

Brunswick County Schools

Demographic Study

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*Carolina Demography at the UNC
Population Center*

CAROLINA
DEMOGRAPHY



Demographic
Analytics Advisors

Outline

1. Background and Goals
2. What we took into consideration
3. Current OSBM Forecasts
4. Developments and Implied Growth
5. Forecasts

Background and Goals

Goals of this process

1. Develop reasonable enrollment forecasts that take into account:
 - a. Development
 - b. COVID-19 decline and rebound
 - c. Potential Charter and Private school expansions
 - d. Historical Enrollment Patterns

What is an enrollment forecast... and what it isn't

What is it?

1. A scientific “most likely” scenario based on all inputs.
2. An extremely useful planning tool, if used correctly and questioned.

What isn't it?

1. A magic solution that will tell someone, with complete accuracy, what enrollment will be in 10 years.
2. A random and wild guess at what enrollment will be in 10 years.

What We Take Into Consideration

Key Considerations – Forecasts

General:

1. Historical Enrollment Patterns
2. School Capacity and Attendance Zones
3. Demographic processes
 - a. Births
 - b. Migration
 - c. Age, sex, race, Hispanic Origin trends
4. Built environment
 - a. Building permits
 - b. Known development areas (especially residential) and timing
5. Economics
6. COVID-19

North Carolina or Brunswick County Specific:

1. The impact of S406/H823 *The Opportunity Scholarship Program* expansion
2. Charter School proliferation

Current Population Forecasts

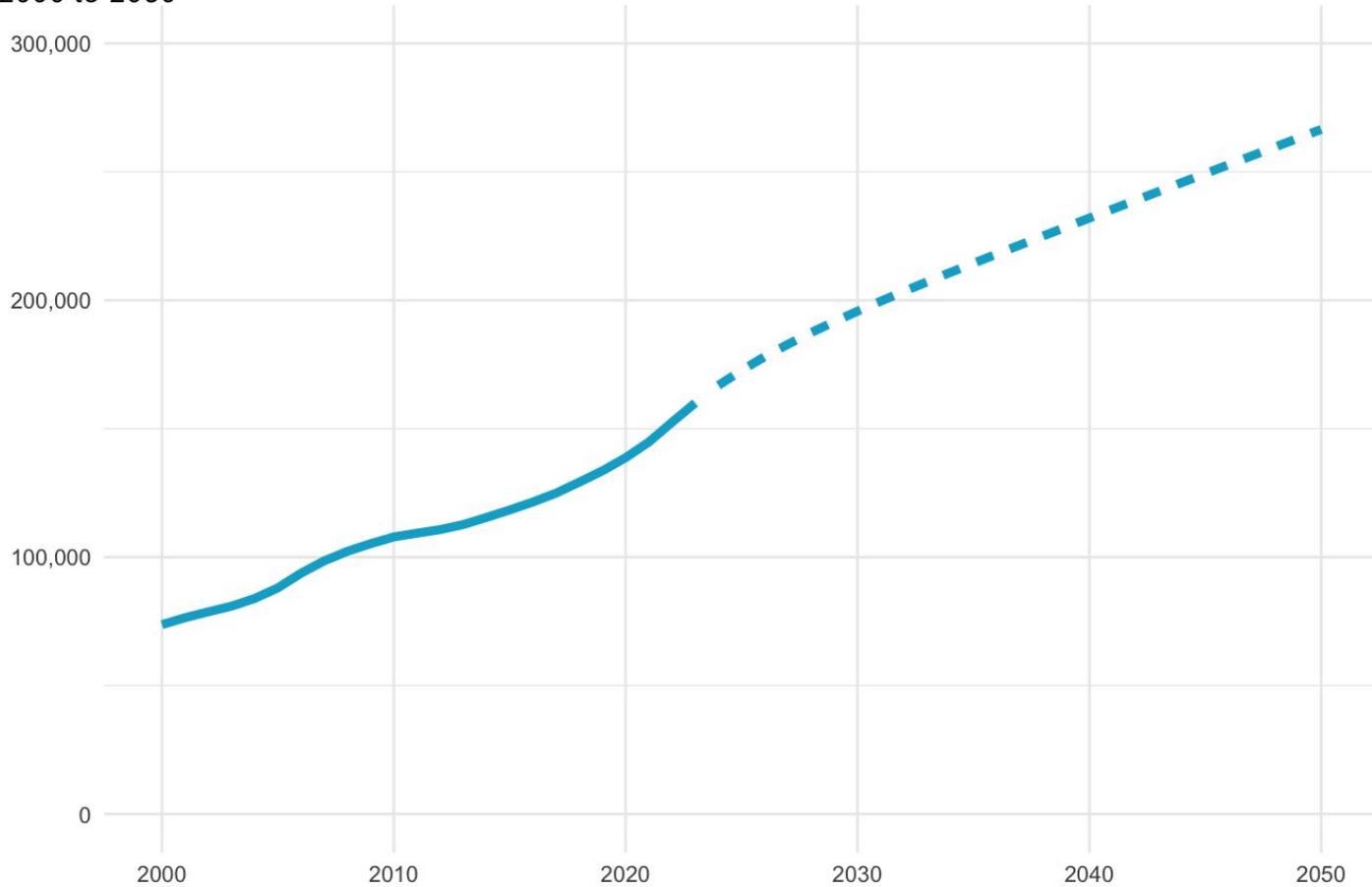
19th

As of the most recent Census Bureau data, Brunswick County is the 19th fastest growing county in the United States (measured from July 2022 through July 2023).
From April 2020 through July 2023 Brunswick is the 11th fastest growing.

