Strategic Enrollment Planning Study Session

Addressing Enrollment Trends, Capacity, and Strategic Growth

Enrollment Wildly Important Goal (WIG)

From May 23, 2024, to the
2024-2025, enroll
mi
dates)

Enrollment Goal Achieved on January 21, 2025

	Baseline	100th day	Diff	%
1.21.25	18,475	18,800	325	**1.76%**

Study Session Structure



Visualization and Data Tables overview



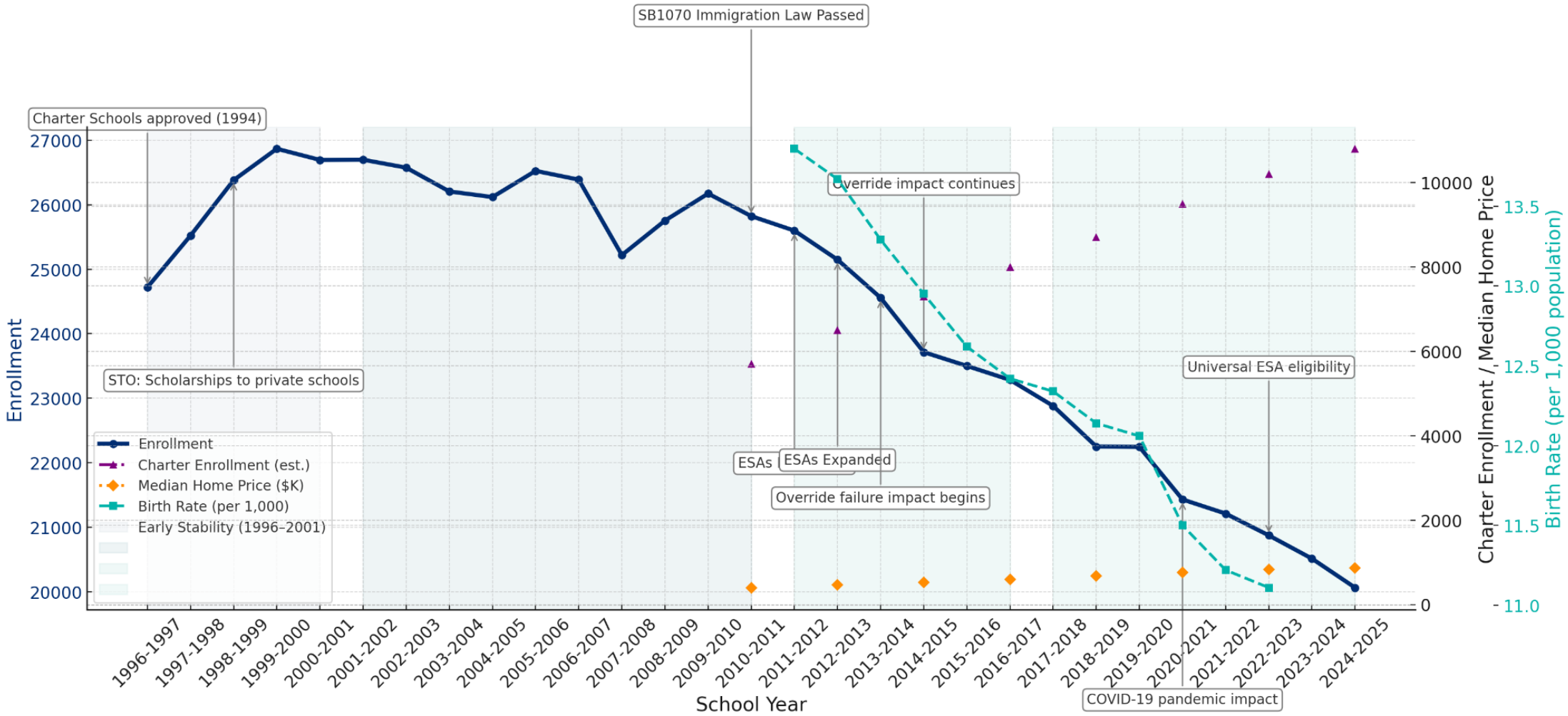
Trends and Themes



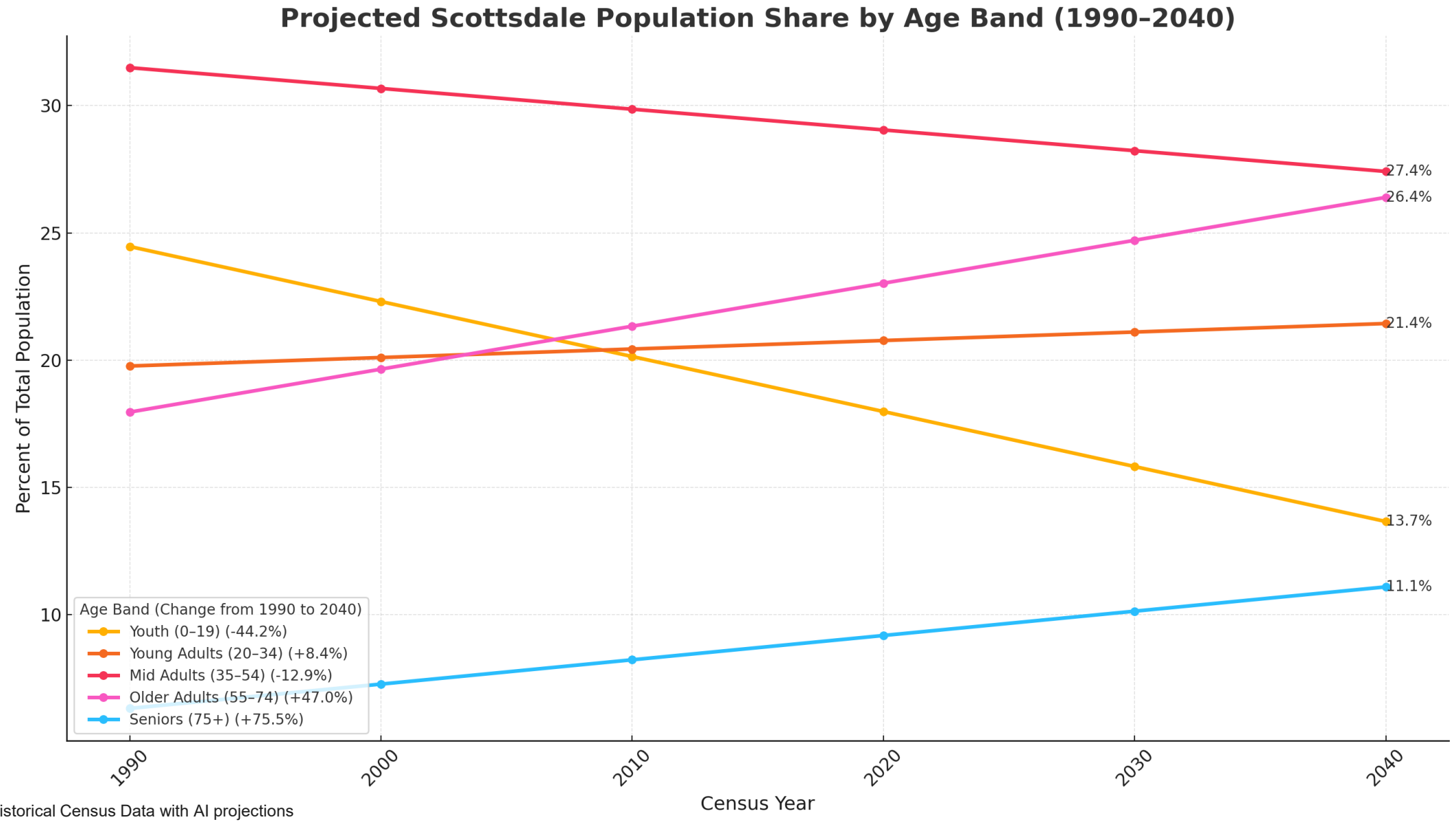
Notice and Wonder

Enrollment Journey

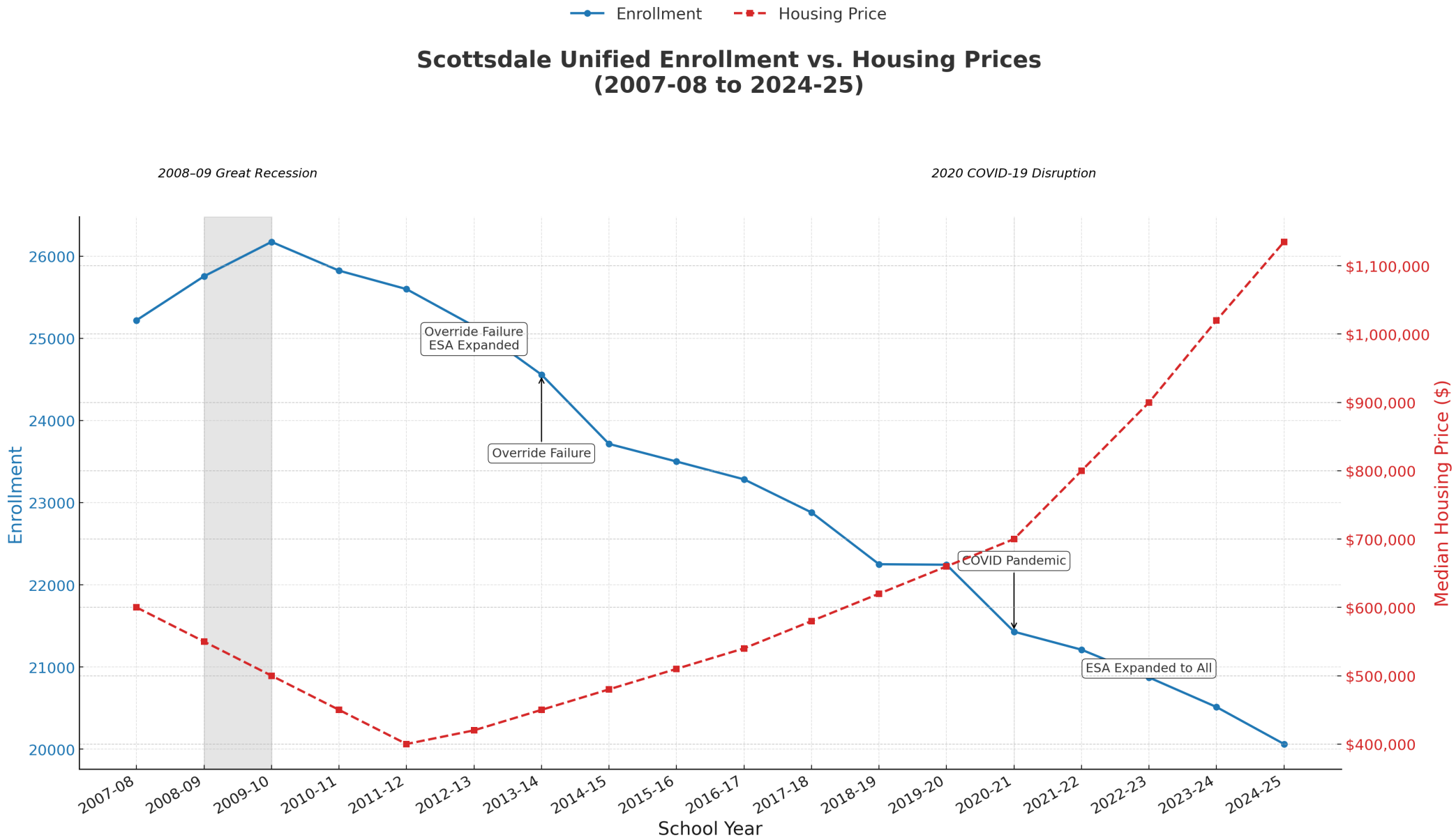
SUSD Enrollment with Birth Rates, Charter Growth & Housing Prices



