

Kindergarten Enrollment and Marketing Report



MINNETONKA
PUBLIC SCHOOLS

Enrollment Management

» At Minnetonka Schools, we have worked hard to maintain **optimal enrollment** levels to **avoid budget cuts, keep classroom sizes small** and **fund innovative programs** that we otherwise could not offer to resident students.

» As the statewide birthrate has fallen, this has impacted most districts' enrollment, including ours. This year, as of the September count, we have 63 fewer **resident K** than last year. We are working to address how this affects overall enrollment—now and going forward—as there are significant impacts financially on a district when enrollment drops.

» The District's current enrollment is approximately **11,225 students**. It includes a combination of students learning in-person and students enrolled in our Tonka Online e-learning program.

» The schools are not at capacity. A District capacity study showed capacity was **12,000 students**, if we want to keep class sizes at optimal levels.

» Open enrollment helps the District to meet the **funded needs of our current program offerings**. Without it, there is not enough resident student funding to support such programs. Having a robust, thriving school district benefits the entire Minnetonka community, as it **increases property values** to live in a community that offers one of the top school districts in the state.



By the Numbers

» Total enrollment in Minnetonka as of September 2024:

11,109 in-person students and 116 Tonka Online (full e-learning) students

» Of this, 39%, or 4,409 in-person students are open-enrolled, and 94 full e-learning students are open-enrolled



By Educational Level



- » High School 38%
 - » Middle Schools 39%
 - » Elementary Schools 39%
- » Many young families hope to move into our District. Realtors continue to tell us homes sell quickly and that many buyers are families who already have open-enrolled children in the District and now want to live here.

Number of Districts Where Our Open Enrollment Students Reside

44

DISTRICTS
for
in-person
learning

38

DISTRICTS for
Tonka Online full
e-learning



Minnetonka Schools Maintains Low Class Sizes

COMPARISON WITH THE STATE'S BRIGHTWORKS ANNUAL CLASS SIZE STUDY*

Grade Level	Twin Cities Metro Area Average Class Size	Minnetonka Public Schools Average Class Size
Kindergarten	20.2	19.8
Grade 1	21.4	21.4
Grade 2	22.8	20.7
Grade 3	23.8	22.4
Grade 4	24.9	24.6
Grade 5	25.8	24.9

**Numbers reflect the 2023-24 school year, from the most recent Brightworks Class Size Study.*



Open Enrollment Revenue



\$53 million this year in revenue from in-person and Tonka Online open-enrolled students.

Financial Reality

» Even with added revenue from open enrollment, Minnetonka spends just \$14,020 per pupil as compared to thousands more per pupil afforded by other districts, as Minnetonka does not receive much of the state funding that is targeted to districts with higher poverty levels.

» We hire top teachers and keep costs low, despite spending \$657 less than the state average and \$2,629 below the cumulative average of its neighboring districts.

» If we received enough state funding to allow us to spend at the **state's average per pupil**, with that additional \$657 per student, we would not be facing a deficit now or in the near future.

2022-2023*	Cost Per Pupil
Minneapolis	\$20,478
St. Paul	\$20,192
St. Louis Park	\$16,568
Hopkins	\$16,495
Osseo	\$15,666
Eden Prairie	\$14,772
Edina	\$14,730
Wayzata	\$14,290
State Average	\$14,677
Minnetonka	\$14,020

Economy of Scale



» Minnetonka receives approximately \$11,388 in general state aid and local aid for each resident and non-resident student.

» Each non-resident student pays 100% of the cost of their instruction, with more than \$1,707 left over.

» This revenue is then used to fund Minnetonka's innovative academic programming opportunities for students and to pay for additional teachers and support staff, as needed.

Doing the Math on Open Enrollment

»Class of 2037 = 771 current Kindergarten students
(424 resident K and 347 open-enrolled K)

»If we had only resident Kindergarteners, the reduction in revenue would be \$3.95 million annually.

»After the cost of instruction for the open-enrolled Kindergarteners this year, including staffing to support them, about \$560,000+ remains. The District then uses this \$560,000 of revenue to support signature programs, student supports and additional teachers and staff, as needed.

»Over the time that class would be in school (13 years K-12), we'd see more than \$51 million in lost revenue for that Kindergarten class alone, or more than \$7 million above and beyond what it costs for instruction for that class.



Enrollment Management

Minnetonka is in a unique position to set enrollment target numbers and close classrooms or programs as they fill.

Enrollment management is a precision activity.

We will continue to provide information to both resident and non-resident families throughout the state to regarding our outstanding academic opportunities—with an emphasis on the K-5 experience and the High School opportunities, in particular.



Kindergarten Enrollment Marketing

The District has a multi-pronged approach to communications and marketing for Kindergarten Enrollment.

This includes:

- Paid Search

- Digital and Display Ads

- Organic and Paid Social Media Ads (including boosted content)

- Target Emails to Purchased Lists

- Geofencing and Retargeting

- Some small print ads

- Mailings (to resident families)

- Emails (to resident families and to open-enrolled families who have inquired)

- Invitations and Reminders to Kindergarten Information Sessions

- Website Optimization

- Presentations and Support Items for K Info Sessions—Kindergarten Brochure, Explorers Childcare

- Insert, Kindergarten Folder, Coloring Book

Close partnership between elementary principals and head office assistants, student accounting team and communications team to implement enrollment marketing and communications strategies.



