



Saint Paul
PUBLIC SCHOOLS

School Year 2025-26 Enrollment Overview

Kara Arzamendia, Director of Research, Evaluation and Assessment
Erica Wacker, Director of Communications

November 18, 2025
Board of Education

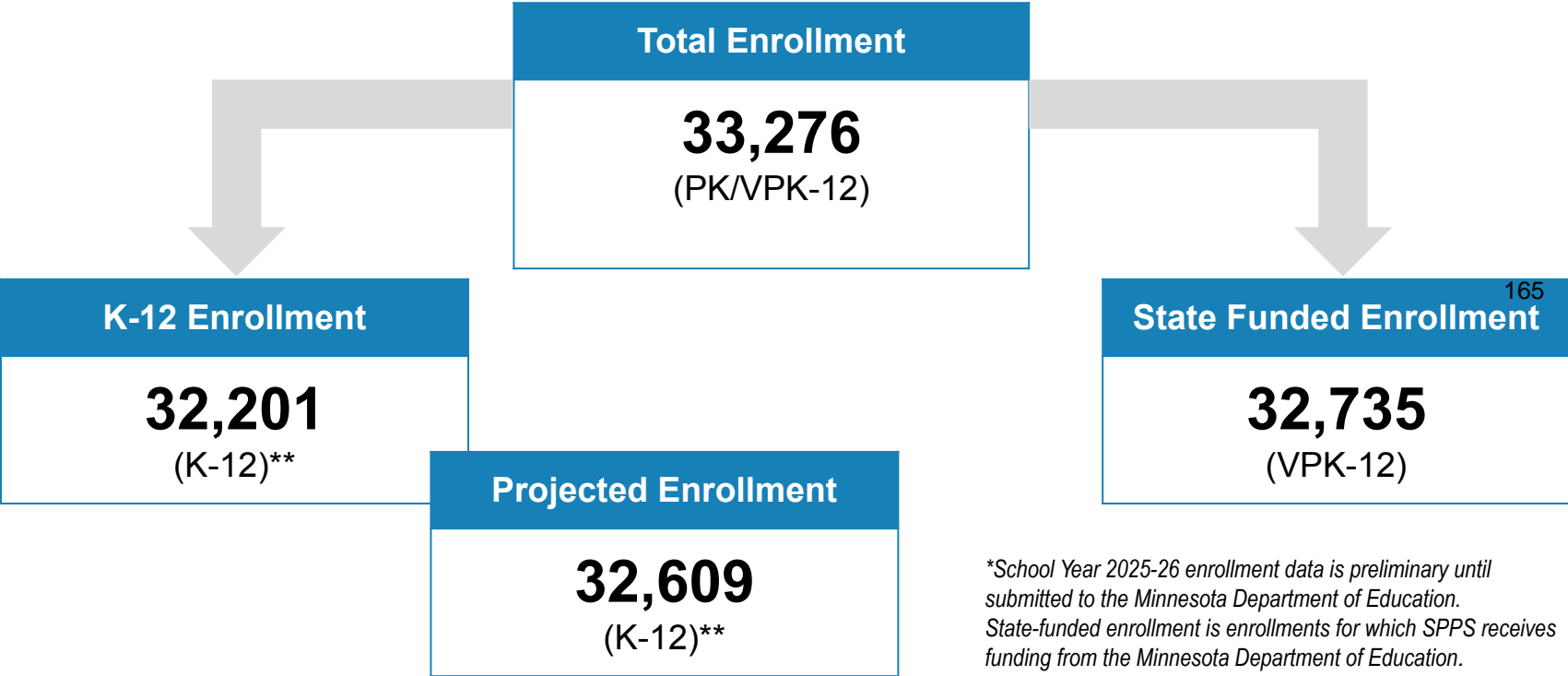
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Caution for Interpretation

- School year 2025-26 enrollment data used in this presentation is taken from the third Friday in September and is considered preliminary October 1 enrollment. These counts are based on verified enrollment.
- As counts continue to be verified and edited, the enrollment data will update and change until the October 1 enrollment count is finalized by the SPPS MARSS Office. 164
- School year 2025-26 enrollment data is preliminary until submitted to the Minnesota Department of Education (MDE) in December.
- Once finalized and submitted to MDE, October 1 data for school year 2025-26 will not change.