Charter School Enrollment Estimated by Generative AI



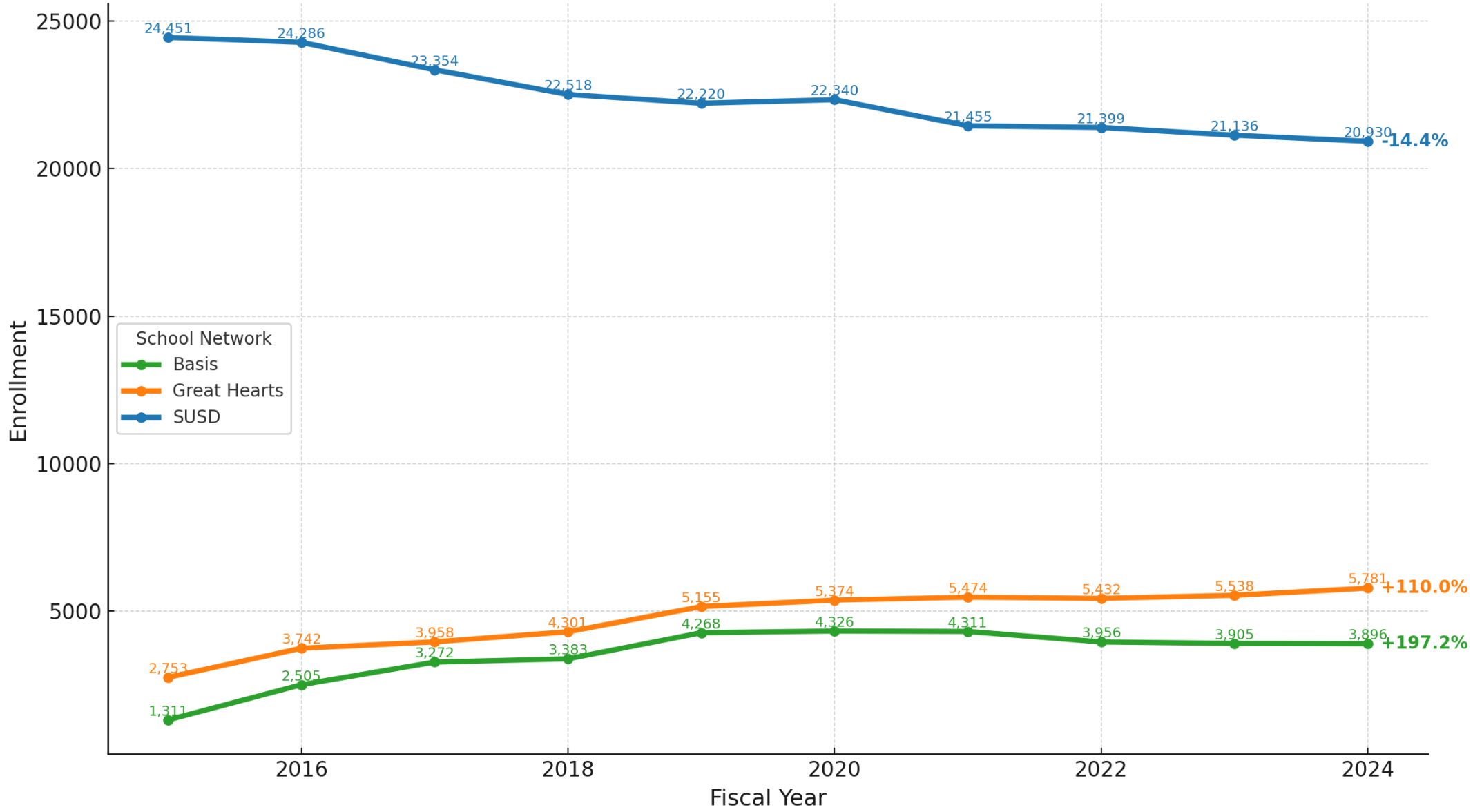
Source: Historical Census Data with AI projections


Enrollment
Housing Price
Scottsdale Unified Enrollment vs. Housing Prices
(2007-08 to 2024-25)
2008–09 Great Recession
2020 COVID-19 Disruption
Override Failure
ESA Expanded
Override Failure
COVID Pandemic
ESA Expanded to All
Enrollment
Median Housing Price ($)
School Year
26000
25000
24000
23000
22000
21000
20000
$1,100,000
$1,000,000
$900,000
$800,000
$700,000
$600,000
$500,000
$400,000
2007-08
2008-09
2009-10
2010-11
2011-12
2012-13
2013-14
2014-15
2015-16
2016-17
2017-18
2018-19
2019-20
2020-21
2021-22
2022-23
2023-24
2024-25

Year	Housing Price	YoY Change
2007	600000	
2008	550000	-8.33
2009	500000	-9.09
2010	450000	-10
2011	400000	-11.11
2012	420000	5
2013	450000	7.14
2014	480000	6.67
2015	510000	6.25
2016	540000	5.88
2017	580000	7.41
2018	620000	6.9
2019	660000	6.45
2020	700000	6.06
2021	800000	14.29
2022	900000	12.5
2023	1020000	13.33
2024	1135000	11.27

Year	Enrollment	YoY Change
2007	25219	
2008	25754	2.12
2009	26173	1.63
2010	25823	-1.34
2011	25598	-0.87
2012	25148	-1.76
2013	24557	-2.35
2014	23714	-3.43
2015	23500	-0.9
2016	23283	-0.92
2017	22880	-1.73
2018	22250	-2.75
2019	22244	-0.03
2020	21429	-3.66
2021	21210	-1.02
2022	20872	-1.59
2023	20512	-1.72
2024	20062	-2.19

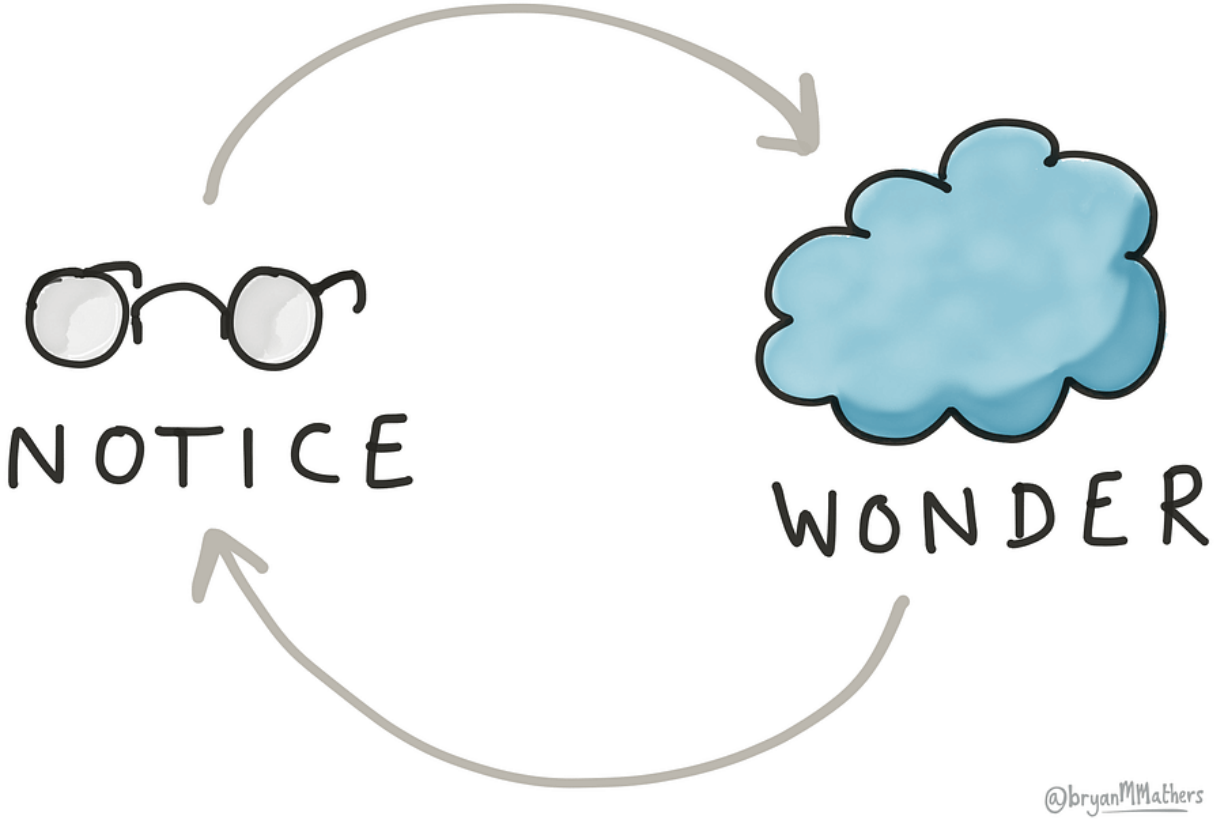
Charter Network vs SUSD Enrollment (2015–2024)

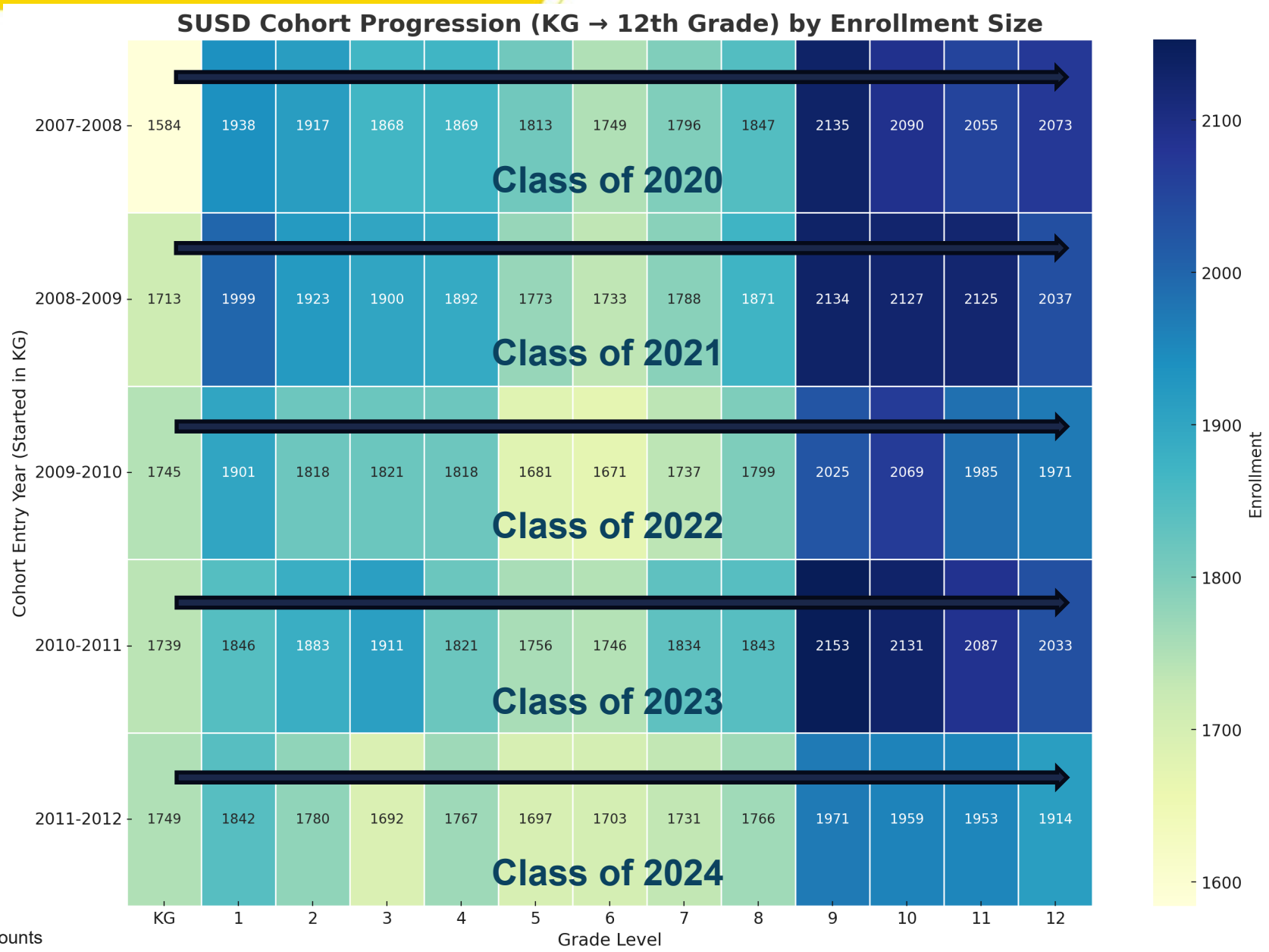


Fiscal Year	SUSD	YoY Change (%)
2015	24451	
2016	24286	-0.7
2017	23354	-3.8
2018	22518	-3.6
2019	22220	-1.3
2020	22340	0.5
2021	21455	-4
2022	21399	-0.3
2023	21136	-1.2
2024	20930	-1

