary School	728	623	636	649	650	647	660	655	648	644	641	635
Tavan Elementary School	709	731	745	770	789	802	805	793	788	782	778	770
Cocopah Middle School	730	723	726	703	728	677	672	623	616	610	611	592
Cherokee Elementary School	415	385	372	359	353	335	334	335	328	324	321	316
Cochise Elementary School	494	514	499	493	471	472	467	460	451	443	436	428
Sequoia Elementary School	398	398	373	380	368	366	364	364	359	356	354	350
Copper Ridge School	888	903	941	979	999	1,013	1,029	1,031	1,021	1,014	989	970
Supai Middle School	671	640	618	617	609	599	588	601	635	627	598	577
Hohokam Elementary School	464	491	498	513	521	532	538	530	502	490	479	461
Pima Elementary School	615	633	598	594	585	566	557	543	523	506	492	473
Tonalea Elementary School	560	589	599	593	591	589	585	576	548	532	514	495
Yavapai Elementary School	519	547	546	566	567	560	546	527	515	499	486	468
Desert Canyon Middle School	883	911	906	944	905	928	929	912	899	883	872	846
Desert Canyon Elementary	807	749	748	741	725	716	699	700	687	676	666	657
Redfield Elementary School	1,013	966	979	973	982	963	958	947	931	917	905	891
Mountainside Middle School	869	884	797	782	712	699	642	613	588	587	593	577
Anasazi Elementary School	690	633	621	600	568	556	546	553	543	537	533	527
Laguna Elementary School	643	629	604	571	586	565	573	569	563	558	555	549
Mohave Middle School	471	484	456	466	484	509	504	490	561	593	588	594
Kiva Elementary School	524	472	496	509	523	536	548	553	562	570	578	582
Navajo Elementary School	464	475	491	499	509	522	542	571	578	591	607	617
Pueblo Elementary School	534	532	546	569	602	613	661	680	676	690	705	711
Out of District	2,391	2,432	2,485	2,569	2,584	2,649	2,688	2,654	2,688	2,701	2,660	2,665
Total	17,064	16,987	16,923	17,109	17,078	17,091	17,126	16,984	16,923	16,858	16,674	16,454
<u>High School</u>												
Arcadia High School	1,054	1,036	1,045	995	1,007	1,039	1,017	1,066	1,057	1,046	1,091	1,092
Chaparral High School	1,605	1,634	1,608	1,592	1,555	1,582	1,574	1,621	1,629	1,569	1,554	1,508
Chaparral North Area	276	322	342	377	431	469	513	560	581	588	596	593
Coronado High School	1,269	1,172	1,260	1,317	1,417	1,462	1,422	1,399	1,366	1,368	1,388	1,393
Desert Mountain High School	2,486	2,370	2,308	2,172	2,166	2,042	1,992	1,964	1,876	1,852	1,766	1,743
Saguaro High School	1,016	992	990	982	980	988	977	1,013	1,019	1,027	1,090	1,114
Out of District	1,495	1,501	1,489	1,469	1,497	1,480	1,475	1,527	1,518	1,526	1,583	1,577
Total	8,925	8,705	8,701	8,526	8,622	8,593	8,458	8,590	8,464	8,387	8,473	8,427

