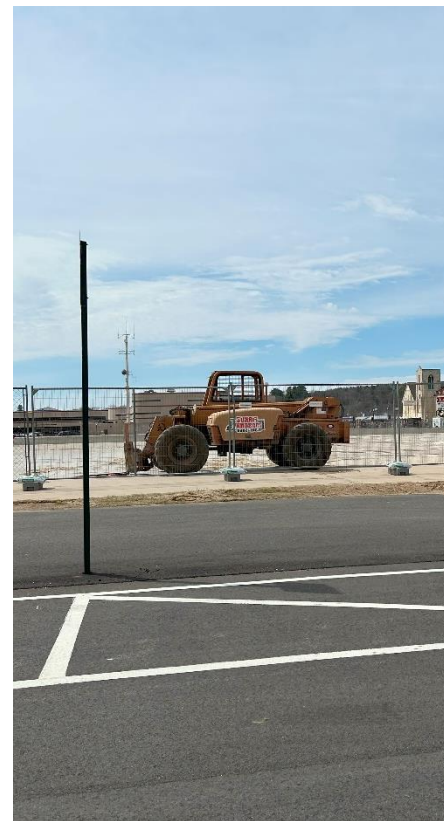


# Community Change & Student Enrollment Projections

July 10, 2024



# Presentation Outline

- Recent Enrollment and Demographic Trends
- Recent Housing Trends
- Projection Methodology Overview
- Housing Projections
- Student Enrollment Projections
- Comparing Enrollment Projections to Building Capacities
- Task Force Implications

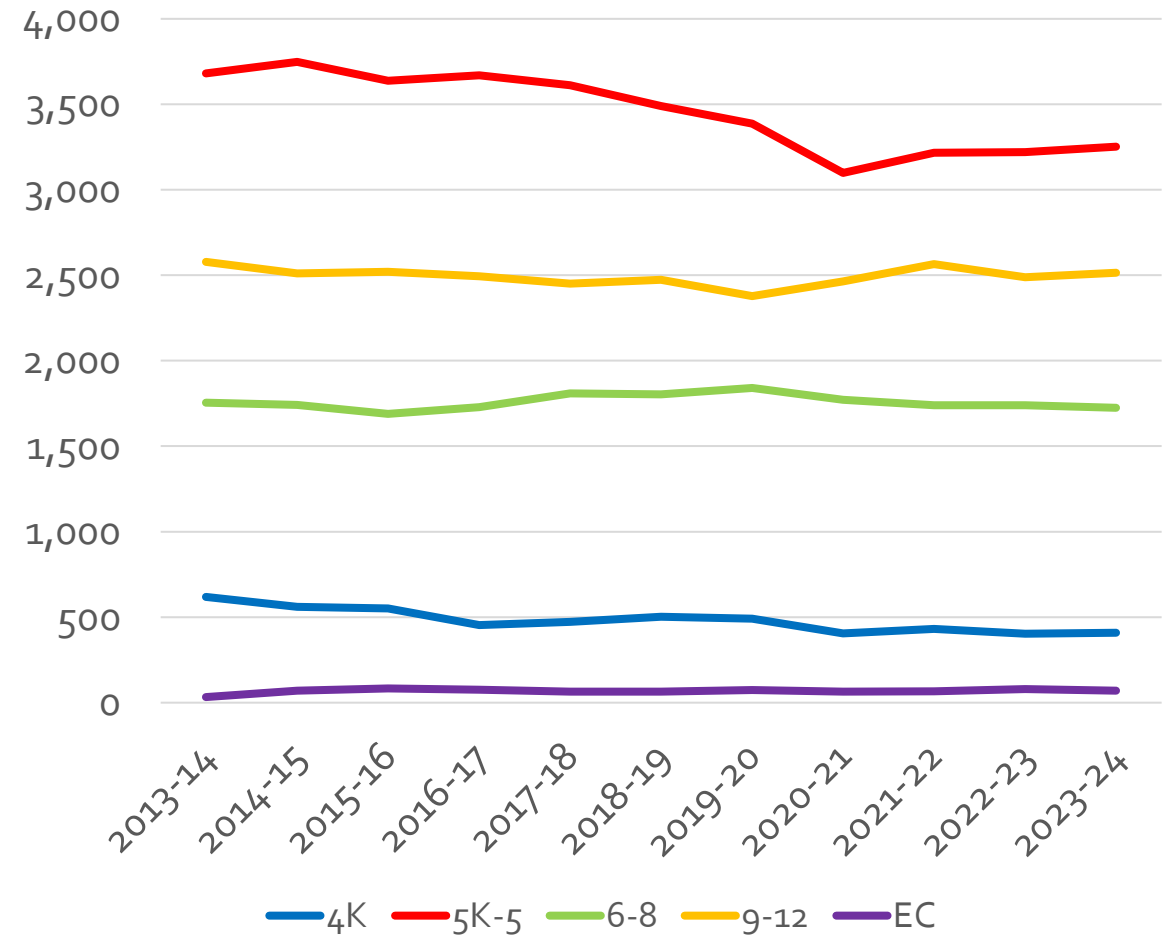
This presentation is a summary of MDRoffers Consulting's more detailed July 2024 report