Brunswick is the only large county outside Texas and Florida in the top 20.

Brunswick County Estimates and Forecast

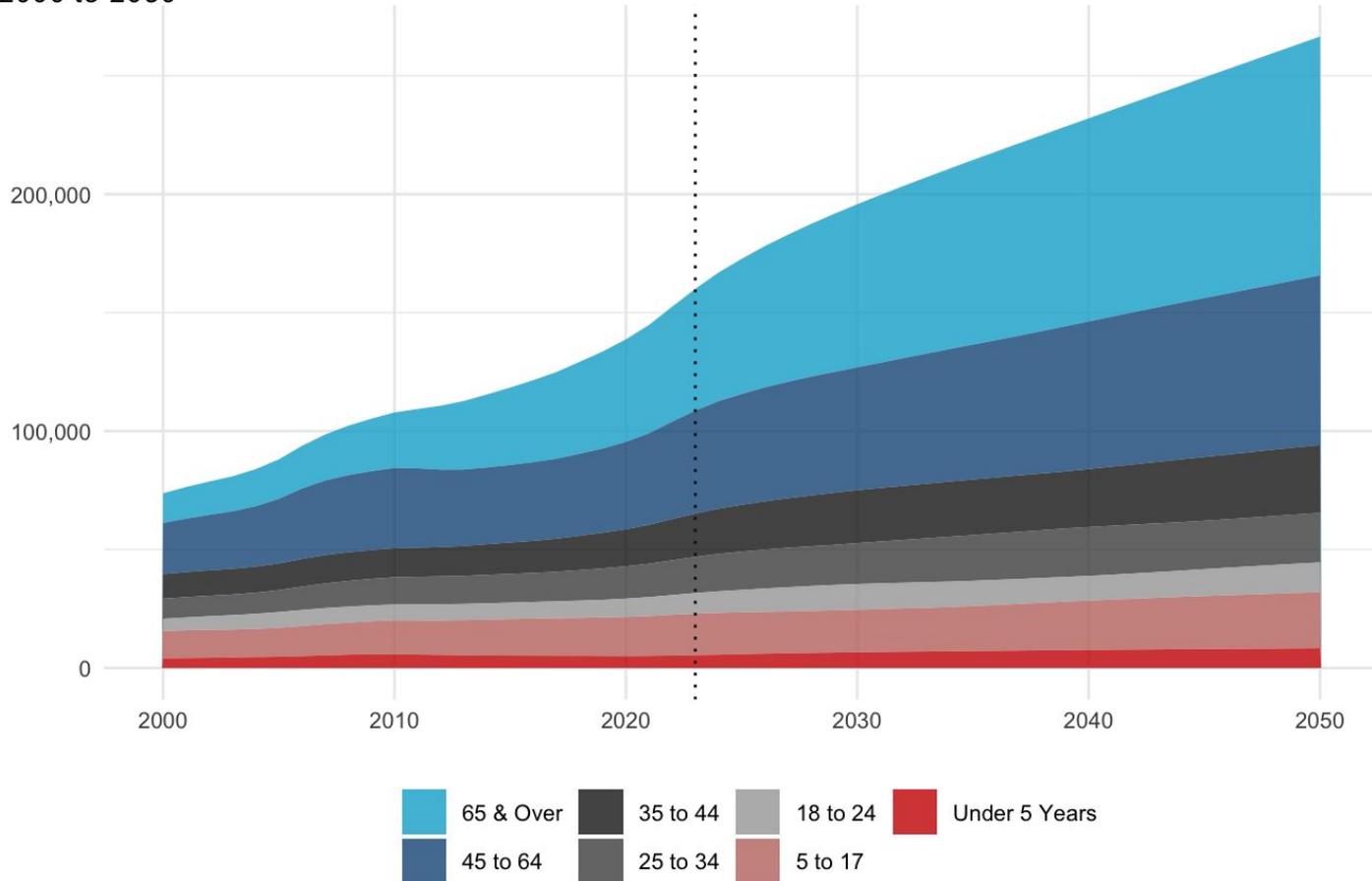
2000 to 2050



Source: OSBM Population Projections, 2023

Brunswick County Estimates and Forecast: Population by Age

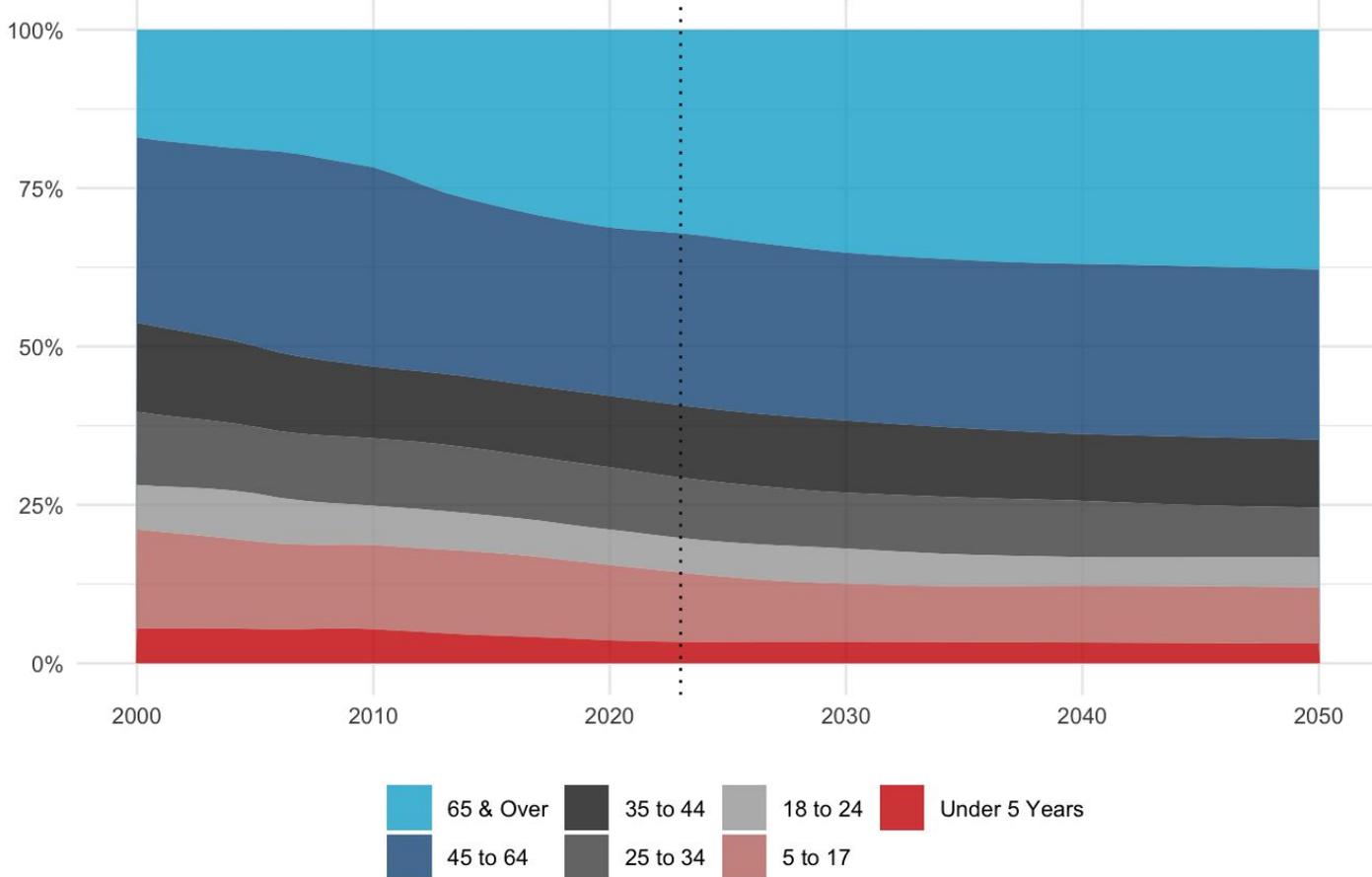
2000 to 2050



Source: OSBM Population Projections, 2023

Brunswick County Estimates and Forecast: Population Percent by Age

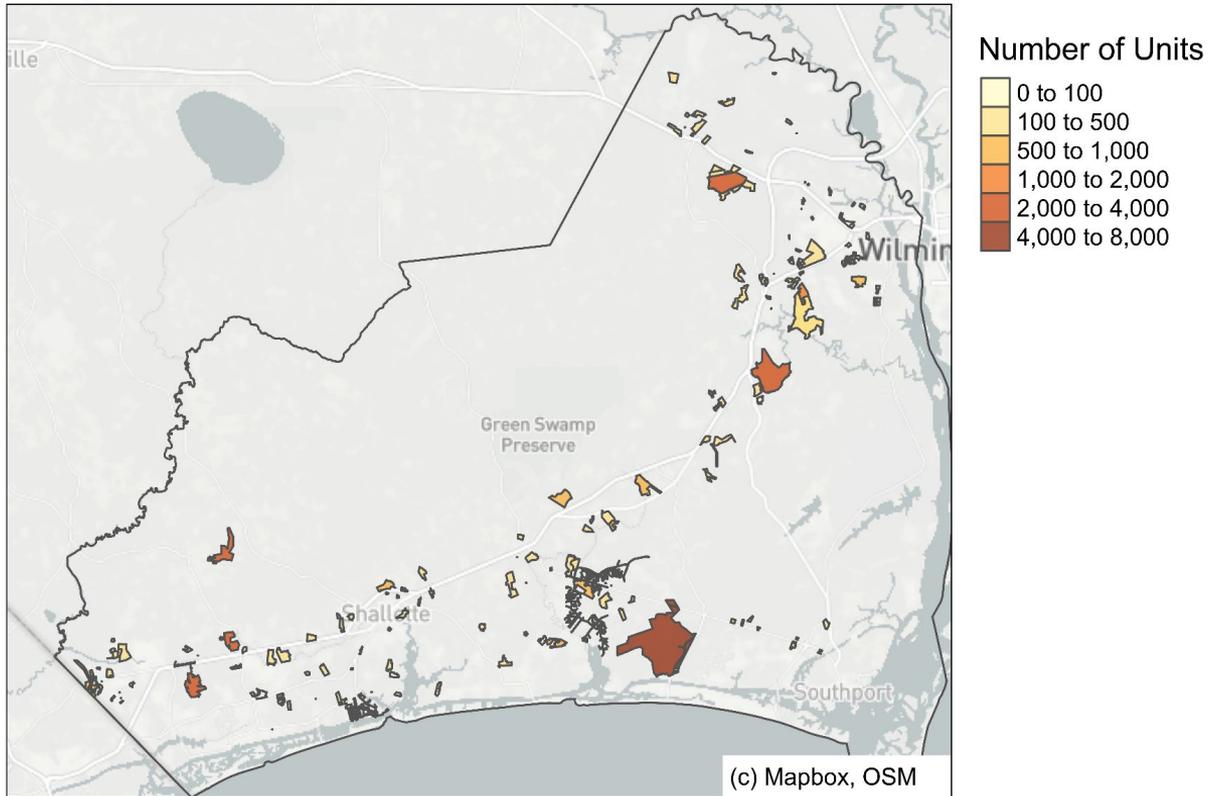
2000 to 2050



Source: OSBM Population Projections, 2023

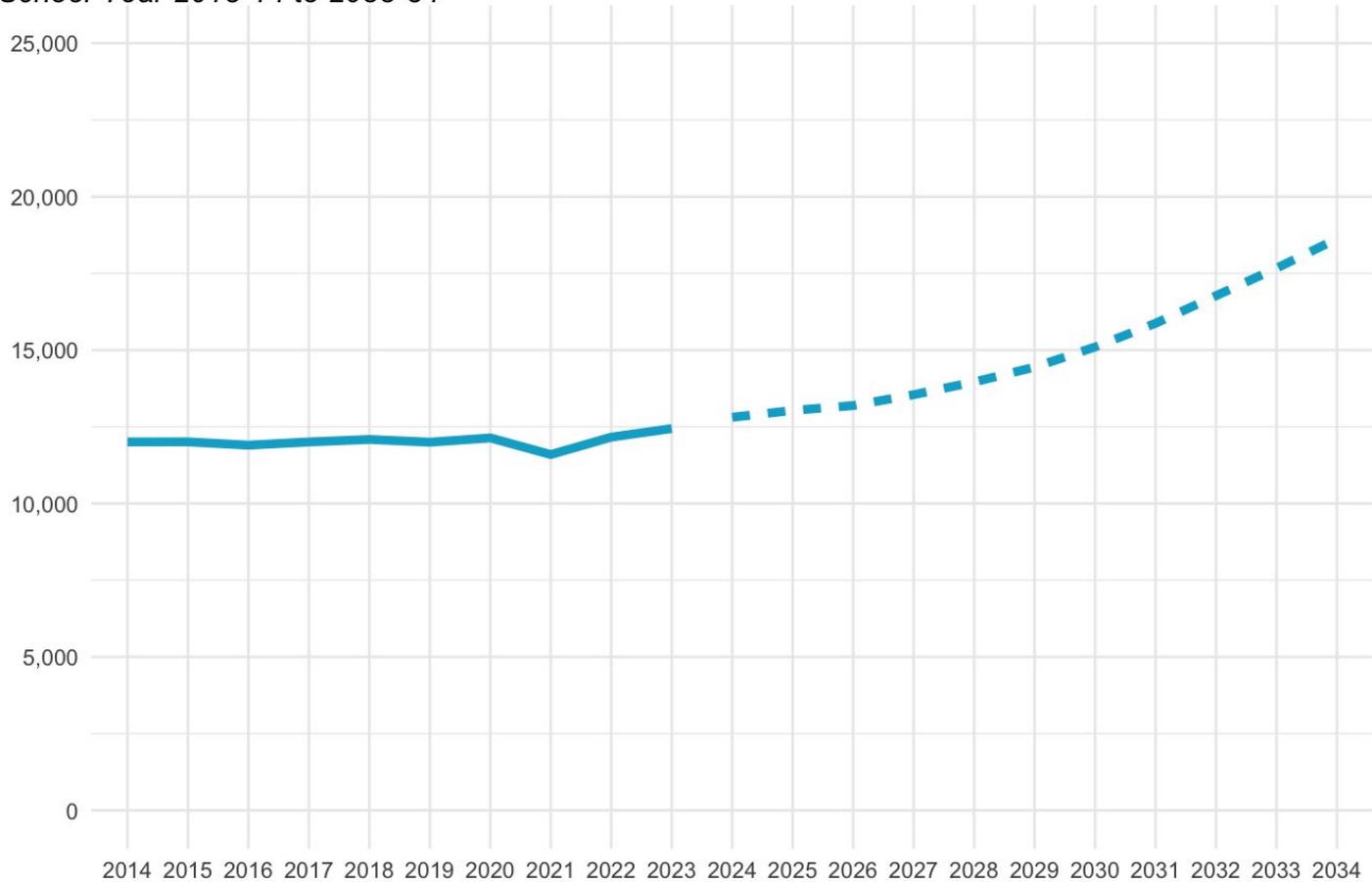
Developments

All Approved Developments as of April 2024



Brunswick County Schools Enrollment Actual and Forecasted

School Year 2013-14 to 2033-34



Source: Demographic Analytics Advisors Forecast