How Many Students are Enrolled?

School Year 2025-26*

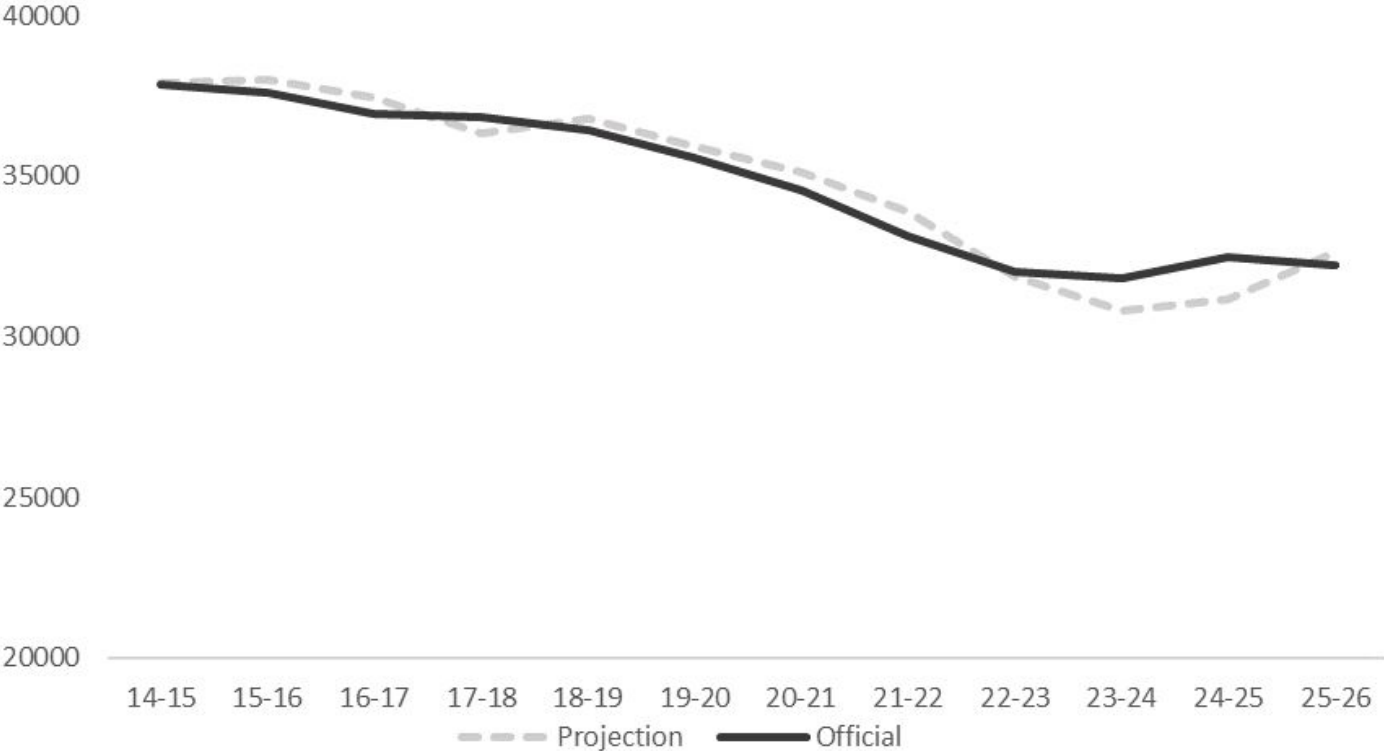


**Early Childhood is included in districtwide totals

*School Year 2025-26 enrollment data is preliminary until submitted to the Minnesota Department of Education. State-funded enrollment is enrollments for which SPPS receives funding from the Minnesota Department of Education.