# Recent Enrollment and Demographic Trends



# Overall, Decreasing Enrollment...

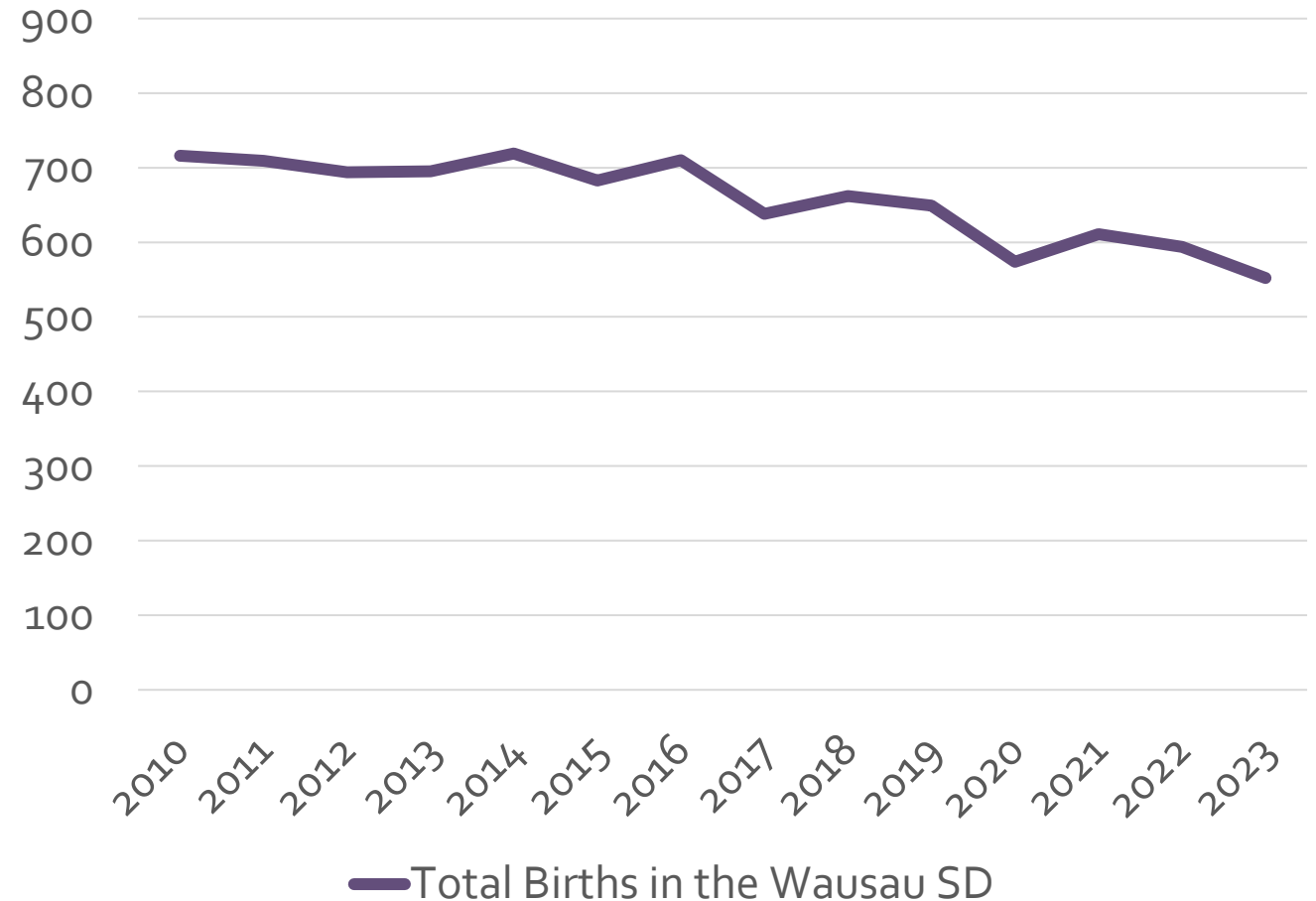
- EC-12 enrollment decreased by 694 students, or 8%, since 2013
- Greatest enrollment decreases at the 4K (-210) and 5K-5 (-430) grade groups
- Minor enrollment decreases at the 6-8 (-30) and 9-12 (-63) grade groups
- Slight, but minor, increases at Early Childhood (EC)
- Suggests continued enrollment decreases as smaller 4K-5 class sizes replace larger 6-12 class sizes





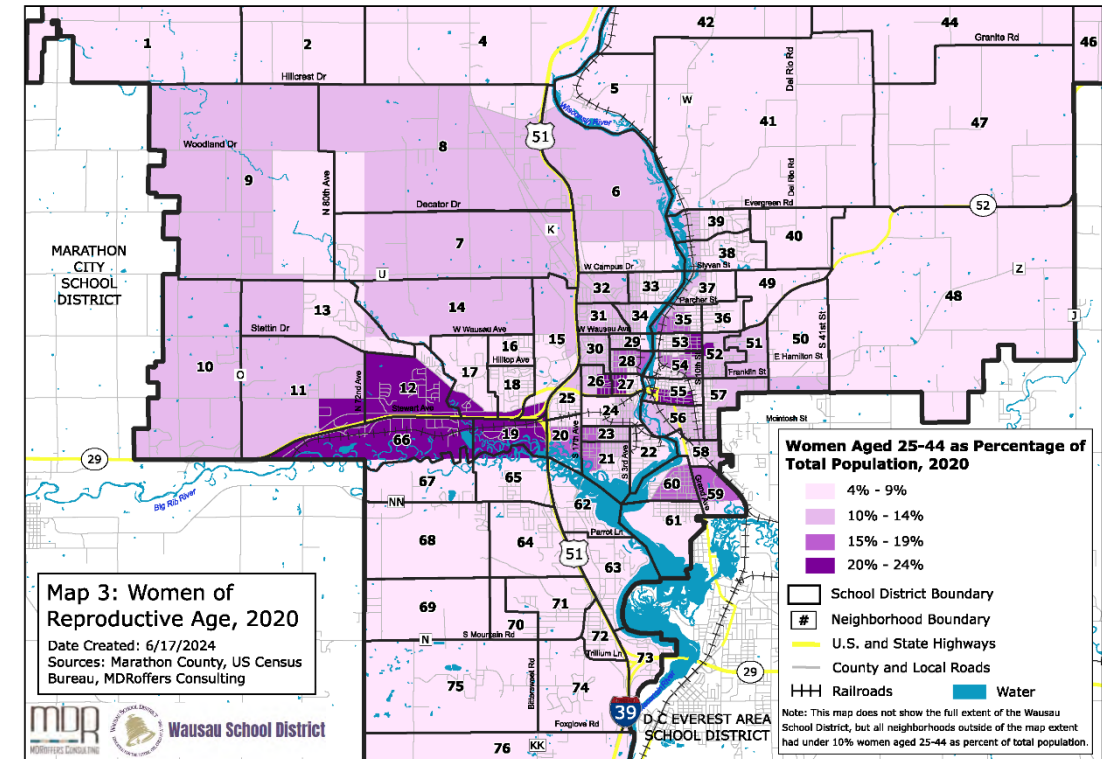
## ... Mostly due to Decreasing Births

- WSD births decreased from 716 births in 2010 to 552 births in 2023; a decrease of 164 births or -23 percent
- Due to housing market shifts, lower housing construction in the 2010s, aging community, demographic change
- Suggests future enrollment decreases as fewer children are born in the WSD