ADM Changes, 2015-16 Through 2033-34 by School, Selected Years

SCHOOL NAME	2016	2020	2024	2025	2026	2028	2030	2032	2034	% CHANGE 25-26 VS 23-24
Cedar Grove Middle	488	491	451	489	534	520	558	616	687	18.4%
Town Creek Middle	0	0	397	413	440	544	605	683	868	10.8%
North Brunswick High	1,059	1,138	1,547	1,637	1,694	1,839	2,003	2,201	2,357	9.5%
Lincoln Elementary	592	585	700	722	738	814	888	1,019	1,074	5.4%
Town Creek Elementary	564	580	816	848	857	901	1,012	1,206	1,334	5.0%
Waccamaw	339	272	273	274	284	328	365	387	404	4.0%
Leland Middle	757	1,008	779	804	809	867	931	963	1,158	3.9%
South Brunswick Middle	733	794	592	604	609	591	631	705	921	2.9%
Union Elementary	600	573	600	607	616	644	668	765	821	2.7%
Belville Elementary	796	860	757	748	777	761	816	945	1,012	2.6%
Virginia Williamson Elem	559	493	557	575	570	628	682	708	728	2.3%
Bolivia Elementary	406	413	505	503	508	515	596	767	858	0.6%
West Brunswick High	1,388	1,472	1,515	1,505	1,518	1,546	1,595	1,714	1,835	0.2%
South Brunswick High	1,133	1,031	1,175	1,193	1,169	1,261	1,351	1,428	1,585	-0.5%
Southport Elementary	587	541	416	410	409	449	486	530	557	-1.7%
Supply Elementary	604	591	570	560	560	596	636	733	777	-1.8%
Shallotte Middle	646	657	613	608	597	647	712	715	896	-2.6%
Waccamaw Middle	199	195	167	171	162	174	201	237	261	-3.0%
Jessie Mae Monroe Elementary	450	443	380	362	340	335	364	449	494	-10.5%
Total	12,360	12,566	13,229	13,492	13,654	14,452	15,622	17,333	19,237	3.2%

Source: Month 2 ADM, Principal's Monthly Report, NC DPI and Demographic Analytics Advisors / Carolina Demography Forecast

Note: The COAST and Early College High School are not included in the table as they are choice schools, but they are included in the total row.