PROJECTED ENROLLMENT BY SCHOOL: 2010/11-2021/22

	<u>Actual</u>											
	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
<u>Grades K-8th</u>												
Ingleside Middle School	730	780	784	809	808	821	837	849	857	875	859	847
Hopi Elementary School	880	794	809	826	827	827	841	835	829	826	821	815
Tavan Elementary School	750	767	781	808	826	840	843	831	826	820	816	808
Arcadia Learning Center	506	515	521	531	533	541	546	541	545	547	542	543
Cocopah Middle School	893	890	896	876	901	852	849	799	792	787	786	768
Cherokee Elementary School	570	539	528	518	512	496	497	497	492	487	483	478
Cochise Elementary School	618	627	613	610	588	591	586	579	570	563	555	547
Sequoia Elementary School	557	556	533	543	532	532	531	530	526	524	520	516
Copper Ridge School	1,216	1,230	1,272	1,316	1,337	1,357	1,375	1,375	1,368	1,362	1,333	1,315
Supai Middle School	476	460	441	442	435	428	418	430	465	458	427	406
Hobokam Elementary School	467	488	495	510	518	529	535	527	500	487	476	458
Pima Elementary School	673	694	660	657	648	630	622	607	588	571	556	537
Tonalea Elementary School	529	552	563	557	555	554	550	541	514	497	479	460
Yavapai Elementary School	540	566	565	585	587	580	566	547	535	519	506	488
Desert Canyon Middle School	630	648	646	690	651	678	681	662	651	635	622	597
Desert Canyon Elementary	672	628	628	624	608	601	585	585	573	562	551	542
Redfield Elementary School	625	603	620	622	632	617	616	602	589	576	560	547
Cheyenne Traditional School	1,019	996	1,008	1,027	1,031	1,046	1,055	1,047	1,055	1,058	1,048	1,050
Mountainside Middle School	906	923	837	823	753	739	684	654	629	628	634	618
Anasazi Elementary School	680	640	628	607	575	562	553	560	550	544	540	534
Laguna Elementary School	690	670	646	613	629	609	616	612	607	601	598	592
Mohave Middle School	636	640	614	627	646	673	669	654	726	758	752	759
Kiva Elementary School	678	650	676	693	708	723	736	740	751	759	765	770
Navajo Elementary School	491	501	517	526	535	549	569	599	605	618	634	645
Pueblo Elementary School	632	630	645	670	704	716	765	783	780	794	808	815
Total	17,064	16,987	16,924	17,109	17,078	17,090	17,126	16,984	16,923	16,858	16,674	16,453
<u>High School</u>												
Sierra Vista Academy	25	24	24	24	24	24	24	24	24	24	25	25
Arcadia High School	1,708	1,686	1,691	1,633	1,656	1,681	1,657	1,726	1,714	1,706	1,773	1,772
Chaparral High School	2,178	2,188	2,158	2,135	2,108	2,129	2,119	2,184	2,189	2,131	2,135	2,087
Coronado High School	1,286	1,218	1,306	1,362	1,463	1,507	1,467	1,446	1,412	1,414	1,437	1,441
Desert Mountain High School	2,388	2,291	2,229	2,091	2,087	1,962	1,912	1,886	1,798	1,774	1,691	1,667
Saguaro High School	1,339	1,298	1,293	1,282	1,285	1,290	1,278	1,324	1,328	1,338	1,412	1,434
Total	8,925	8,705	8,701	8,526	8,622	8,593	8,458	8,590	8,464	8,387	8,473	8,427

ELEMENTARY AND MIDDLE SCHOOL PROJECTED ENROLLMENT CHANGE BY SCHOOL: 2011/11-2021/22

Rank		2011/12		2021/22	
1	Copper Ridge School	1,230	—————	Copper Ridge School	1,315
2	Cheyenne Traditional School	996	—————	Cheyenne Traditional School	1,050
3	Mountainside Middle School	923	—————	Ingleside Middle School	847
4	Cocopah Middle School	890	—————	Hopi Elementary School	815
5	Hopi Elementary School	794	—————	Pueblo Elementary School	815
6	Ingleside Middle School	780	—————	Tavan Elementary School	808
7	Tavan Elementary School	767	—————	Kiva Elementary School	770
8	Pima Elementary School	694	—————	Cocopah Middle School	768
9	Laguna Elementary School	670	—————	Mohave Middle School	759
10	Kiva Elementary School	650	—————	Navajo Elementary School	645
11	Desert Canyon Middle School	648	—————	Mountainside Middle School	618
12	Mohave Middle School	640	—————	Desert Canyon Middle School	597
13	Anasazi Elementary School	640	—————	Laguna Elementary School	592
14	Pueblo Elementary School	630	—————	Cochise Elementary School	547
15	Desert Canyon Elementary	628	—————	Redfield Elementary School	547
16	Cochise Elementary School	627	—————	Arcadia Learning Center	543
17	Redfield Elementary School	603	—————	Desert Canyon Elementary	542
18	Yavapai Elementary School	566	—————	Pima Elementary School	537
19	Sequoia Elementary School	556	—————	Anasazi Elementary School	534
20	Tonalea Elementary School	552	—————	Sequoia Elementary School	516
21	Cherokee Elementary School	539	—————	Yavapai Elementary School	488
22	Arcadia Learning Center	515	—————	Cherokee Elementary School	478
23	Navajo Elementary School	501	—————	Tonalea Elementary School	460
24	Hohokam Elementary School	488	—————	Hohokam Elementary School	458
25	Supai Middle School	460	—————	Supai Middle School	406

Source: Applied Economics, 2012.

Conclusions

- SUSDB has had a great deal of success over its history but often finds this story is not told consistently.
- The current environment offers more choices to parents than ever before.
- An opportunity to clarify and hone our message is before us.
- The current environment and projections for the future are based upon a complicated set of variables. *There is no single cause/effect relationship that tells the story of enrollment. Multiple variables are at play.*

Opportunities

- Enhance outreach to elementary students and parents that connect to SUSD middle schools, especially at 3rd and 4th grades.
- A clear definition of academic rigor and a consistent usage should become part of the SUSD culture, generally understood and used by all.
- Continue the work begun in 2010 regarding middle schools as recommended by the Middle School Task Force, capitalizing on the new facilities, changes in leadership, curricular focus and programs. (Culture and Community, Curriculum, Instruction and Assessment, Leadership and Organization).
- Create greater opportunities to connect with our community, especially those who may not have children in our schools (retirees, empty nesters, etc.).
- SUSD can continue to refine its data to better account for students who leave SUSD and who come to SUSD.

DISCUSSION