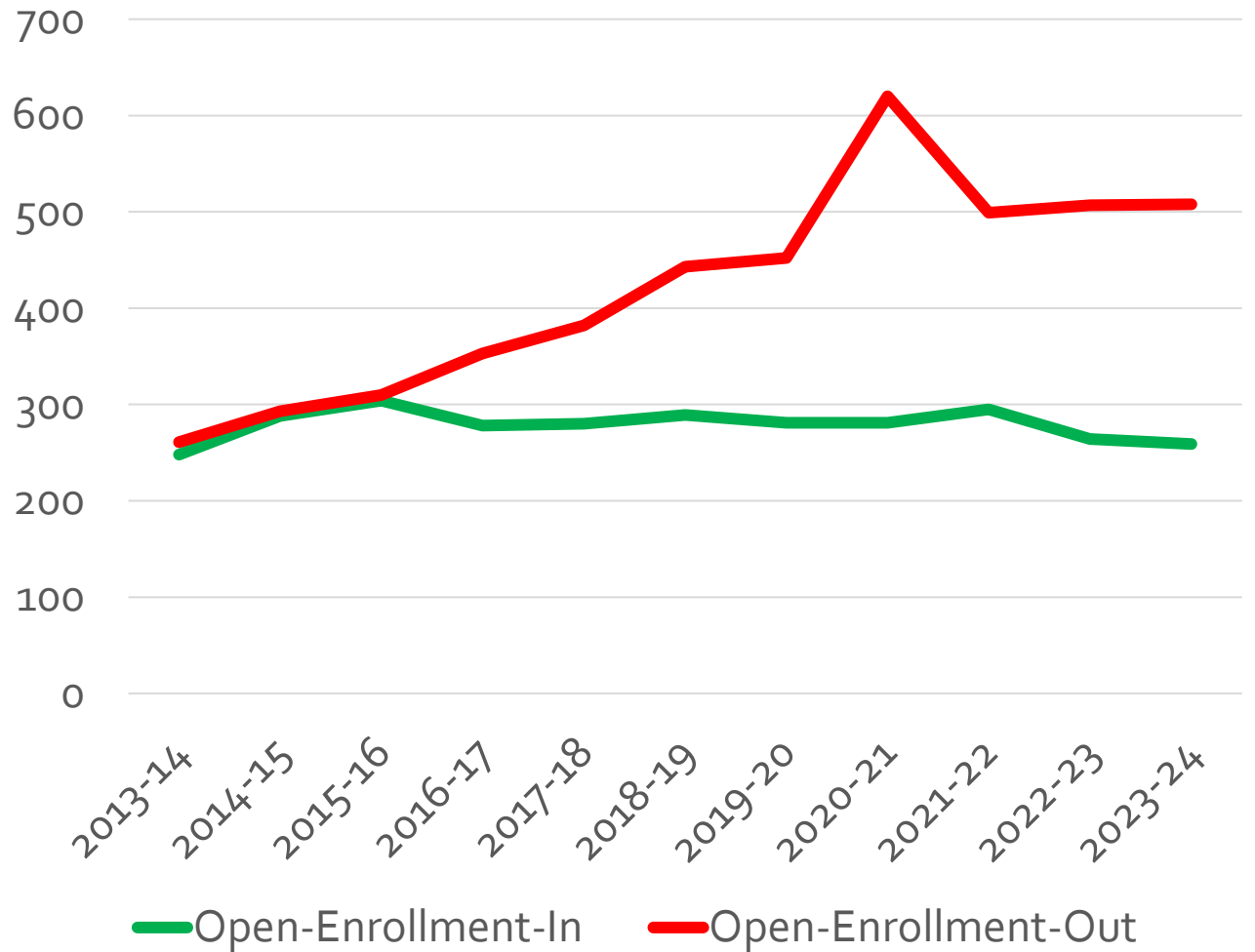
# And an Aging District

- Population aged 25-44 years old (i.e., those of reproductive age) remained stable in 2010s
- Entire growth in population in the WSD in 2010s was in the population aged 65+
- In 2020, similar number of children aged 5-19 in the WSD (10,531) as residents 65+ (10,020)
  - In 2010, over 2,500 more children aged 5-19 than residents 65+



# Increasing Open-Enrollment-Out

- In 2013, open-enrollment-in to the WSD and open-enrollment-out of the WSD were similar, at around ~250 students
- Since 2013, open-enrollment-in has remained stable, while open-enrollment-out has almost doubled to ~500 students
- Helps to explain *some* of recent enrollment decreases



# Private School Enrollment Trends

- Combined enrollment of the eight private schools operating in the WSD decreased by ~23 students over the past decade (-3 percent)
- Enrollment decreased at local private schools before 2020, but increased between the 2020-21 and 2021-22 academic years (Covid-19 pandemic)
- Since 2021-22, private school enrollment has continued to decrease





# Recent Housing Trends



# Increasing Housing Construction

- 1,185 new housing units permitted in the WSD from 2013-2023 (119/year), with ~59% single-family
- Recent acceleration:
  - 91 housing units per year, 2013-2018
  - 146 housing units per year, 2019-2023
  - 200+ new housing units in 2020 and 2022
- In response to housing supply shortage and despite higher interest rates





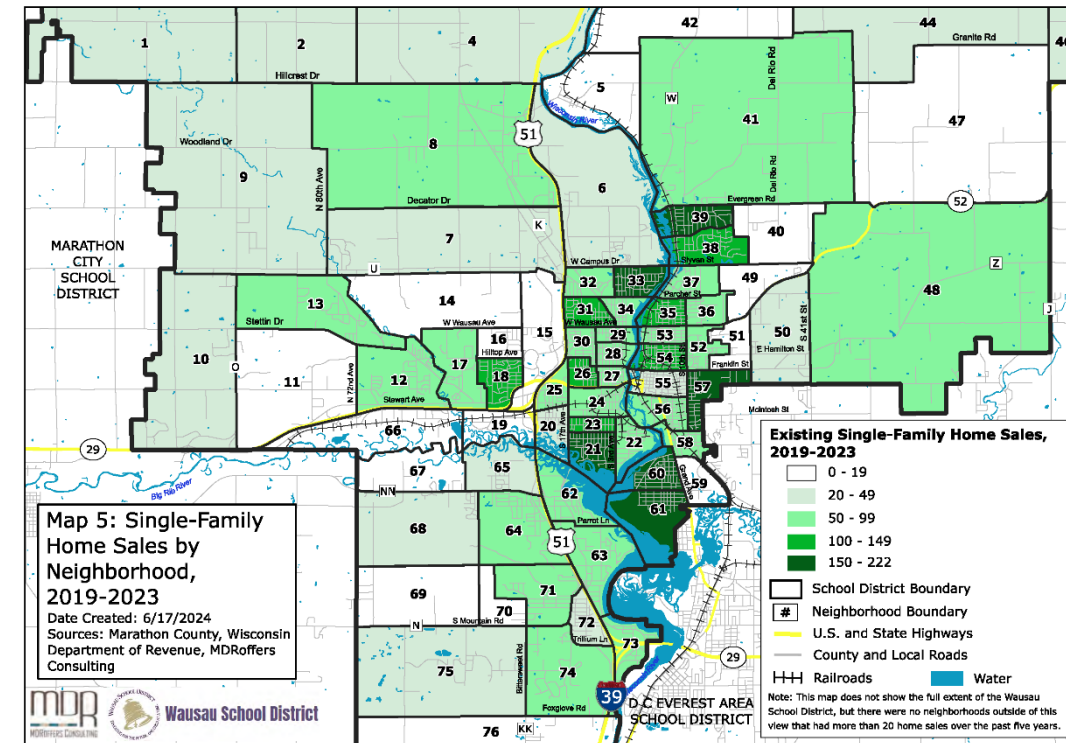
# Student Generation from New Single-Family Homes