Enrollment Versus Capacity

Actual and Projected

Percent of Capacity by School Level: 2023-24 through 2033-34

SCHOOL LEVEL	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030	2030-2031	2031-2032	2032-2033	2033-2034
1. Elementary	92.8%	91.2%	89.7%	91.9%	94.1%	96.9%	102.6%	110.4%	118.8%	123.9%	127.7%
2. Waccamaw	70.5%	71.3%	71.5%	75.8%	80.4%	86.4%	90.7%	94.1%	100.0%	103.2%	106.6%
3. Middle	69.4%	71.5%	73.2%	75.1%	77.6%	80.9%	84.2%	85.9%	90.2%	99.1%	111.0%
4. High	89.2%	85.8%	86.7%	89.1%	92.0%	94.9%	98.0%	102.3%	105.8%	110.0%	114.5%

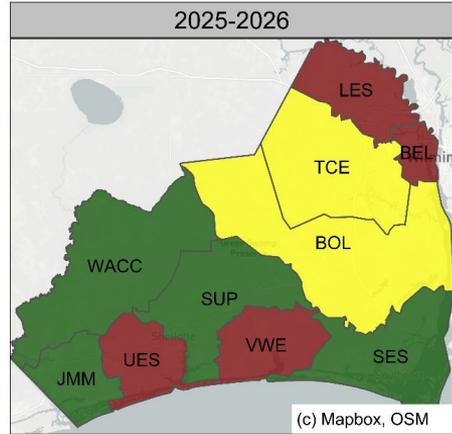
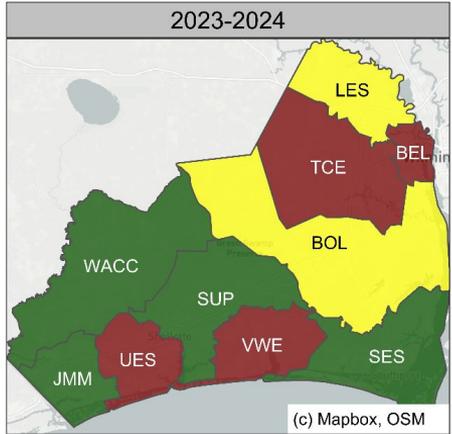
Source: Month 2 ADM. Principal's Monthly Report, NC DPI and Demographic Analytics Advisors / Carolina Demography Forecast