Fiscal Year	Basis	YoY Change (%)
2015	1311	
2016	2505	91.1
2017	3272	30.6
2018	3383	3.4
2019	4268	26.2
2020	4326	1.4
2021	4311	-0.3
2022	3956	-8.2
2023	3905	-1.3
2024	3896	-0.2

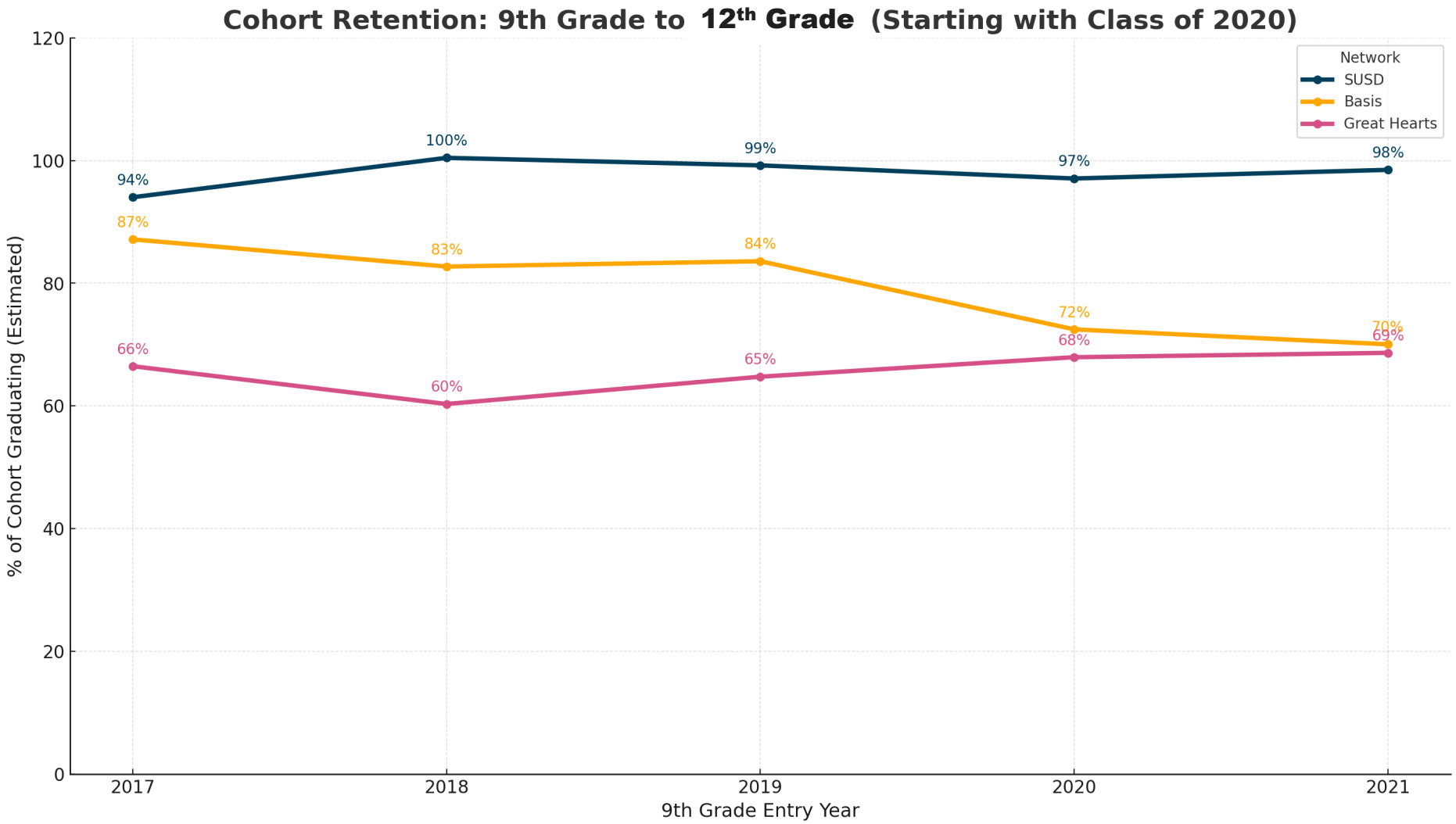
Fiscal Year	Great Hearts	YoY Change (%)
2015	2753	
2016	3742	35.9
2017	3958	5.8
2018	4301	8.7
2019	5155	19.9
2020	5374	4.2
2021	5474	1.9
2022	5432	-0.8
2023	5538	2
2024	5781	4.4


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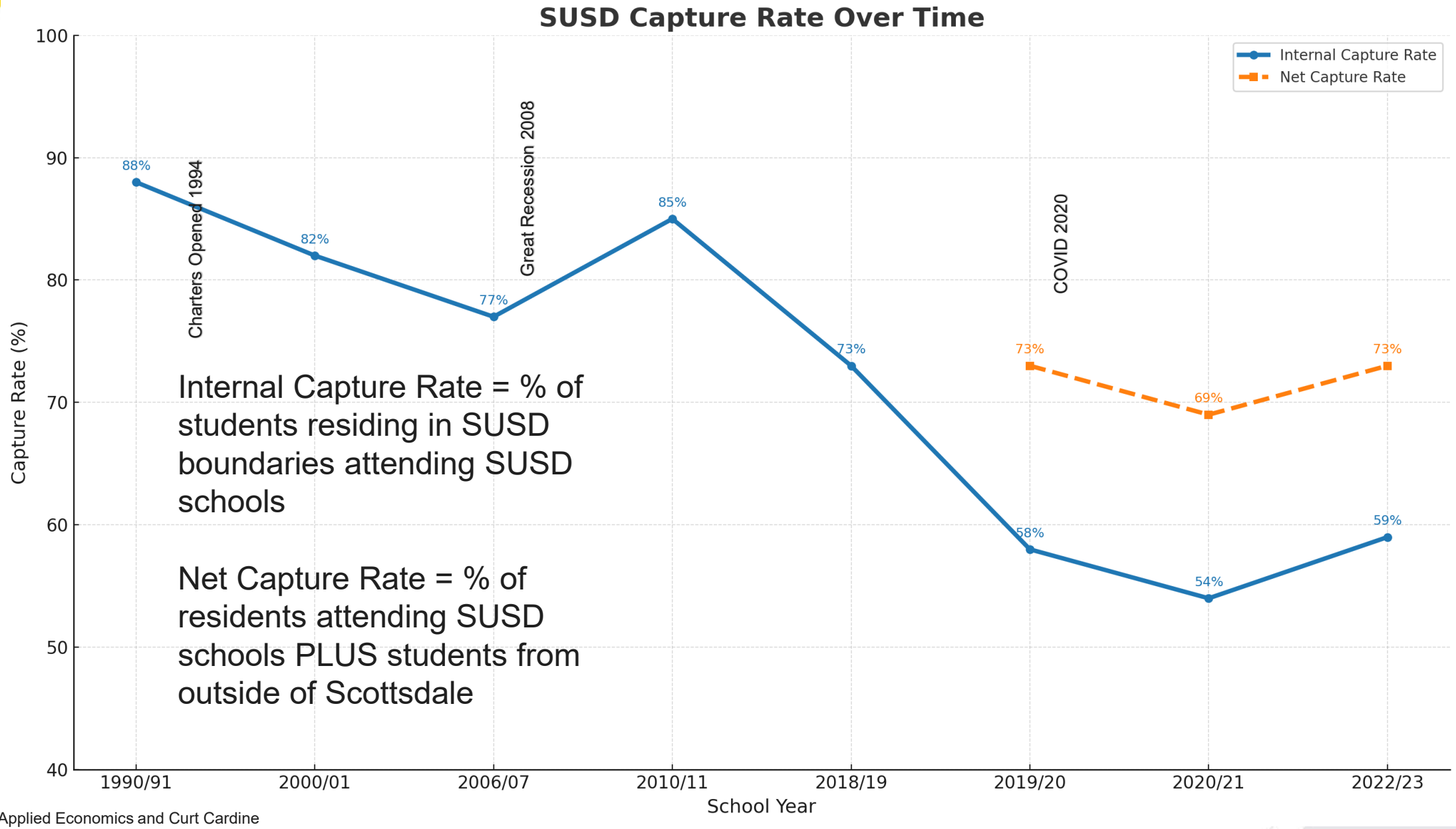


Kindergarten Enrollment 2024-2025: 1,303

Source: SUSD 100th Day Enrollment Counts



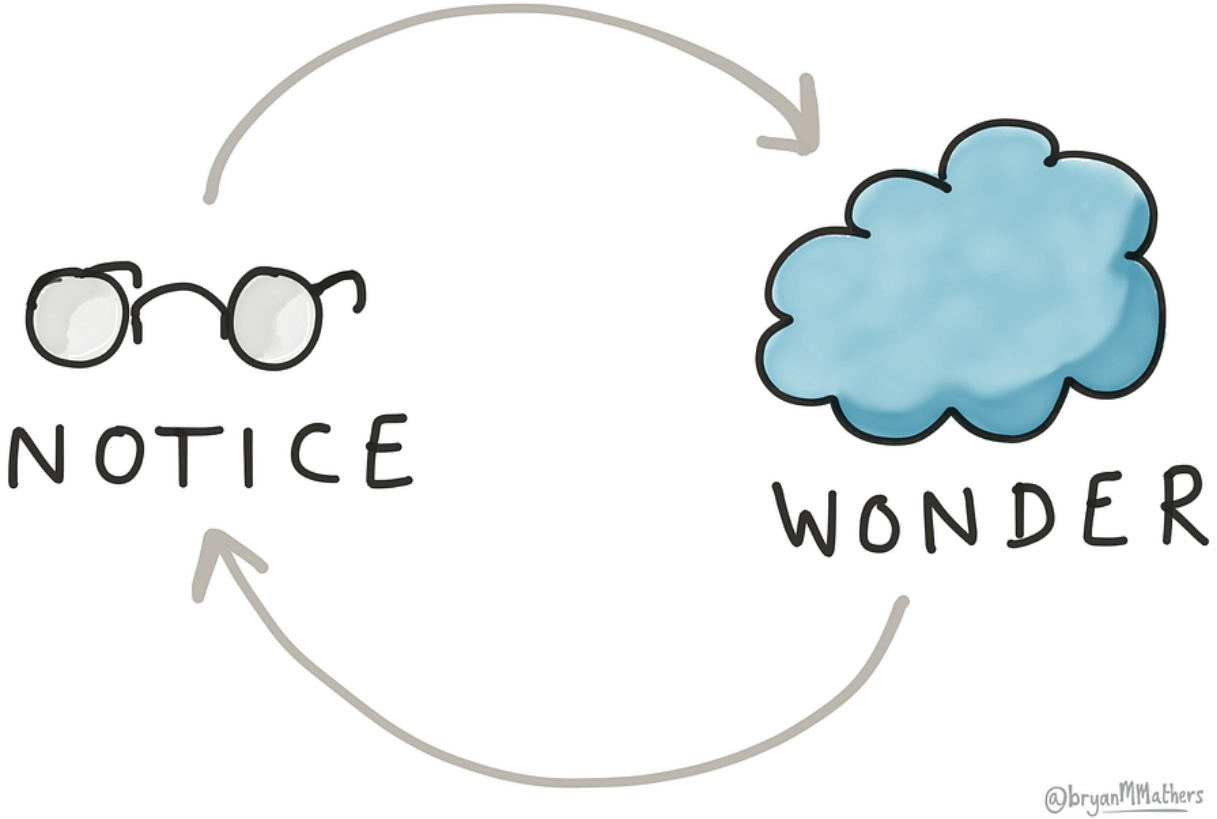
Source: ADE October Enrollment Data over time, Aggregated for Basis and Great Hearts schools in/near SUSD



Internal Capture Rate = % of students residing in SUSD boundaries attending SUSD schools