Projections Compared to Official Fall Enrollment

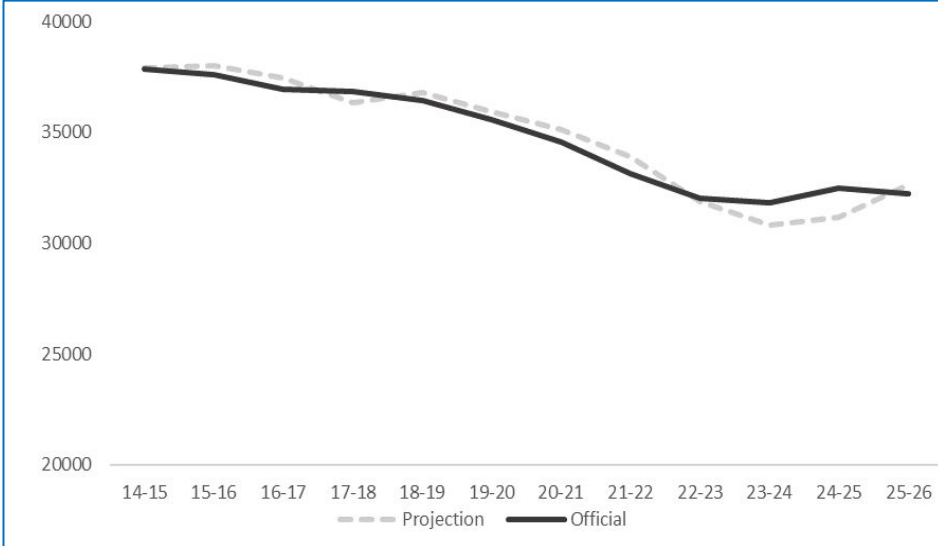
Year-over-year change ranged from -2% to +4%



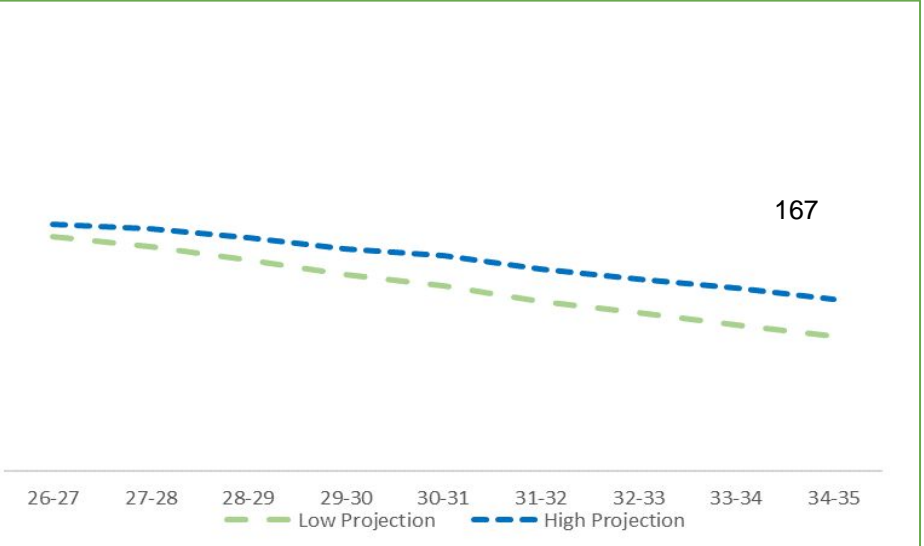
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Official Fall K-12 Enrollment and Historical Projections Compared to Future Projected Enrollment