Percent of Capacity by School: 2023-24 through 2033-34

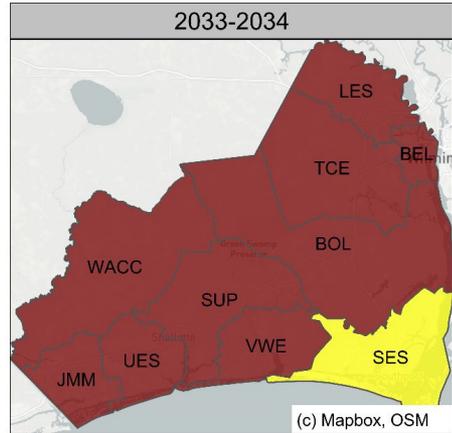
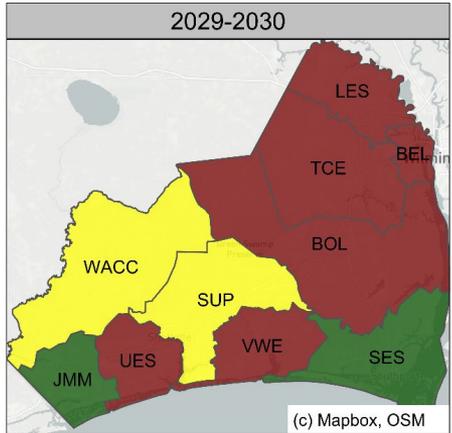
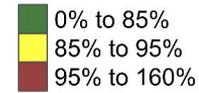
SCHOOL NAME	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030	2030-2031	2031-2032	2032-2033	2033-2034
Belville Elementary	104.6%	103.3%	107.3%	105.2%	105.1%	106.4%	112.7%	121.5%	130.5%	136.5%	139.8%
Bolivia Elementary	93.7%	93.3%	94.2%	96.1%	95.5%	98.0%	110.6%	126.3%	142.3%	153.4%	159.2%
Jessie Mae Monroe Elementary	74.1%	70.6%	66.3%	67.4%	65.3%	65.9%	71.0%	79.1%	87.5%	93.0%	96.3%
Lincoln Elementary	92.3%	95.3%	97.4%	101.1%	107.4%	111.6%	117.2%	125.6%	134.4%	138.7%	141.7%
Southport Elementary	67.9%	66.9%	66.7%	70.0%	73.2%	77.2%	79.3%	82.5%	86.5%	88.9%	90.9%
Supply Elementary	81.9%	80.5%	80.5%	83.8%	85.6%	87.4%	91.4%	98.4%	105.3%	109.5%	111.6%
Town Creek Elementary	121.2%	104.0%	89.6%	92.7%	94.1%	97.4%	105.7%	115.5%	126.0%	132.5%	139.4%
Union Elementary	95.8%	97.0%	98.4%	99.7%	102.9%	102.1%	106.7%	113.7%	122.2%	127.0%	131.2%
Virginia Williamson Elem	98.1%	101.2%	100.4%	104.8%	110.6%	118.7%	120.1%	121.1%	124.6%	126.1%	128.2%
Waccamaw	70.5%	71.3%	71.5%	75.8%	80.4%	86.4%	90.7%	94.1%	100.0%	103.2%	106.6%
Cedar Grove Middle	66.3%	71.9%	78.5%	76.2%	76.5%	75.6%	82.1%	85.1%	90.6%	94.0%	101.0%
Leland Middle	83.8%	86.5%	87.0%	92.4%	93.2%	99.8%	100.1%	101.7%	103.5%	112.0%	124.5%
Shallotte Middle	66.1%	65.5%	64.3%	67.6%	69.7%	74.4%	76.7%	76.4%	77.0%	85.0%	96.6%
South Brunswick Middle	64.5%	65.8%	66.3%	63.8%	64.4%	65.3%	68.7%	70.3%	76.8%	86.8%	100.3%
Town Creek Middle	63.4%	66.0%	70.3%	76.0%	86.9%	91.4%	96.6%	100.3%	109.1%	124.1%	138.7%
North Brunswick High	100.8%	86.8%	89.8%	94.0%	97.5%	99.8%	106.2%	112.2%	116.7%	122.3%	125.0%
South Brunswick High	90.0%	91.3%	89.5%	92.7%	96.6%	100.5%	103.4%	106.6%	109.3%	114.0%	121.4%
West Brunswick High	83.5%	83.0%	83.7%	83.4%	85.2%	88.1%	87.9%	91.3%	94.5%	96.9%	101.2%

Source: Month 2 ADM. Principal's Monthly Report, NC DPI and Demographic Analytics Advisors / Carolina Demography Forecast

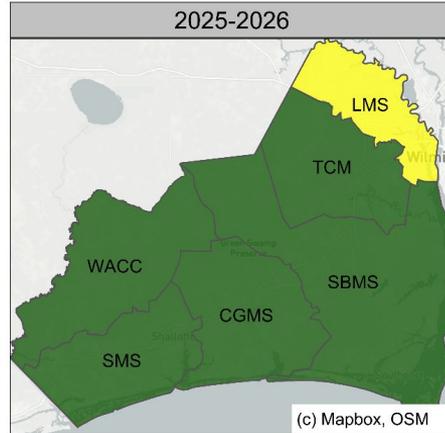
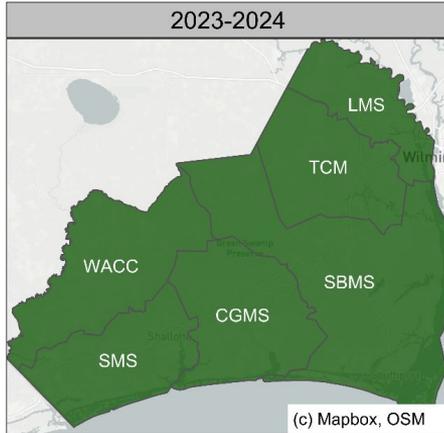
Elementary School Enrollment as a % of Capacity