Retrospective Look at Kindergarten Enrollment Marketing

(for the 2021-22 and 2022-2023 school years)

Digital marketing has been a key factor in marketing efforts for the past five years. The District has gradually shifted away from less-cost-effective print ads, resulting in a large uptick in overall website traffic.

As we marketed for the 2022-23 school year, a concerted effort was made to optimize and expand the District's paid search campaigns through Google. **This resulted in 1,111% increase in clicks generated by District ads (17,500 for 2022-23 compared to 1,445 for 2021-22).**

2021-22 Marketing – (October 15, 2020-Janury 15, 2021)

Platform	Type	Impressions	Clicks
Facebook & Instagram	Social Media	797,199	2,985
Google Ads	Paid Search	65,729	1,445
YouTube	Video	31,236	54
TOTALS		894,164	4,484

2022-23 Marketing – (October 15, 2021-Janury 15, 2022)

Platform	Type	Impressions	Clicks
Facebook & Instagram	Social Media	700,383	3,645
Google	Paid Search	95,400	17,500
YouTube	Video	70,800	79
TOTALS		866,583	21,224

Retrospective Look at Kindergarten Enrollment Marketing

(for the 2023-2024 and 2024-2025 school years)

We have shifted from print ads into targeted email lists of families with an incoming Kindergarten-aged child. Geofencing and retargeting through digital ads are also now used. We have continued to expand our Google search presence.

2023-24 Marketing (October 15, 2022-January 15, 2023)

Platform	Type	Impressions	Clicks
Facebook & Instagram	Social Media	576,288	7,412
Google	Paid Search	261,636	23,610
Star Tribune	Email	100,000	6,377
TOTALS		857,784	37,399

2024-25 Marketing – (October 15, 2023-January 15, 2024)

Platform	Type	Impressions	Clicks
Facebook & Instagram	Social Media	196,779	11,306
Google	Paid Search	263,616	45,770
Star Tribune	Email	100,000	4,719
TOTALS		610,395	61,795



Kindergarten Enrollment Marketing:

Resident and Open Enrollment Trends for the Past Four Cycles

In September 2021, there were **547 resident Kindergartners**. This September, that number has shrunk to **424 resident Kindergartners** – a loss of 123 students.

However, the District has steadily increased in out-of-district enrollment (open enrollment) year-over-year. There were **314 open-enrolled students representing 36% of total enrollment in 2021**, and this fall, there are **347 open-enrolled students representing 45% of total enrollment in 2024**.

School Year	Total Enrollment	Resident Students	Open Enrolled Students	% of Students Who Are Open Enrolled
2021-22	861	547	314	36.47%
2022-23	896	572	324	36.16%
2023-24	840	507	333	39.6%
2024-25	771	424	347	45%

Kindergarten Enrollment Marketing:

Enrollment Strategy & Early Results for 2025-2026

We have expanded marketing and communications efforts to fill the 2025-26 Kindergarten class by increasing outreach efforts to both resident and non-resident families.

These efforts include:

- Beginning the marketing and communications campaign well ahead of previous cycles
- Producing print materials, such as the Kindergarten Brochure and distributing the School News Postcard with K Info Session information a month ahead of our regular schedule.
- Meeting regularly with the Student Accounting Team for check-ins to adjust strategy and together examining year-over-year trends in resident enrollment to see all causes for a drop
- Working with elementary principals to add and promote additional information sessions at each elementary school in November (a month ahead of our typical info sessions)
- Working with MCE to develop a Kindergarten Info Session specific to our preschool families

Our goal is to continue outreach to compel growth in both resident and out-of-district Kindergarten enrollment to meet the District's enrollment goal. Our secondary goal is to raise overall brand awareness and positive sentiment for Minnetonka Public Schools, which could impact future Kindergarten enrollment with both resident and non-resident families.



Kindergarten Enrollment Marketing:

Early Marketing Results for the 2025-2026

Our Kindergarten enrollment marketing and communications campaign began on October 1, 2024 and will run through January 31, 2025. Paid ads are running on Google search, social media, digital display, geofencing and through targeted emails. Unpaid (organic) content is running on social media, has been mailed to all District residents in a postcard and has been emailed to all known email addresses for resident parents of incoming Kindergarteners. Communications about Kindergarten Info Sessions, reminders and follow-up messages will continue through January.

Our Kindergarten enrollment web pages are performing very well this year, which tells us families are finding what they need to make an informed decision. Thus far, we have generated more than **170,000 impressions** and had **more than 17,000 users have visited our website from these ads**. On the enrollment checklist webpage, the final stop for a family visiting our website before they enroll, we have had **1,300 page views by 897 individuals**. This is **more than double the traffic last year**. The average time spent on that page is **46 seconds**, which shows strong engagement. Similarly, **the bounce rate for that page is a very low 36%**, which means families are finding what they need.

We have already seen strong interest in the Kindergarten information sessions, with **181 parents signed up**, whereas we had a few dozen this time last year. To date, we've had **223 open enrollment applications**, which is the same amount we had in December of 2023.



Questions?



MINNETONKA
PUBLIC SCHOOLS