- Per a new homeowner survey performed in Spring, each new single-family home in the WSD generates an average of:
  - **0.49** WSD 4K-12 student
  - **0.19** child aged 0-4
- Our separate analysis suggested **0.54** WSD 4K-12 students per new single-family home
- In our experience, ratios are typical for a large, urban school district



# Impact of Sales of Existing Homes

- Single-family homes tend to produce the most students within first 10 years
- Number then tends to decrease, usually until major turnover occurs in ~30 years
- Existing home sales data shows where turnover to new households is highest →
- In some high-turnover neighborhoods like Woodland Meadows and Brady Park (N31) enrollment recently increased, but enrollment decreased in most high-turnover neighborhoods



# Student Generation from Multiple-Family Housing

- New multiple-family housing in the WSD tends to be marketed to young singles and couples, and produces **0.03** 4K-12 students per unit, or ~33 units to produce one student
- Older multiple-family housing tends to be more affordable, and generates **0.14** 4K-12 students per unit
- Income-restricted new housing produces students at higher rates, generating an average of **0.38** 4K-12 students per unit



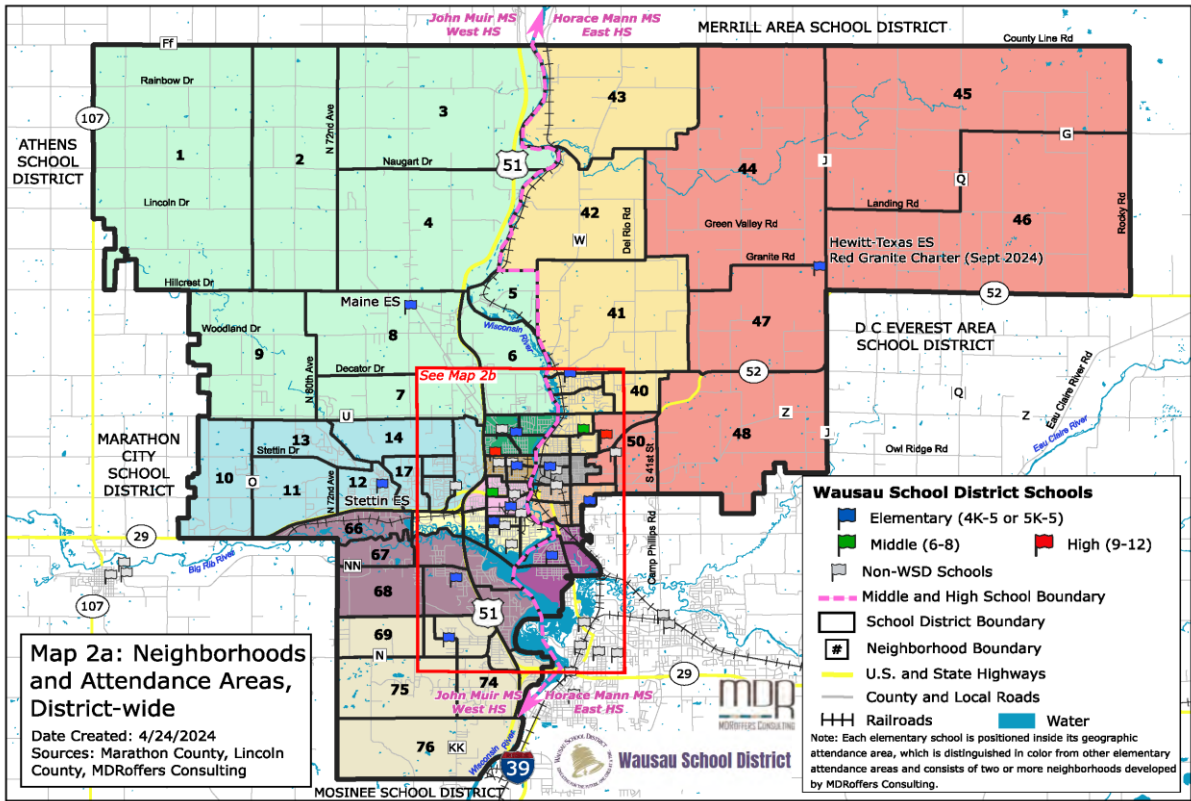


# Projection Methodology Overview



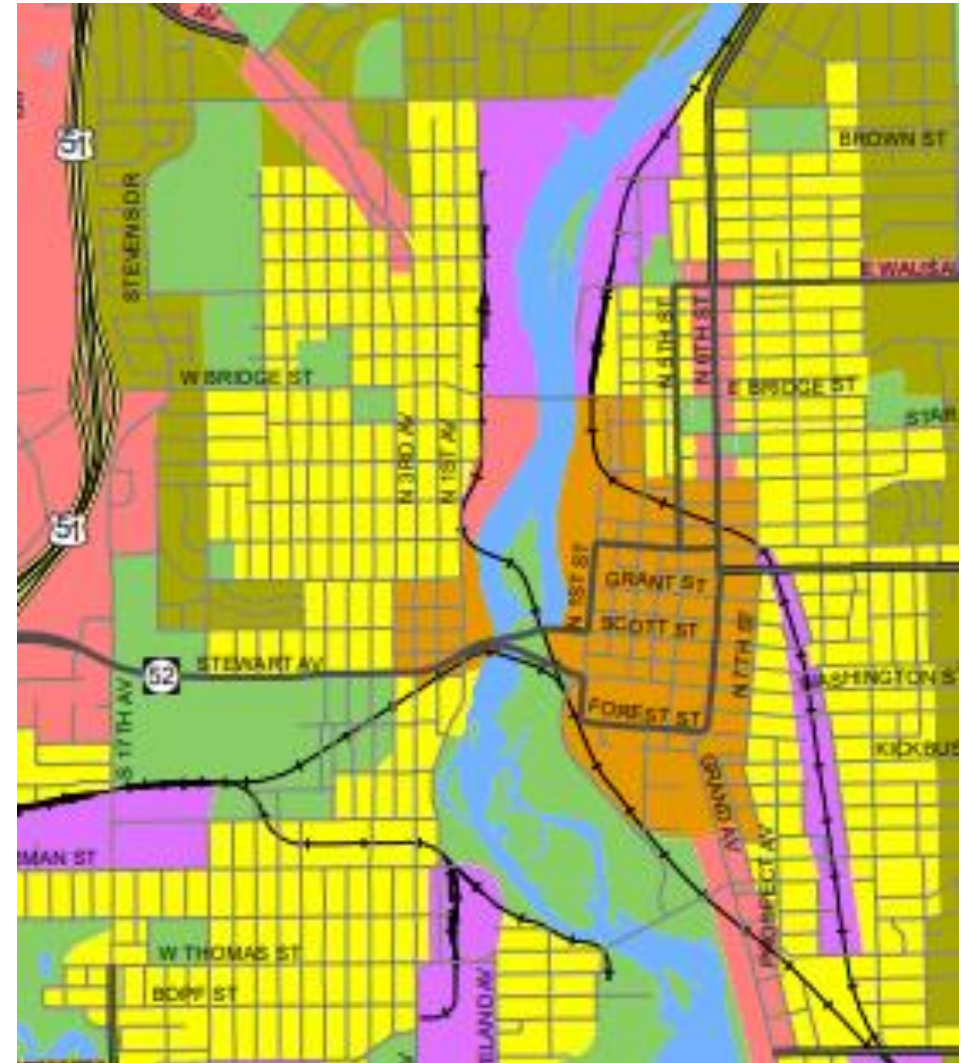
# Methodology Overview

- 1. Divided WSD into 76 neighborhoods, based on attendance areas, subdivisions, major roads, municipal limits, growth areas
- 2. Allocated housing units by neighborhood as of Spring 2024