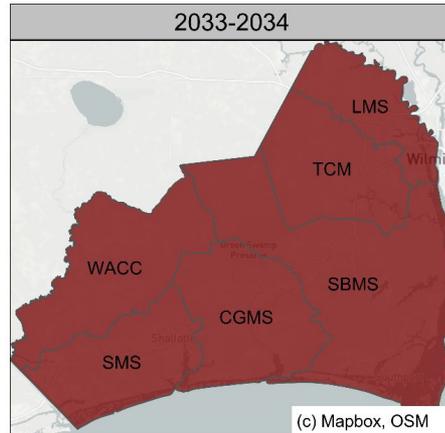
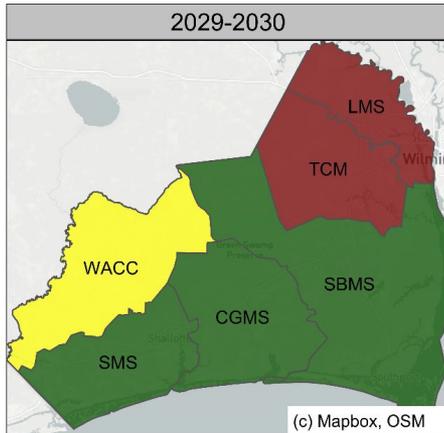
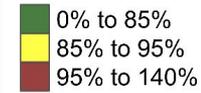
Percent Capacity



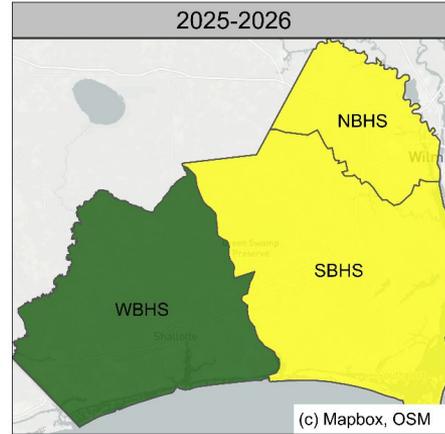
Middle School Enrollment as a % of Capacity



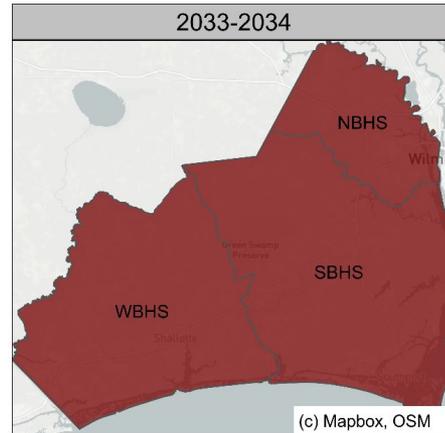
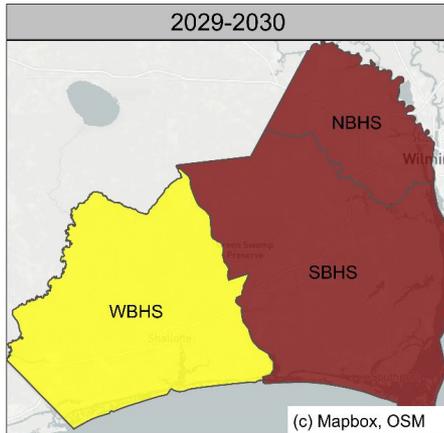
Percent Capacity



High School Enrollment as a % of Capacity



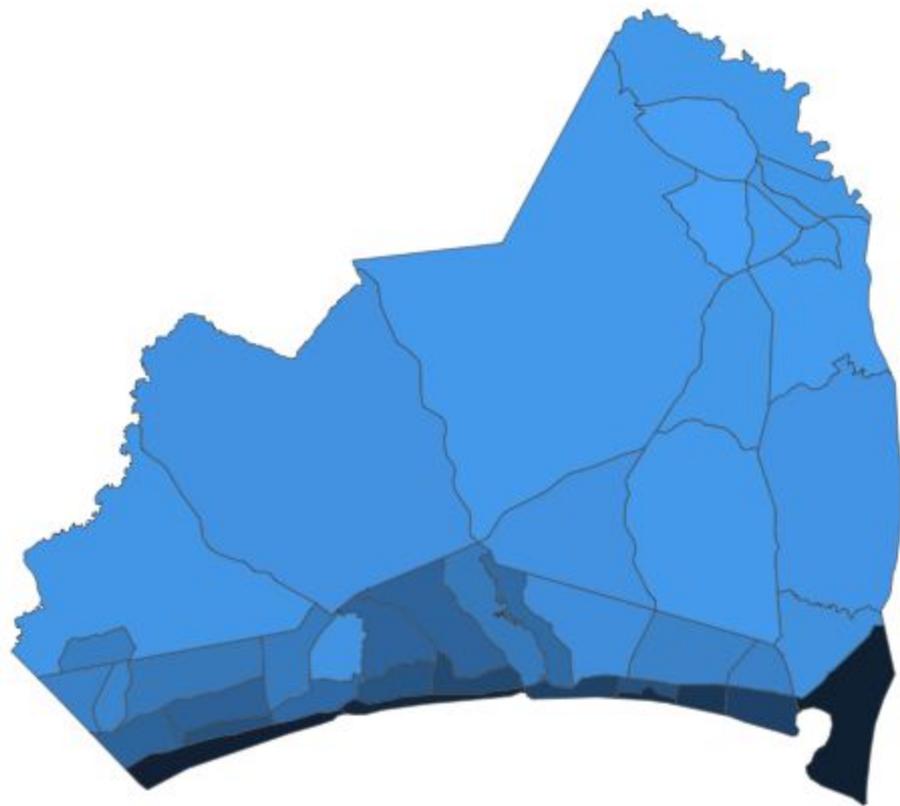
Percent Capacity



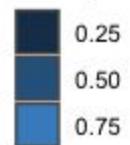
Questions?