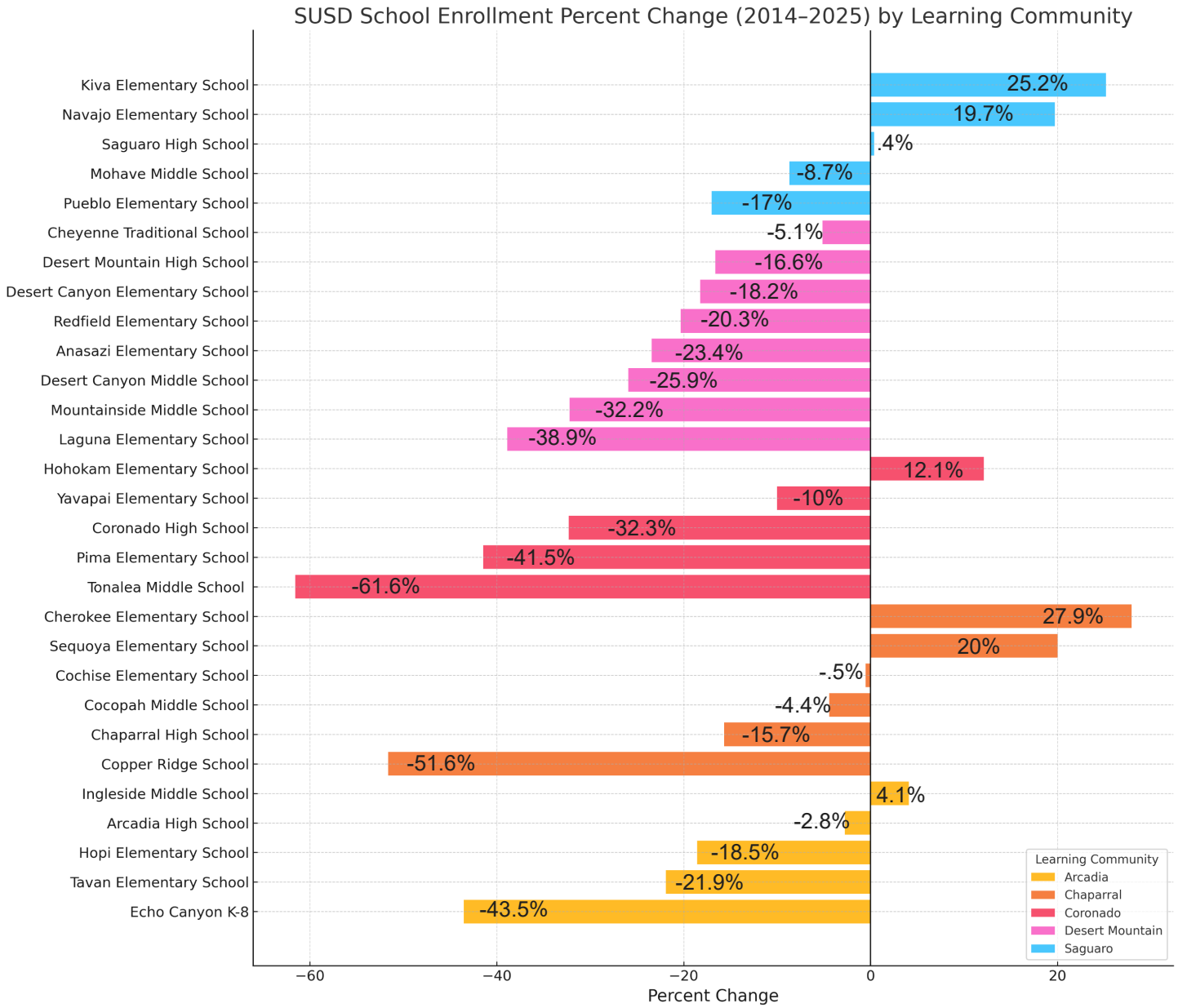
Net Capture Rate = % of residents attending SUSD schools PLUS students from outside of Scottsdale

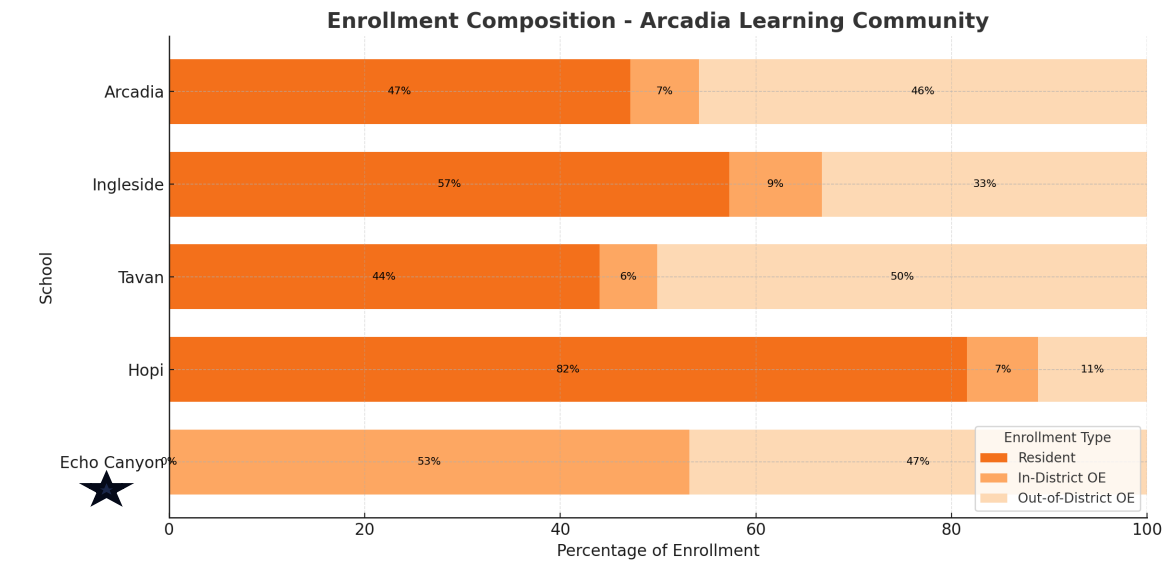
Source: Applied Economics and Curt Cardine

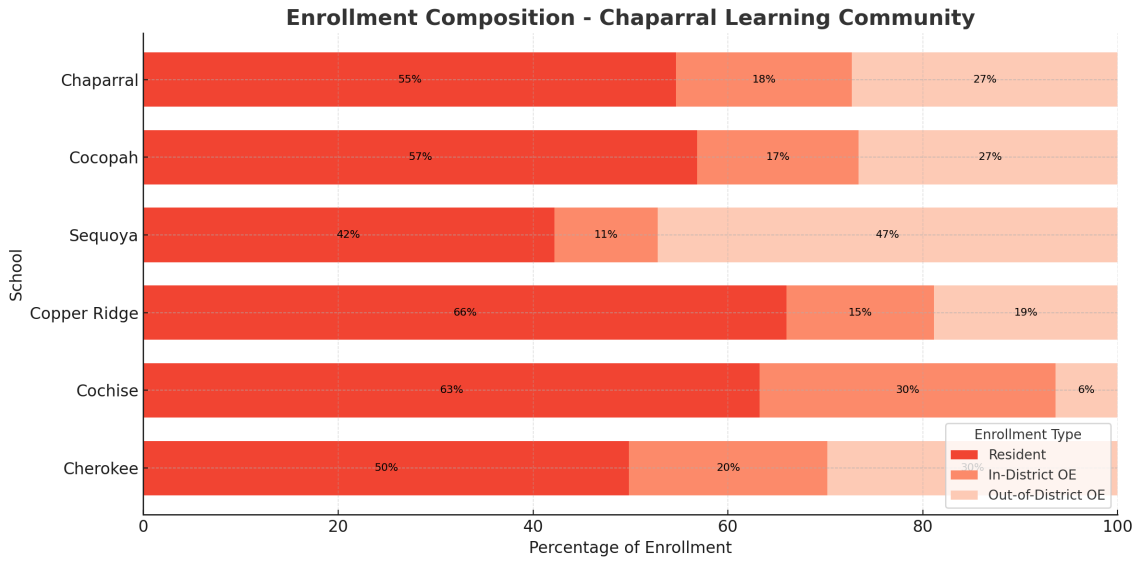

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Where are we now?

- Tonalea became a middle school in 2023, it formerly served more grade levels.