- 3. Calculated current student-per-housing unit ratios for each grade group and each neighborhood using Spring 2024 student addresses



# Methodology Overview

4. Analyzed demographic change and future housing expectations for each neighborhood, using municipal plans →, recent and pending developments, discussions with planners and residential developers, etc.
5. Projected housing growth for 2025, 2027, 2030, 2035, and 2040 within each neighborhood
6. Projected WSD student-per housing unit ratios for each neighborhood, year, and grade group



# Methodology Overview

7. Multiplied projected housing units by student-per-housing unit ratios in each neighborhood to arrive at WSD resident student enrollment projections
8. Assigned some projected resident students to District-wide schools and programs (WAVE, Montessori, Red Granite), intra-district transfer, assign students to 4K in WSD schools vs. 4K at community partner sites, add Early Childhood (EC) students to schools
9. Added open-enrollment students to resident enrollment projections for a “total students-in-seats” projection for each school





# Housing Projections





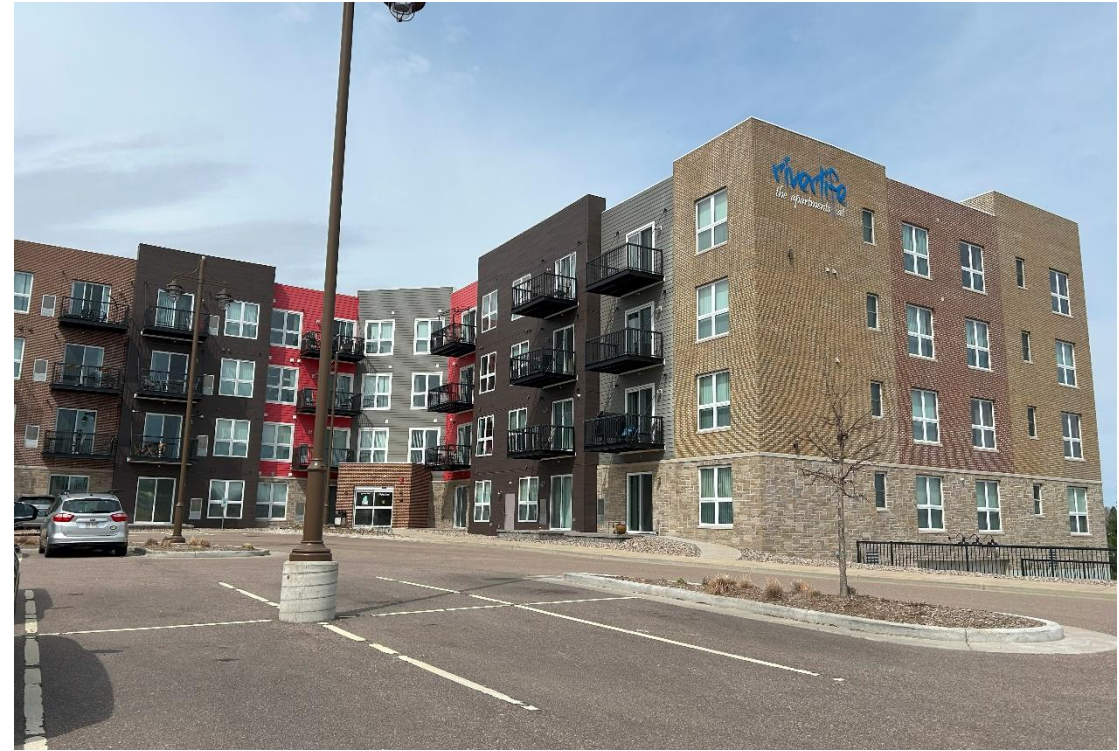
# Overview of Housing Projections

- We project 3,138 new housing units in the WSD by 2040 (~190 per year)
- Greater than recent building permit activity, but similar to pace before Great Recession
- About 28% projected to be single-family homes—much lower than past 10 years
- Projections anticipate decreasing interest rates and do not factor in a 2008-2011 style recession. If one occurs, projections will be pushed back.