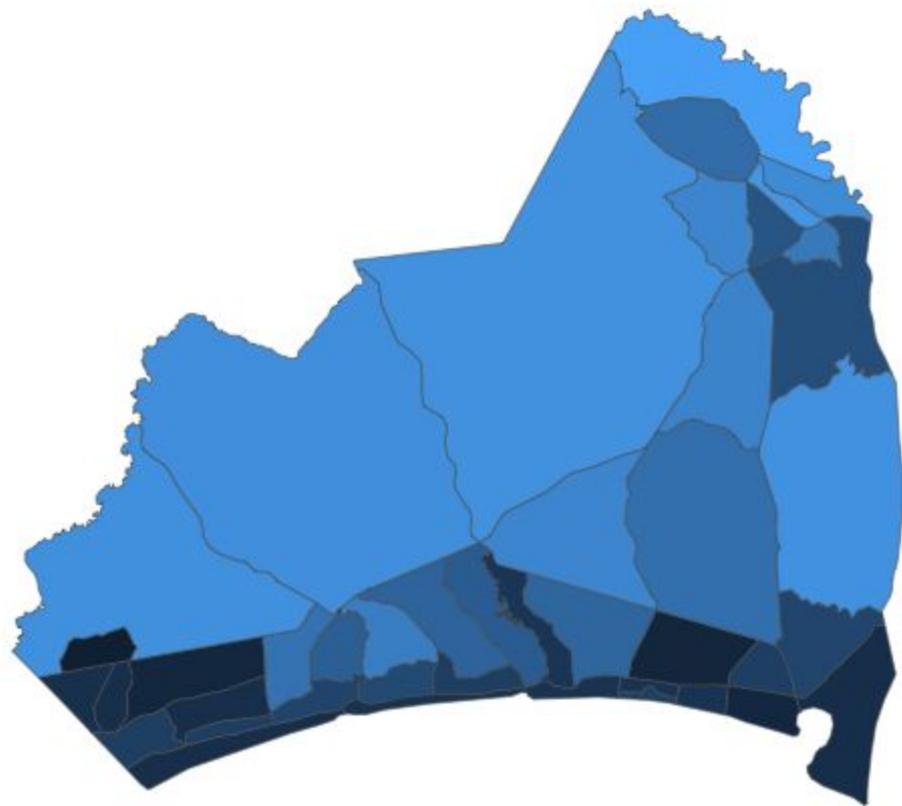
Thank you!

Appendix

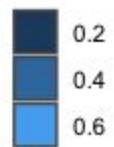


Occupancy Rate





Under 18 PPH



Assumptions and Methodology

Assumptions

1. Housing growth will occur at the following rates:
 - a. 75% of approved housing will be built by 2034
 - b. Some of the currently approved housing will begin hitting the market before the beginning of the 2025-26 school year
2. Occupancy rates and Persons Per Household by age will follow historical patterns
 - a. Calculated at the tract level
3. Occupancy will build out on the following basis:
 - a. In year 1 of completion occupancy will be 50% of the final occupancy
 - b. Years 2-3 linear growth to full occupancy
 - c. Years 4 and beyond full occupancy

Datasets Used In the Development of the Enrollment Forecasts

Dataset	Description	Source	Years Covered
Average Daily Membership Month 2	Average daily membership by grade and by school for month 2 of the school year. Data were delivered by grade by school for the past 10 school years, student / address level data were provided for the current school year only.	BCPS, NCDPI	2013-14 through 2023-24
Attendance Zone Boundaries	Current geographic boundaries for each of the current schools	BCPS	2023-24
Decennial Census Data	Data on population by age, housing occupancy, persons per household from the decennial census	US Census Bureau	2000, 2010, 2020
Population Estimates and Forecasts	Estimates and projections of the population by age for Brunswick County	NC OSBM	2000 through 2050
Births	Births to resident mothers in Brunswick County (we received provisional monthly data directly from DPH)	NC DPH	2000 through 2023
Approved Developments	Approved developments throughout the county by number of units and parcel	Brunswick County, multiple municipalities	Current
Proposed Developments	Proposed developments throughout the county by number of units and parcel	Brunswick County, multiple municipalities	Current

Methodology: Modified Grade Progression

- We begin with a weighted grade progression methodology
 - Look, by school and feeder school patterns, at the ratio of students in the prior grade last year, versus current grade this year. Ratio larger than one implies in movement, lower than one attrition or out movement.
 - Forecast this ratio into the future.
- We tested several different weighting regimes and finalized with a 10 year weighted average with weighting skewed slightly to more recent data.
- Add in housing based growth by attendance zone (minus 55+ communities)
- Compare differences based on GPR vs housing growth
- Add in additional students based on housing growth.