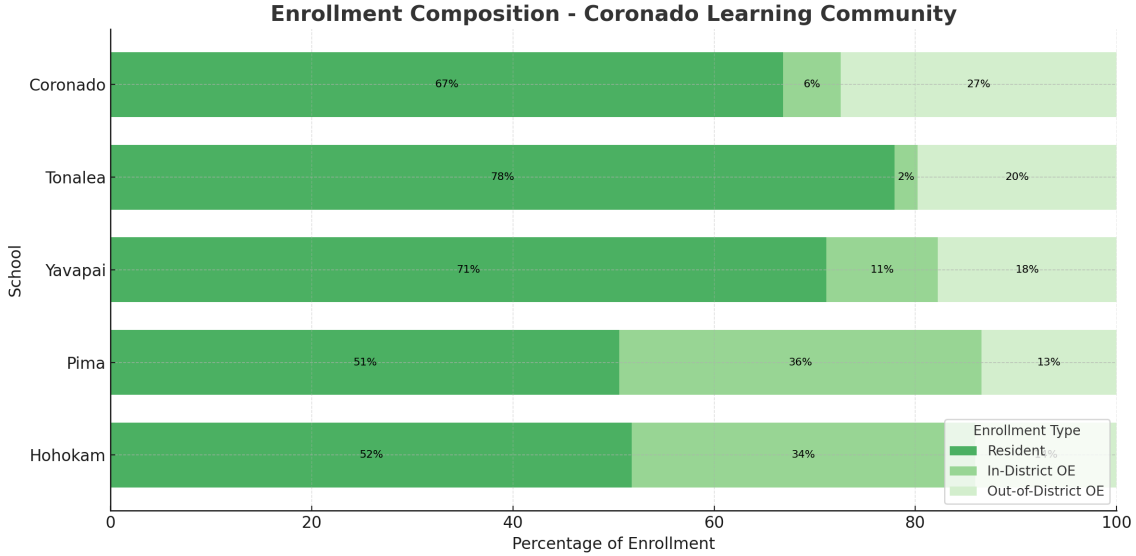




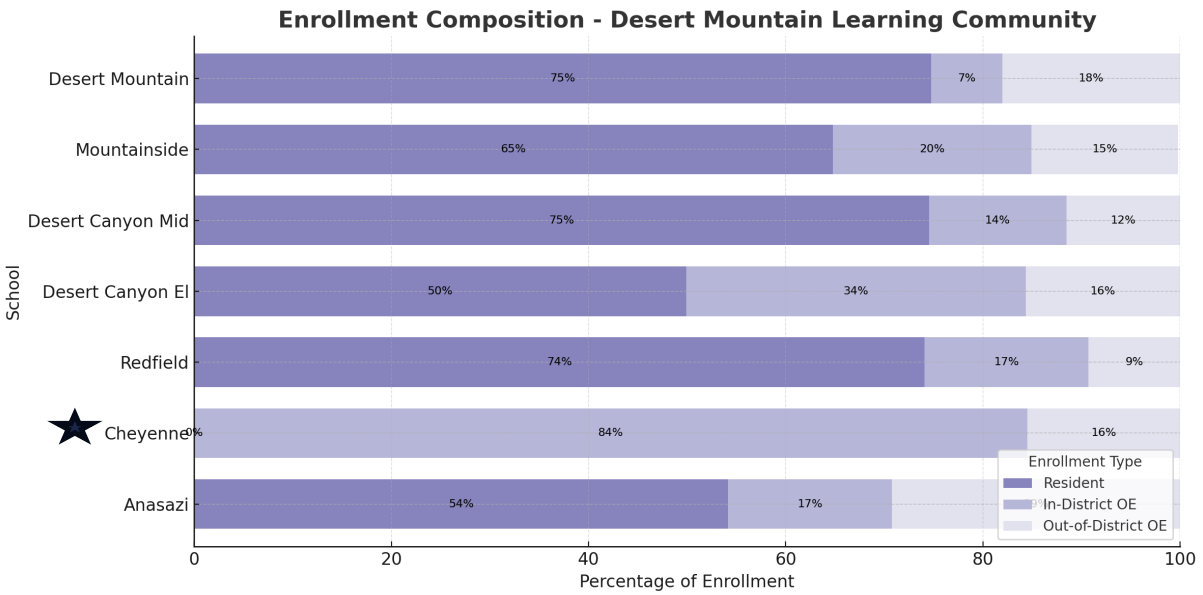


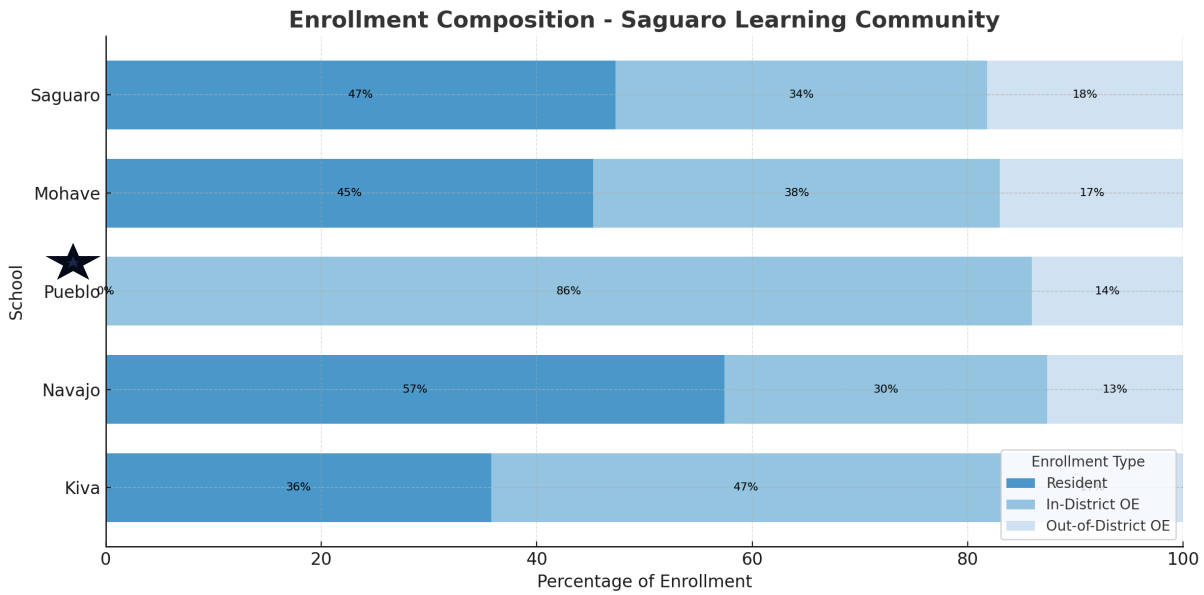
Resident = lives in SUSD boundaries and attends school in their attendance area
In-District OE = lives in SUSD boundaries and attends another school in SUSD than the one in their attendance area
Out-of-District OE = lives outside of SUSD boundaries and attends an SUSD school.
★ = 100% open enrollment school, no attendance area

At Arcadia HS, 47% of the student population comes from within the attendance boundary with 46% of students enrolling from outside the district.
At Hopi Elementary, 82% of the student population comes from within the boundary with only 11% of students enrolling from outside the district.



Source: Applied Economics, Fall 2024 Enrollment



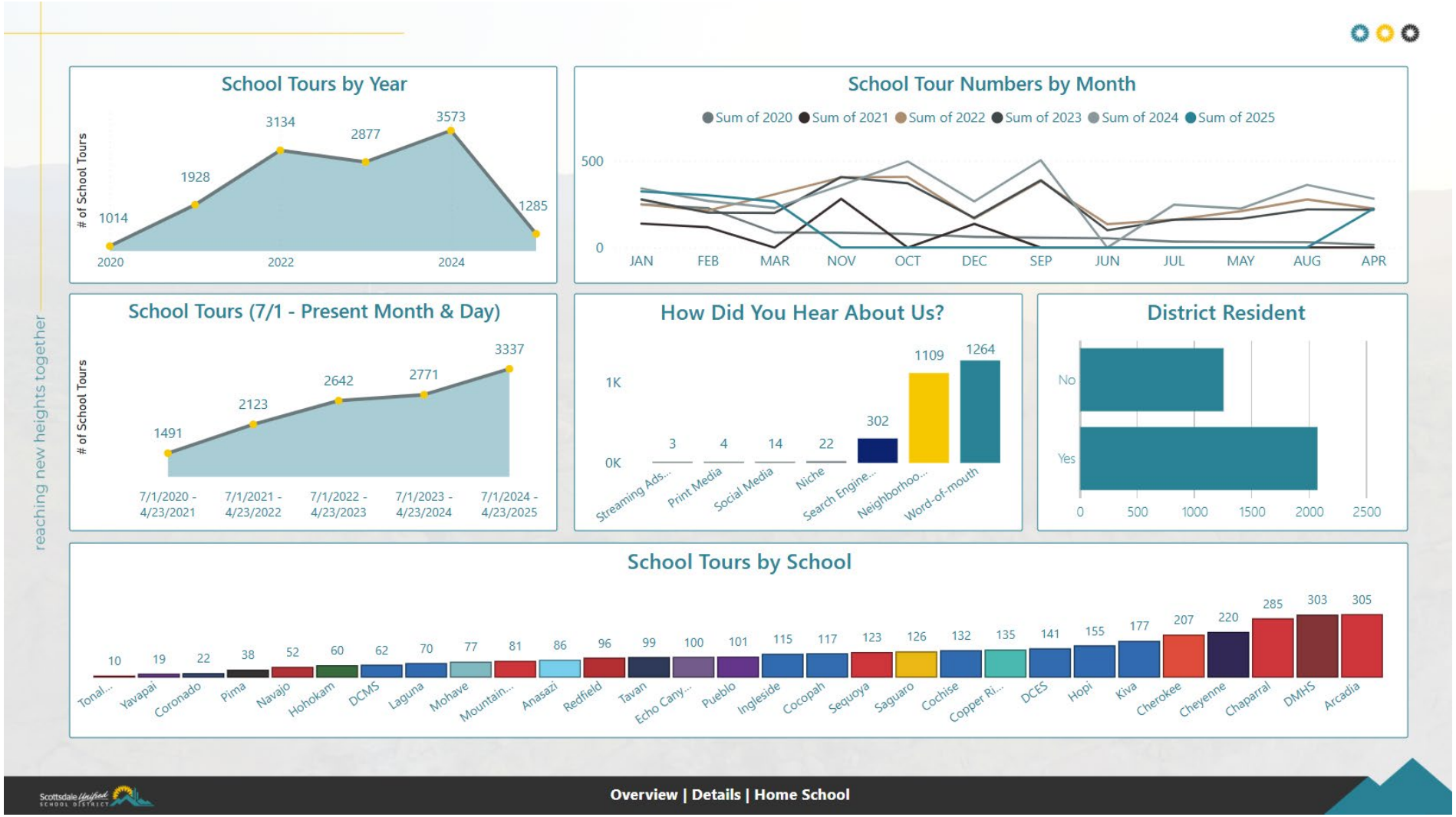


SUSD overall

- 50% of students live in SUSD and attend their school of residence
- 27% of students live in SUSD and attend another SUSD school
- 22% of students live outside of SUSD and attend an SUSD school
  - Students residing in 43 Non-SUSD school districts attend SUSD Schools

SUSD Top Districts of Residence	% of Enrollment
Scottsdale Unified District	76.38%
Paradise Valley Unified District	7.26%
Creighton Elementary/Phx Union	3.64%
Balsz Elementary/Phx Union	3.41%
Mesa Unified District	1.82%
Fountain Hills Unified District	1.74%
Tempe School District	1.08%

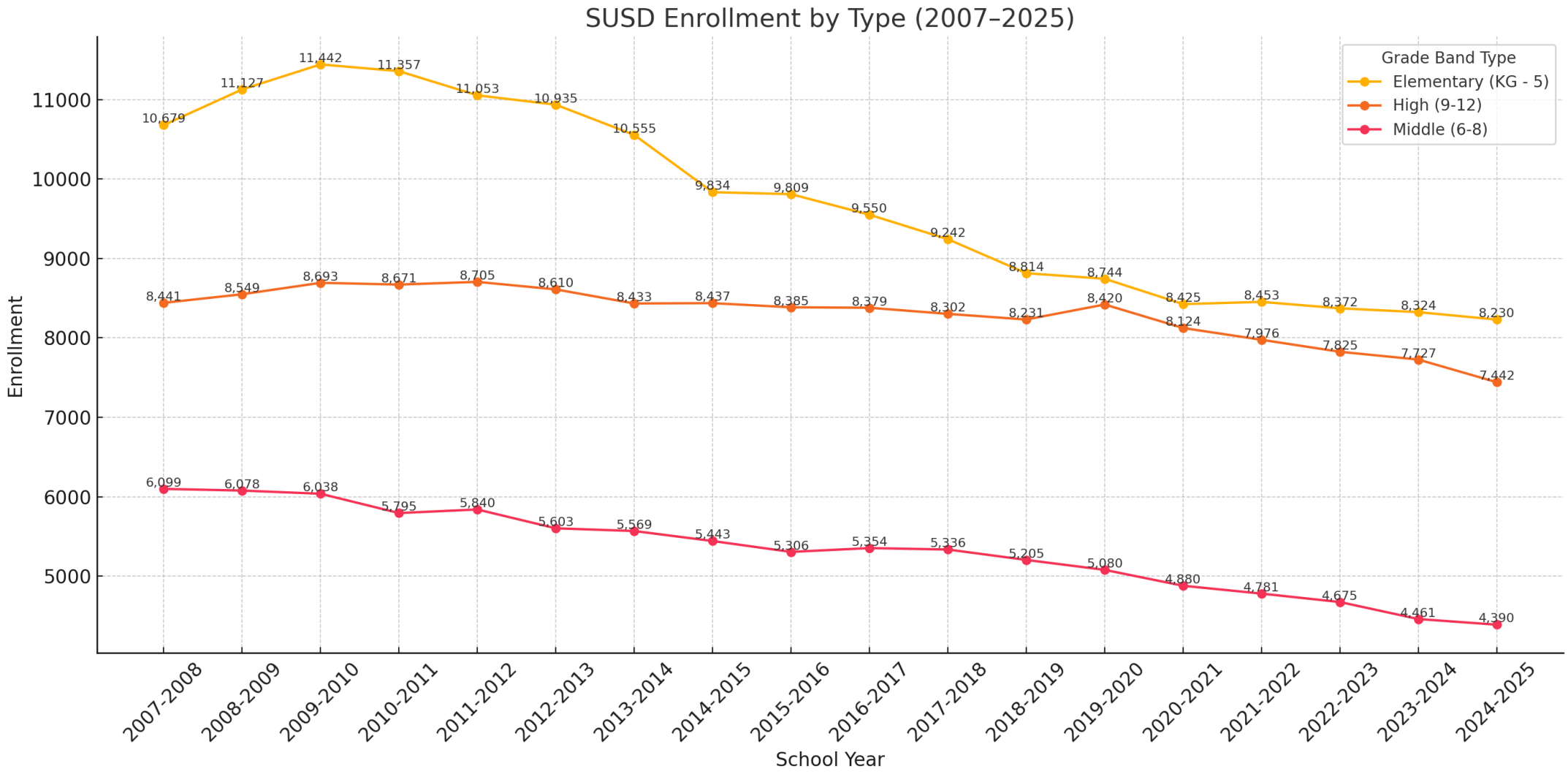
Source: Applied Economics, Fall 2024 Enrollment