# Overview of Housing Projections – City of Wausau

- 2,070 new housing units by 2040
- Average of 125 units per year, greater than past decade avg (83), but on par with avg since 2020 (119)
- ~14% projected as single-family
- Focused in Downtown, western parts of the City, and scattered redevelopment sites near the River





# Overview of Housing Projections – Village of Rib Mountain

- By 2040, we project ~700 new housing units in Village of Rib Mountain (~43 units/year)
- ~45% projected as single-family
- Continued single-family development in western portions of the Village; multiple-family development near Rib Mountain Drive corridor



# Overview of Housing Projections – Maine/Towns

- In the Village of Maine, by 2040 we project ~190 new housing units, with majority projected as single-family homes
- In towns in the WSD we project ~170 new housing units by 2040, with all of them single-family homes



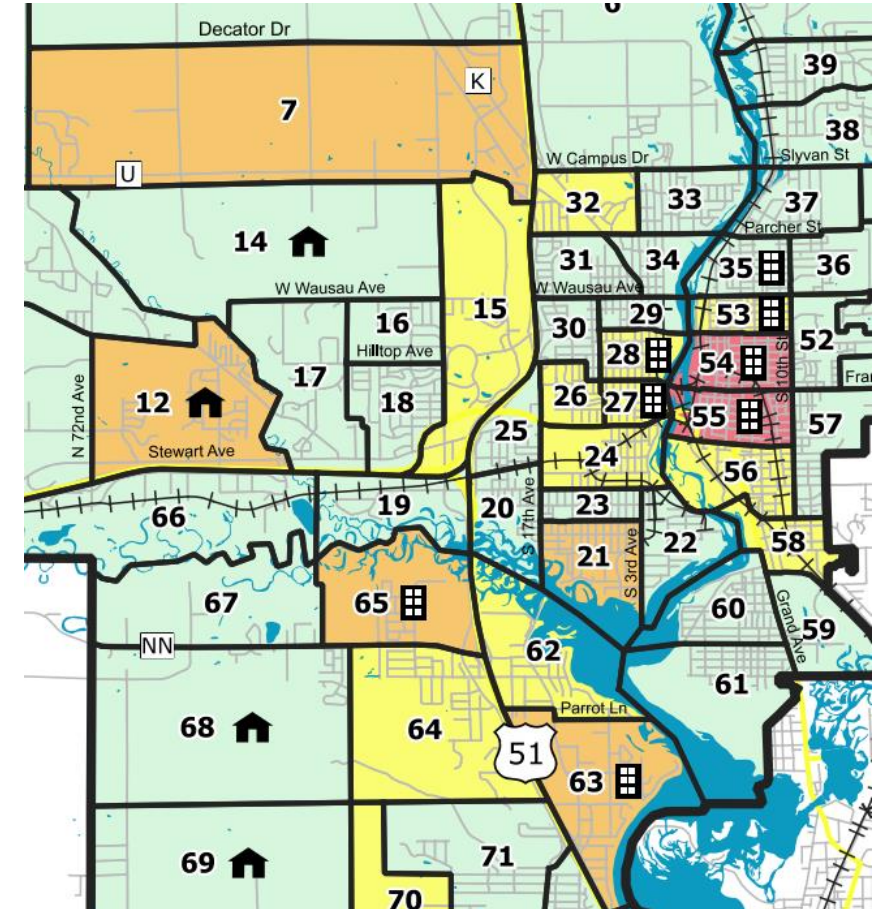
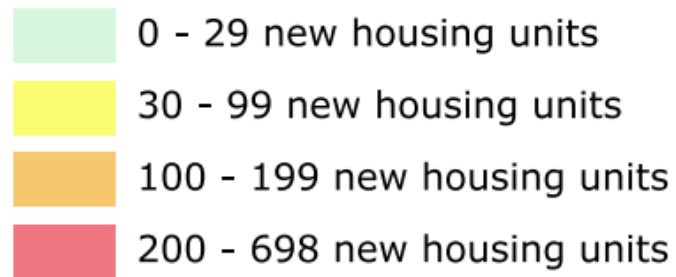


# Overview of Housing Projections

Projected housing growth focused in:

- Downtown Wausau
- Western City of Wausau
- Southeastern Village of Maine
- Eastern Village of Rib Mountain, particularly along and near Highway 51

## Projected Housing Unit Growth, 2024-2040





# Total Housing Projections by Elementary Attendance Area

Over ½ of all new housing units projected to be in the current Hawthorn Hills, Rib Mountain, and Franklin elementary attendance areas

2023-24 Elementary School Attendance Area	Estimated/Projected Housing Units within 2023-24 Attendance Area						Projected Housing Unit Increase 2024 - 2040
	April 2024	2025	2027	2030	2035	2040	
Franklin	1,841	1,841	1,916	2,032	2,208	2,268	+427
GD Jones	1,941	1,998	2,055	2,061	2,061	2,061	+120
Grant	1,271	1,271	1,271	1,271	1,271	1,351	+80
Hawthorn Hills	2,174	2,250	2,327	2,502	2,705	2,940	+766
Hewitt-Texas	990	994	1,001	1,012	1,037	1,079	+89
Jefferson	2,185	2,185	2,185	2,253	2,253	2,253	+68
John Marshall	2,321	2,346	2,371	2,371	2,383	2,395	+74
Lincoln	1,800	1,800	1,856	1,856	1,966	2,006	+206
Maine	1,972	1,978	1,990	2,015	2,098	2,163	+191
Rib Mountain	2,182	2,185	2,240	2,332	2,500	2,694	+512
Riverview	2,799	2,803	2,806	2,815	2,829	2,861	+62
South Mountain	1,426	1,446	1,469	1,511	1,574	1,623	+197
Stettin	2,561	2,569	2,607	2,717	2,812	2,907	+346
<b>TOTAL</b>	<b>25,463</b>	<b>25,666</b>	<b>26,094</b>	<b>26,748</b>	<b>27,697</b>	<b>28,601</b>	<b>+3,138</b>



# Student Enrollment Projections



# Keep in Mind...

Our projections assume continuation of current conditions:

- No changes in the number of schools
- No changes to attendance areas
- No changes to grade groupings
- No changes to 4K (or Early Childhood) delivery model
- No changes to class size or other facility-related policies



# Enrollment Projections – Total Enrollment (EC-12)

Between April 2024 and 2040, we project a **decrease of 659 EC-12 students**—or 39 fewer students per year on average

- Assumes private schooling, open-enrollment-out, and home schooling remain at constant rates
- Includes a constant number of open-enrollment-in students
- Includes a constant number of Early Childhood (EC) students

# Enrollment Projections – Total Enrollment (EC-12)

- Due to several factors:
  - Larger current middle and high school class sizes and smaller current elementary and 4K class sizes
  - Demographics: decreasing births, stagnant age 25-44 population, aging community
  - Lower percentage of single-family housing construction
- Generally, projected enrollment decreases are greater on east side of the District than the west side of the District
- 70% of enrollment decrease (453 fewer students) in rest of the 2020s
- 30% of enrollment decrease (206 fewer students) in the 2030s