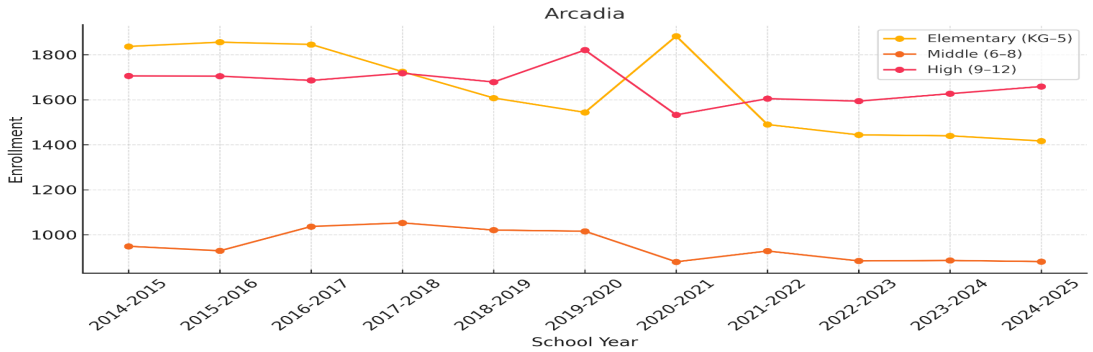
Work in progress

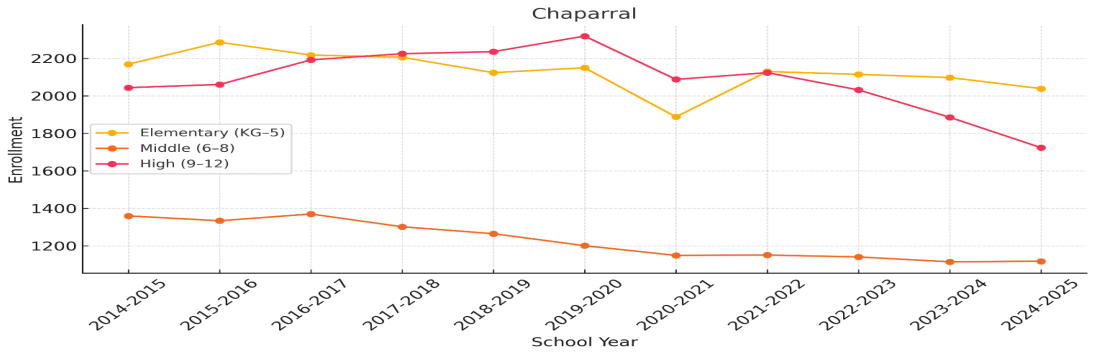
Tour Dashboard

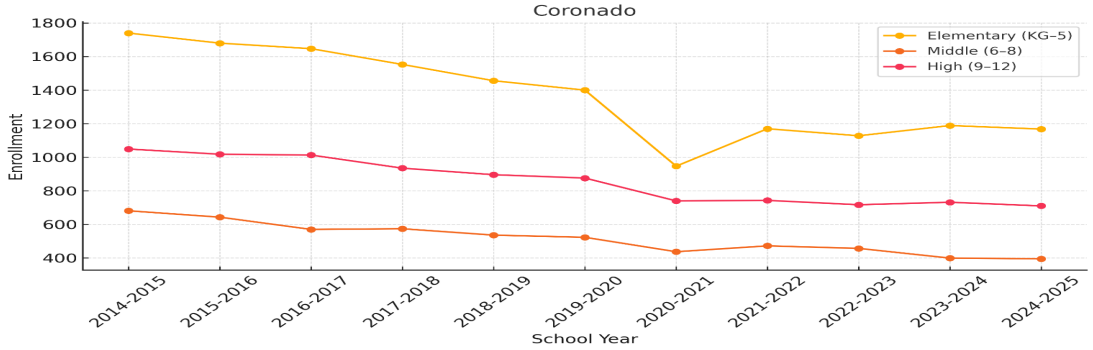
Still being fine tuned as to what should be visually represented

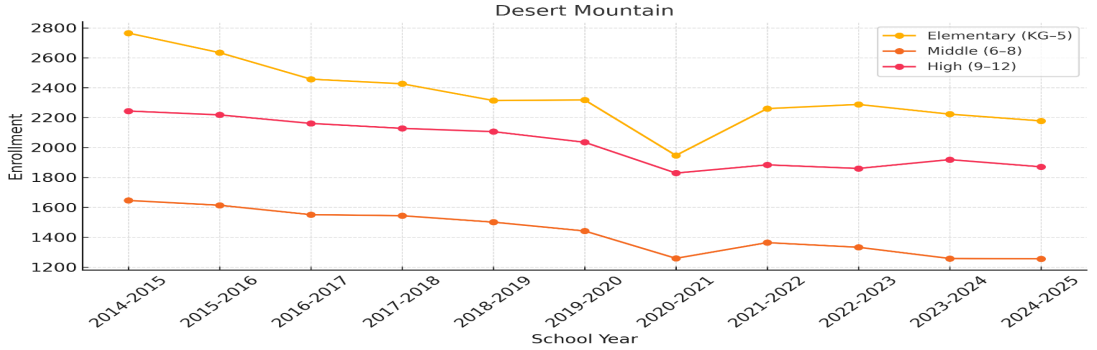

SUSD Enrollment by Type (2007–2025)
Grade Band Type
Elementary (KG - 5)
High (9-12)
Middle (6-8)
Enrollment
School Year
11000
10000
9000
8000
7000
6000
5000
10,679
11,127
11,442
11,357
11,053
10,935
10,555
9,834
9,809
9,550
9,242
8,814
8,744
8,425
8,453
8,372
8,324
8,230
8,441
8,549
8,693
8,671
8,705
8,610
8,433
8,437
8,385
8,379
8,302
8,231
8,420
8,124
7,976
7,825
7,727
7,442
6,099
6,078
6,038
5,795
5,840
5,603
5,569
5,443
5,306
5,354
5,336
5,205
5,080
4,880
4,781
4,675
4,461
4,390
2007-2008
2008-2009
2009-2010
2010-2011
2011-2012
2012-2013
2013-2014
2014-2015
2015-2016
2016-2017
2017-2018
2018-2019
2019-2020
2020-2021
2021-2022
2022-2023
2023-2024
2024-2025

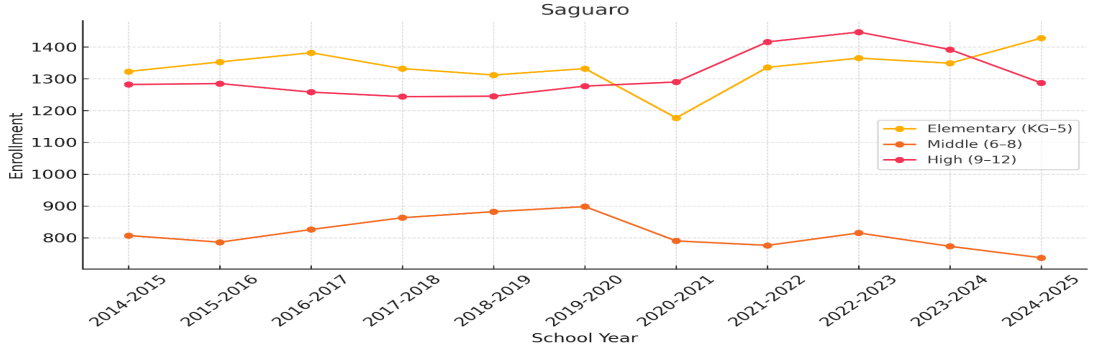
SUSD Enrollment by Grade Band and Learning Community (2014–2025)

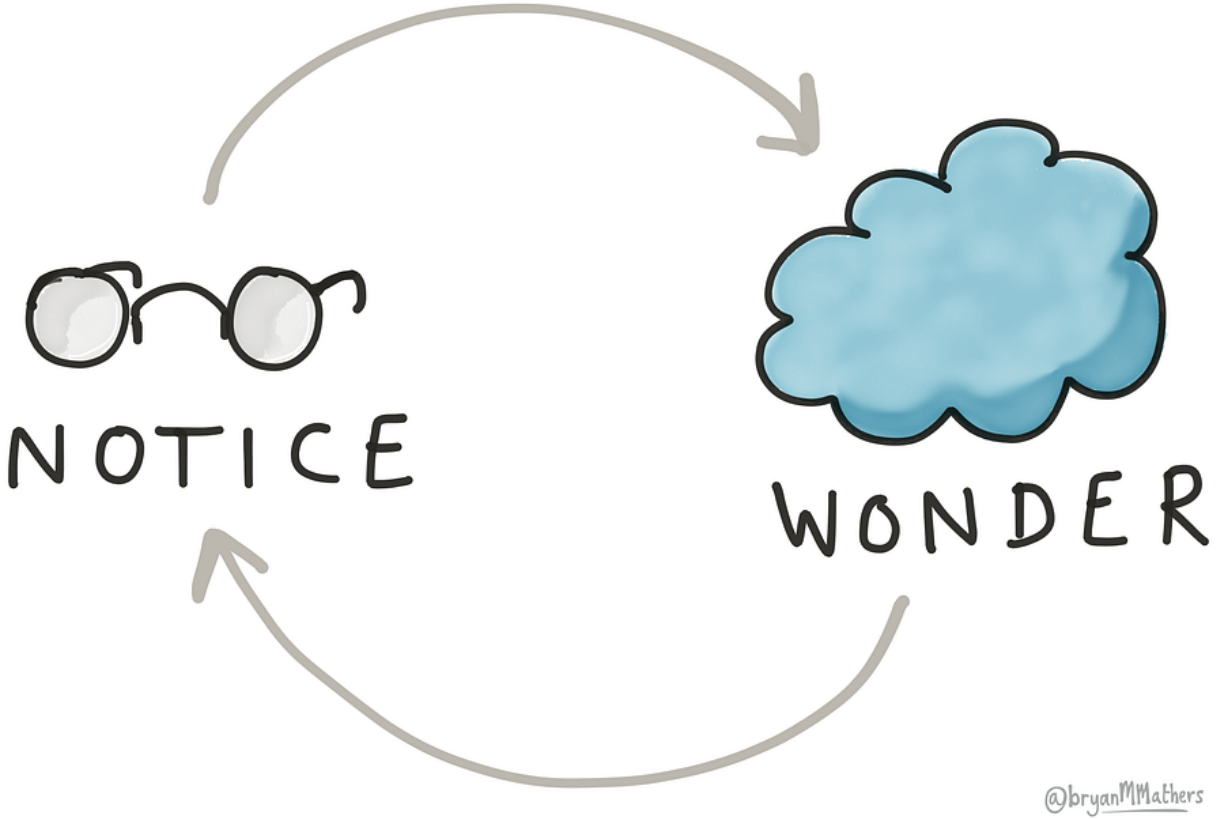


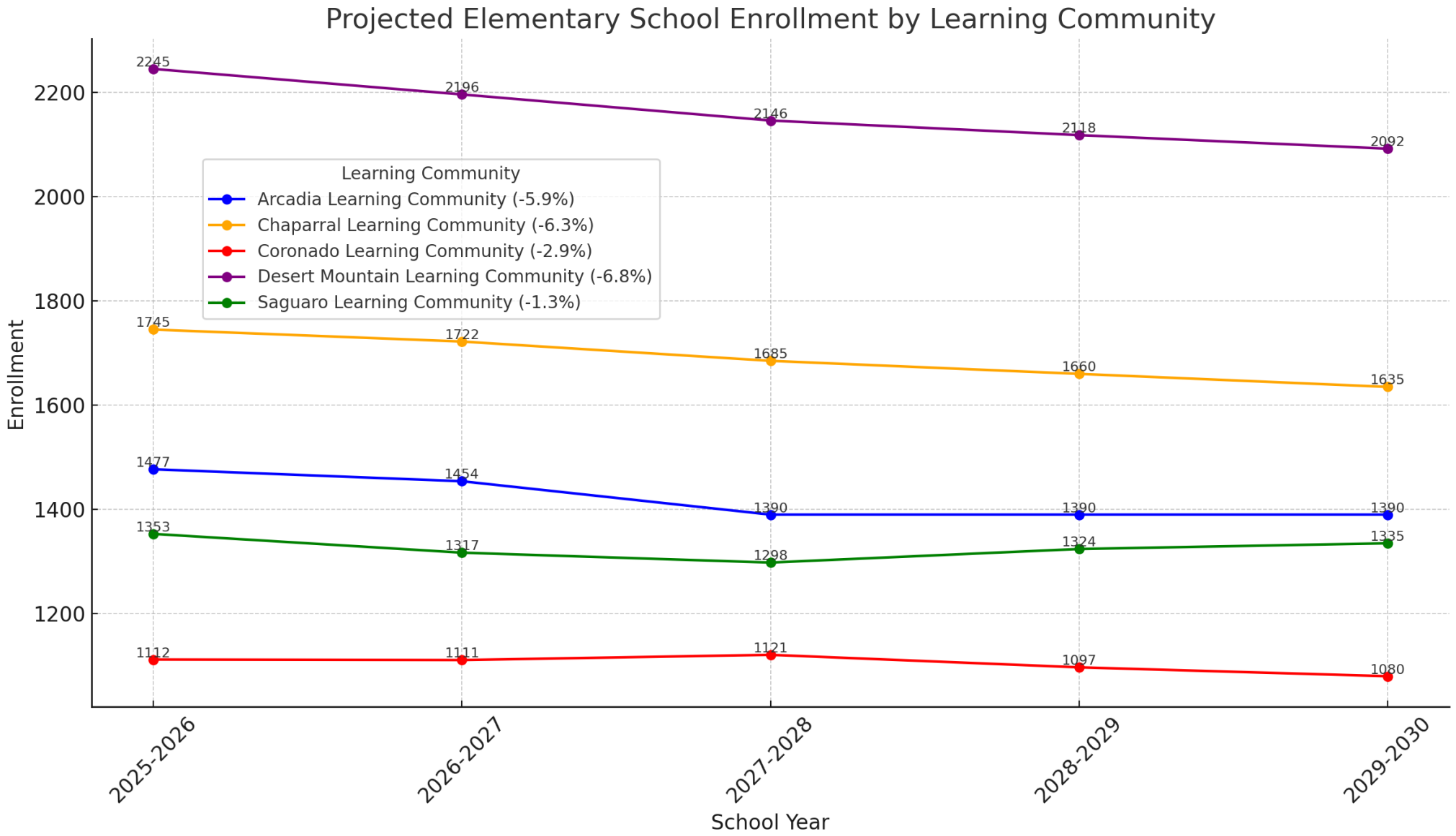






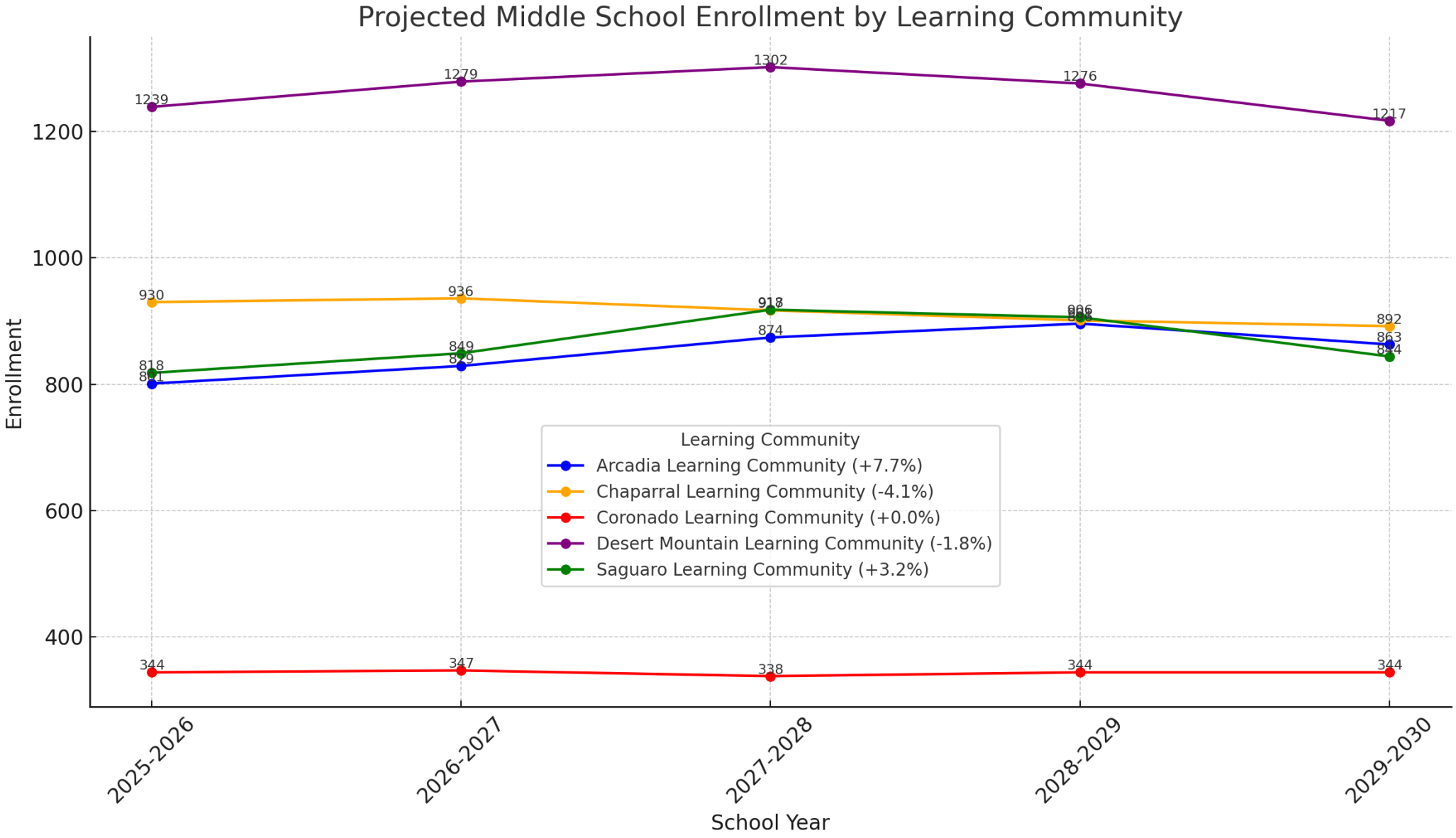



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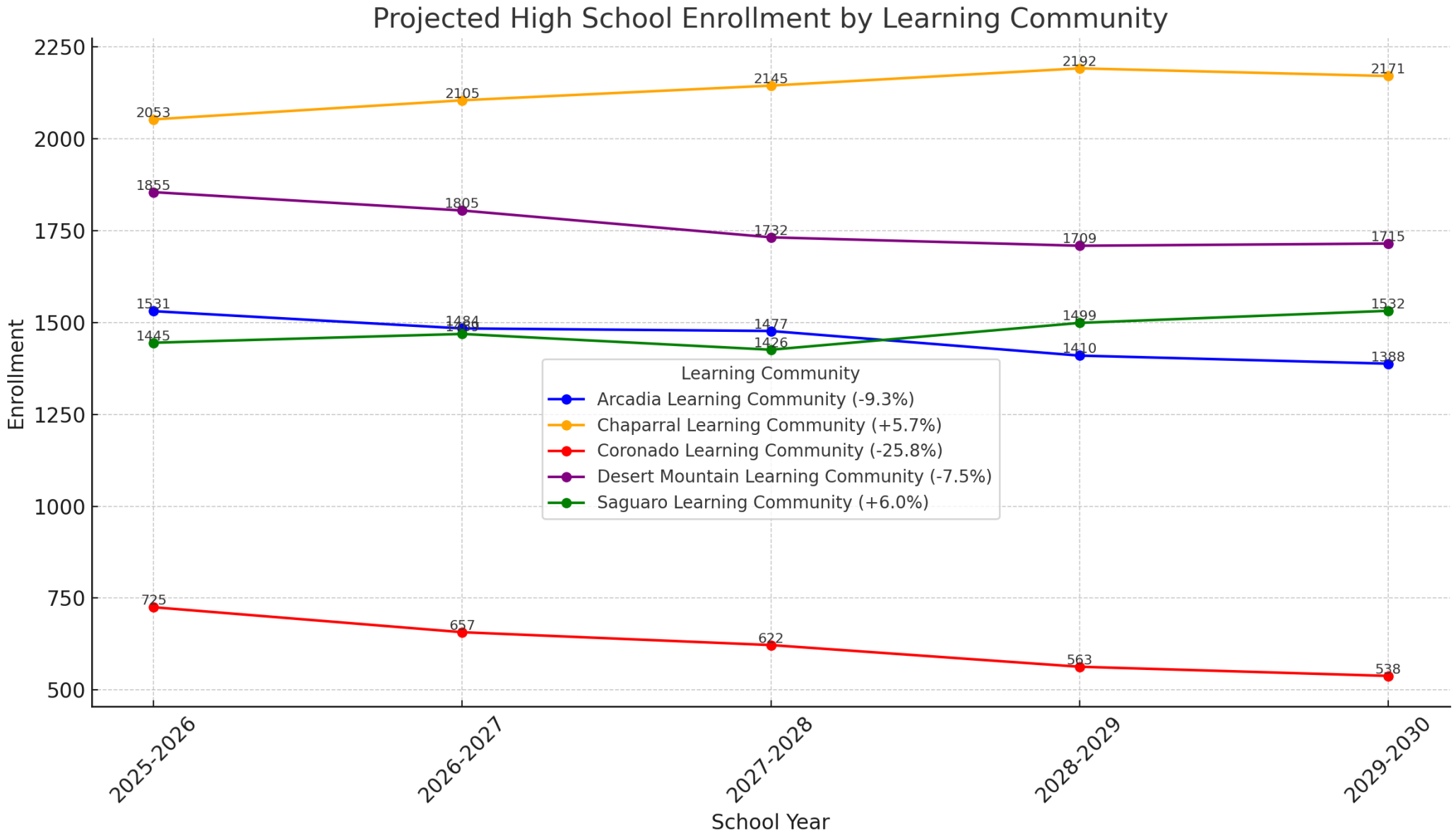
Demographer projections as of Fall 2022 based on 40th day enrollment over time.