# Enrollment Projections - Elementary Schools (EC-5)

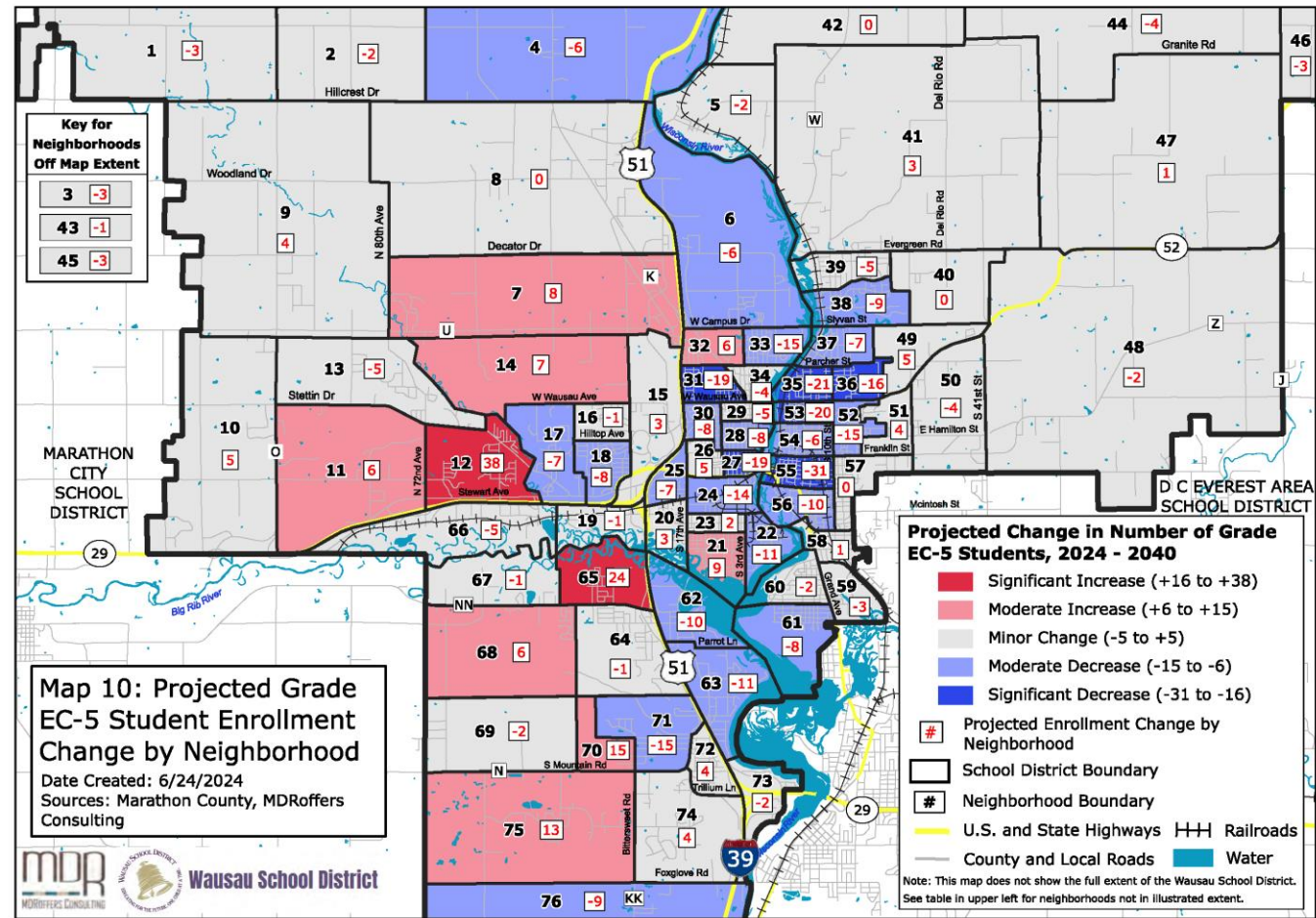
We project a **decrease of 272 EC-5 students** in traditional WSD elementary schools by 2040 (again, assuming no changes)

- Most current elementary schools are projected to decrease in enrollment through 2040, with the greatest decreases projected at:
  - Riverview Elementary (73 fewer students)
  - Franklin Elementary (47 fewer students)
  - Hawthorn Hills Elementary (46 fewer students)
- Enrollment at G.D. Jones Elementary (2 fewer students) and South Mountain Elementary (2 more students) is projected to remain stable through 2040
- Only Stettin Elementary is projected to have a notable enrollment increase (27 more students by 2040)



# Enrollment Projections - Elementary Schools (EC-5)

- Grade EC-5 enrollment decreases mostly concentrated east of the Wisconsin River (mostly east side of Wausau)
- Grade EC-5 enrollment increases mostly west of the Wisconsin River, near Stettin Elementary and west of Highway 51 in Rib Mountain



# Enrollment Projections - Middle and High Schools

- We project a **decrease of 191 grade 6-8 students** by 2040:
  - Decrease of 162 students at Horace Mann, with decreases expected through 2040
  - Decrease of 30 students at John Muir, mainly through 2030 then remaining stable
- We project a **decrease of 302 grade 9-12 students** by 2040:
  - Decrease of 134 students at East High and decrease of 168 students at West High
  - In April 2024, the average high school class size was ~90 students larger than the average elementary class size



# Comparing Enrollment Projections to Building Capacities



# Enrollment Projections to Building Capacity

Assuming no future changes, we project by 2040:

- Projected EC-5 enrollment at traditional elementary schools would be **~1,400 students lower** than the *combined* functional capacity of WSD's traditional ES buildings
- Most traditional elementary schools on the WSD's east side are projected to operate well below functional capacities
- Only Maine and Stettin Elementary Schools are projected to approach functional building capacities

School	Total Enrollment, April 2024 <sup>1</sup>	MDRoffers Projected Total Student Enrollment <sup>2</sup>					Projected Enrollment Change, April 2024 to 2040	Building Capacity Range <sup>3</sup>
		2025	2027	2030	2035	2040		
4K at Community Partner Sites	119	122	124	126	127	123	+4	N/A
Traditional Elementary Schools (EC-5, 4K-5, or 5K-5)								
Franklin (5K-5)	227	205	192	181	181	180	-47	301-334
G.D. Jones (EC-5)	441	435	447	452	448	439	-2	528-587
Grant (5K-5)	186	186	183	176	165	166	-20	236-262
Hawthorn Hills (EC-5)	215	197	187	176	169	169	-46	381-424
Hewitt-Texas (5K-5)	99	91	88	83	85	89	-10	124-138
Jefferson (4K-5)	391	383	382	380	365	360	-31	524-582
John Marshall (5K-5)	197	196	198	193	184	183	-14	373-414
Lincoln (5K-5)	209	191	189	180	176	170	-39	284-316
Maine (5K-5)	245	237	235	238	237	235	-10	248-276
Rib Mountain (5K-5)	198	174	170	172	182	188	-10	248-276
Riverview (EC-5)	458	424	419	411	400	385	-73	557-619
South Mountain (5K-5)	217	210	209	209	211	219	+2	373-414
Stettin (5K-5)	334	317	324	336	348	361	+27	373-414
Grades EC-5 in Traditional Elementary <sup>4</sup>	3,417	3,247	3,225	3,187	3,151	3,145	-272	4,550-5,056