Source: Applied Economics, 2022



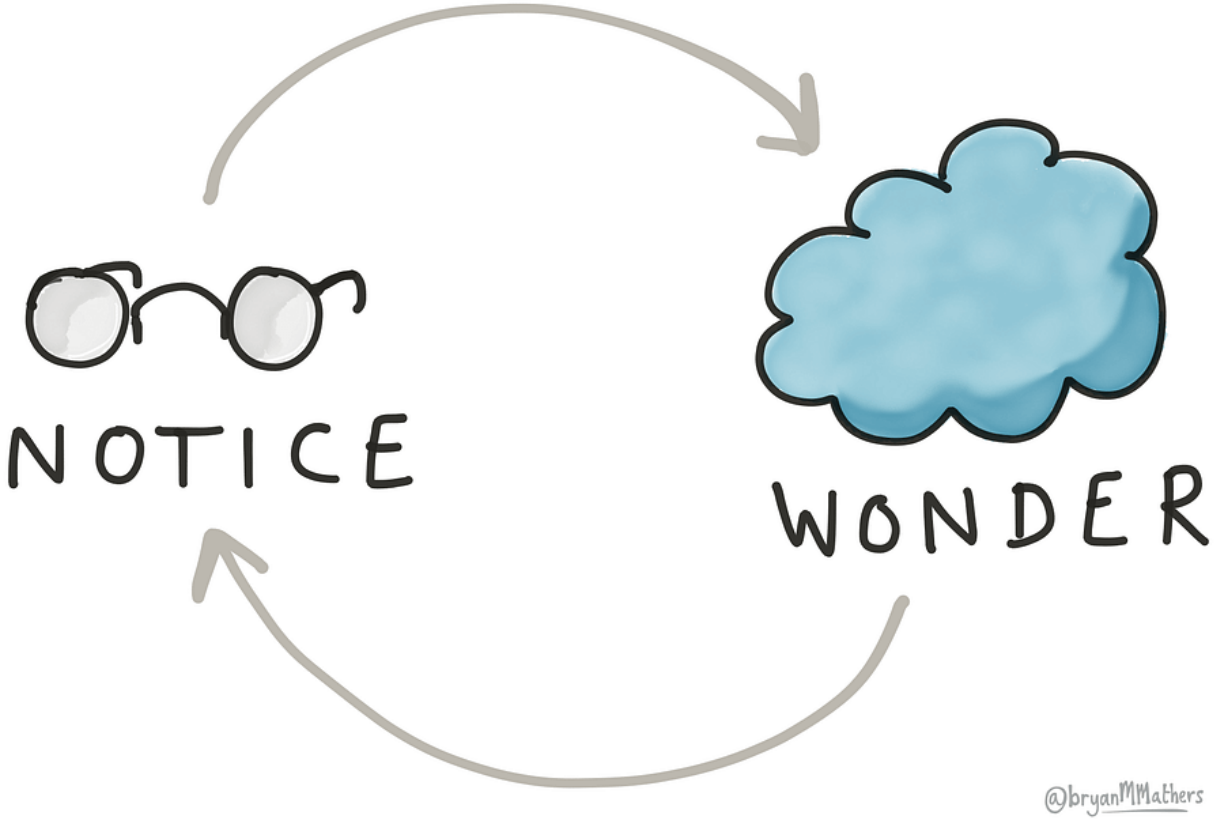
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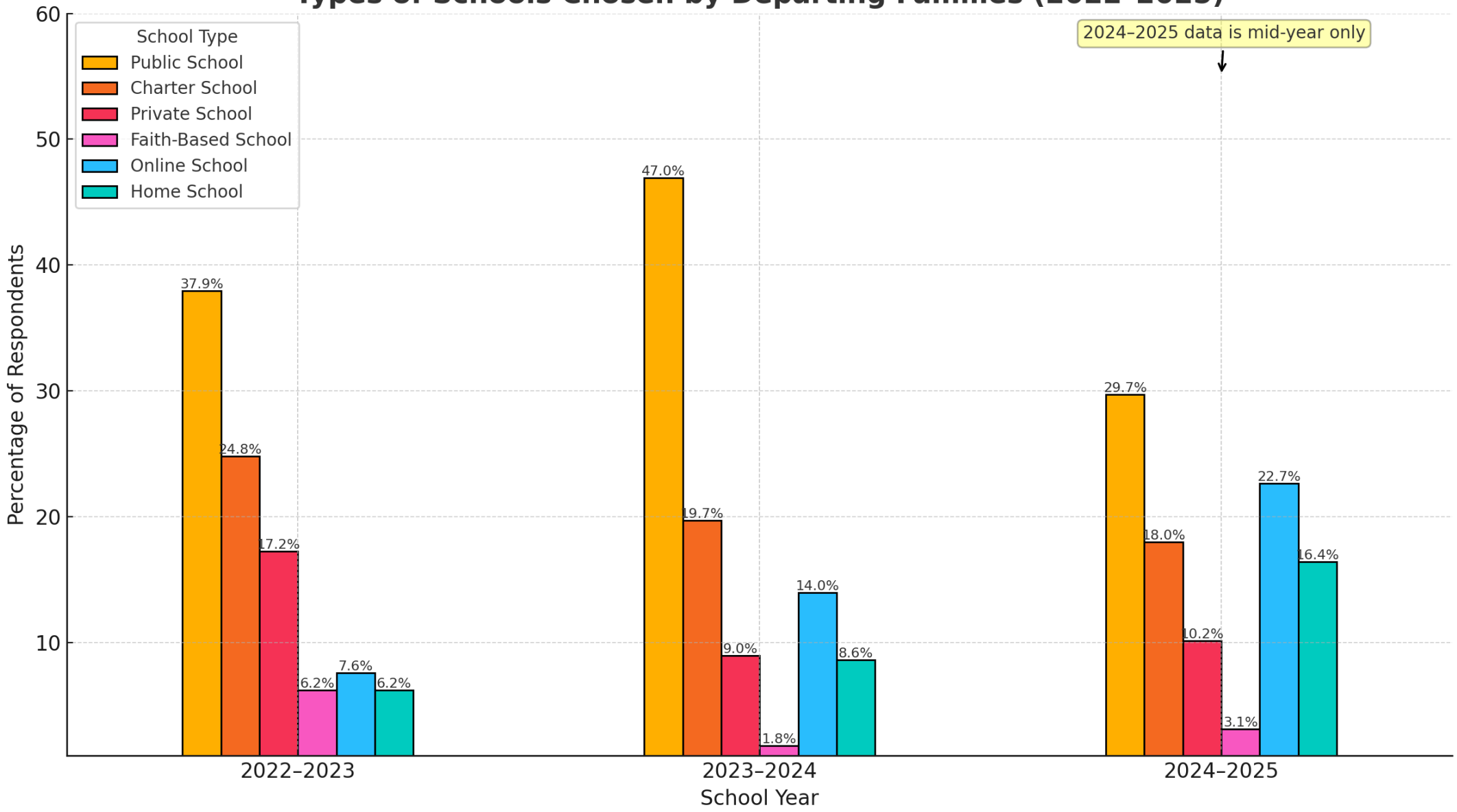

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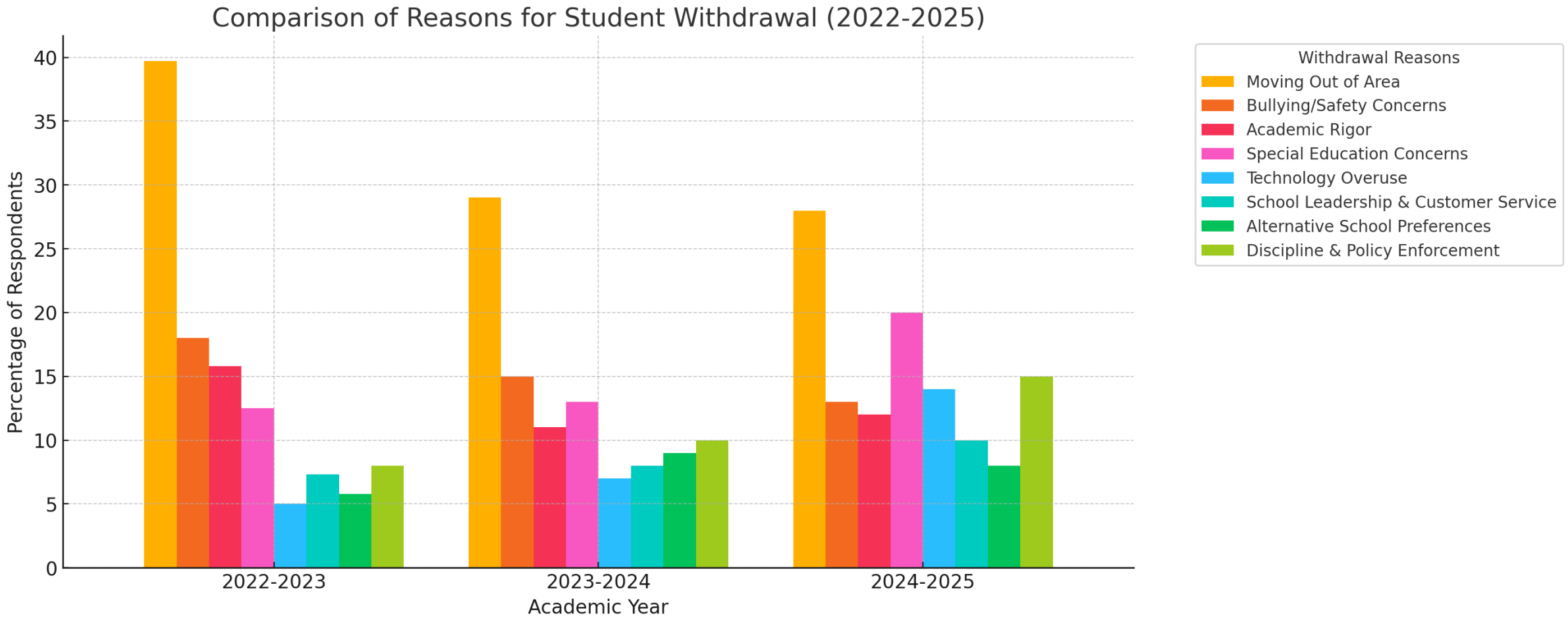
Trends from Exit Surveys

The next few slides are visual representations of the exit survey data from the past 2.5 school years. Please note, that data for 24-25 is incomplete as we have not yet completed the year.

School Year	Number Surveyed	Number Received	Response Rate
2022–2023	1573	272	17%
2023–2024	1988	408	21%
2024–2025	1281	174	14%

Types of Schools Chosen by Departing Families (2022–2025)



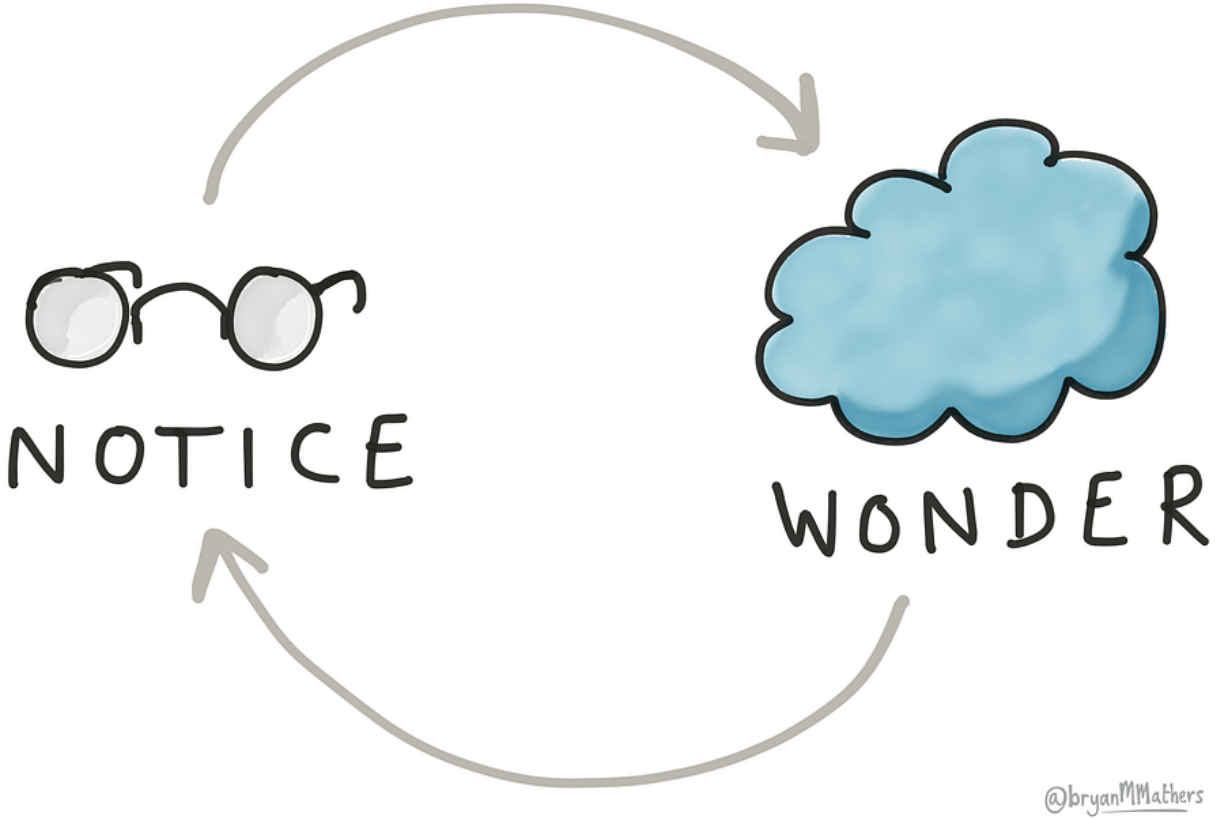

Comparison of Reasons for Student Withdrawal (2022-2025)
Percentage of Respondents
0
5
10
15
20
25
30
35
40
2022-2023
2023-2024
2024-2025
Academic Year
Withdrawal Reasons
Moving Out of Area
Bullying/Safety Concerns
Academic Rigor
Special Education Concerns
Technology Overuse
School Leadership & Customer Service
Alternative School Preferences
Discipline & Policy Enforcement

Correlation Between Different Concerns

Technology overuse is strongly correlated with concerns about academic rigor, suggesting that some parents feel digital learning is reducing classroom effectiveness.

Discipline & policy enforcement correlates with bullying/safety concerns, meaning parents who cited behavior issues also felt schools lacked proper enforcement.

Special education concerns correlate with dissatisfaction in school leadership, indicating that families facing IEP challenges often feel unsupported by administration.


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Building Capacity & Utilization

Examine facility capacity vs. current usage

- Building capacity by school
- Utilization rates
- Growth/consolidation areas

Closing Thoughts