# Enrollment Projections to Building Capacity

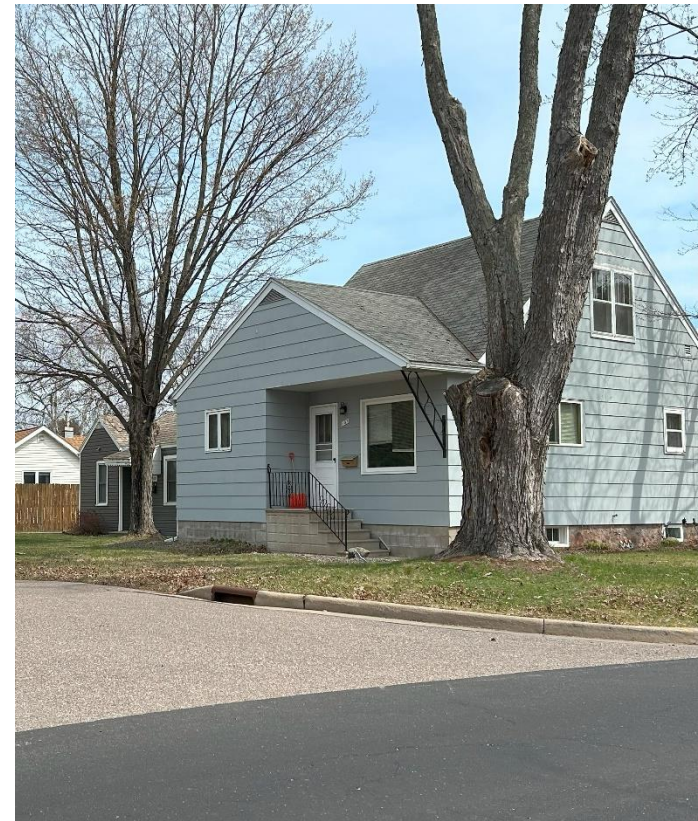
Assuming no future changes, we project by 2040:

- Projected enrollment at traditional middle schools will be **~500 students lower** than the *combined* functional capacity of the WSD's two current traditional middle school buildings
- Projected enrollment at traditional high schools will be **~1,400 students lower** than the *combined* functional capacity of the WSD's two traditional high school buildings

School	Total Enrollment, April 2024 <sup>1</sup>	MDRoffers Projected Total Student Enrollment <sup>2</sup>					Projected Enrollment Change, April 2024 to 2040	Building Capacity Range <sup>3</sup>
		2025	2027	2030	2035	2040		
Traditional Middle Schools (grades 6-8)								
Horace Mann	665	608	569	532	517	503	-162	806-1,008
John Muir	982	978	961	942	948	952	-30	1,134-1,418
Grades 6-8 in Traditional Middle <sup>4</sup>	1,647	1,586	1,530	1,474	1,465	1,456	-191	1,940-2,426
Traditional High Schools (grades 9-12)								
Wausau East	831	862	841	793	722	697	-134	1,584-1,980
Wausau West	1,354	1,293	1,270	1,232	1,190	1,186	-168	1,694-2,118
Grades 9-12 in Traditional High <sup>4</sup>	2,185	2,155	2,112	2,026	1,912	1,883	-302	3,278-4,098
Other Programs								
Enrich, Excel, Achieve Academy (6-12) <sup>5</sup>	45	45	45	45	45	45	0	N/A
NTC Alternative High (9-12) <sup>6</sup>	100	100	100	100	100	100	0	100
Red Granite Charter (4K-3) <sup>7</sup>	0	75	75	75	75	75	+75	96-107
Wausau Area Montessori (5K-8) <sup>8</sup>	104	112	122	132	132	132	+28	252-280
Wausau Area Virtual Education (5K-12) <sup>9</sup>	173	173	173	173	173	173	0	N/A
Other Program Totals	422	505	515	525	525	525	+103	448-487
From All WSD Schools and Programs								
Grades EC-12 Totals	7,790	7,614	7,506	7,337	7,180	7,131	-659	10,216-12,067



# Elementary Facility Plan Citizen Task Force Implications



# Task Force Charge

1. Develop, evaluate, and recommend one or two preferred elementary school facility options by the end of 2024.
2. Advise whether the number of elementary schools in the District should be reduced and if so, then how, where, and when.
3. Consider student enrollment projections, whether four-year-old kindergarten should be included in all elementary schools, conditions and locations of school buildings, and other option evaluation criteria approved by School Board following Task Force advice. (Criteria will be developed and shared over the course of summer 2024.)

# Implications to Task Force's Charge

- Consultant projects an enrollment **decrease of 659 EC-12 students** by 2040, with grade EC-5 enrollment at traditional elementary schools projected to **decrease by 272 students**
- Without any changes to number of elementary schools, attendance areas, or grade groupings:
  - **~1,100 student excess building capacity** at the 13 traditional elementary schools in 2024, increasing to **~1,400 student excess building capacity by 2040**
  - 6 of the 13 current elementary schools are projected operate at **less than 70 percent** of their functional building capacity by 2027, increasing to 7 elementary schools by 2040
- Comparisons of enrollment-to-capacity likely to be one of several criteria that will be utilized to evaluate elementary facility options



# What about 5<sup>th</sup> Grade Shift to Middle School?

- Would result in grade **5-8** enrollment at traditional middle schools slightly *above* functional building capacities:
  - Projected 2027 grade 5-8 enrollment = **2,018 students**
  - Functional capacity of traditional middle school buildings = **1,940 students**
- Would result in grade **EC-4** enrollment at traditional elementary schools **~1,800 students** lower than the combined functional capacity of the traditional elementary school buildings
  - Projected 2027 grade EC-4 enrollment = **2,737 students**
  - Functional capacity of all traditional elementary school buildings = **4,550 students**
- Even greater excess capacity at elementary schools under this scenario

# Community Change & Student Enrollment Projections

July 10, 2024