Official K-12. Source SPPS, REA



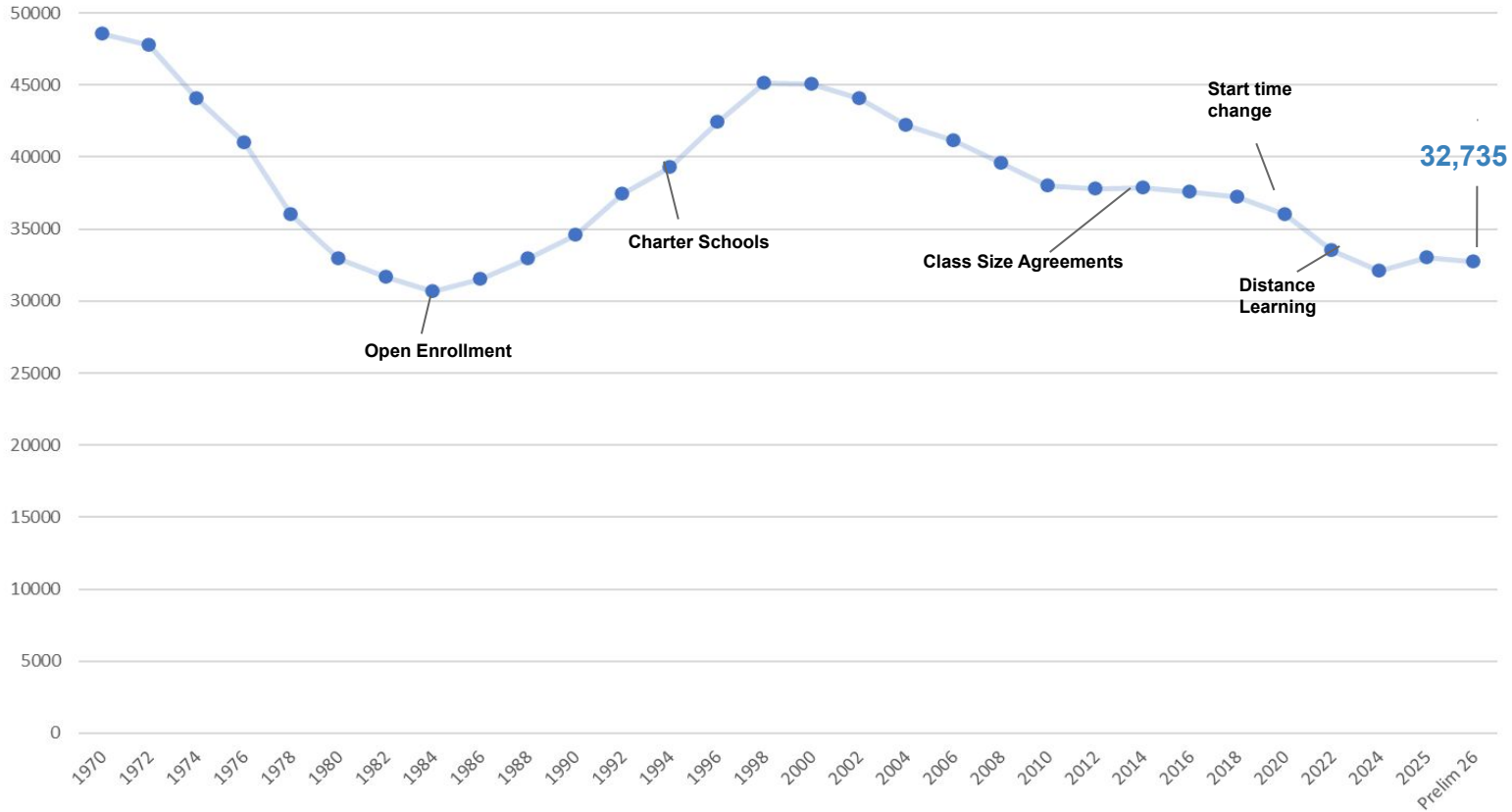
Future Projected Enrollment Source H. Reinhardt, 2025



Enrollment: Fall to Fall Comparison

Districtwide State-Funded Enrollment Long-Term Trend

(SY69-70 to SY25-26)



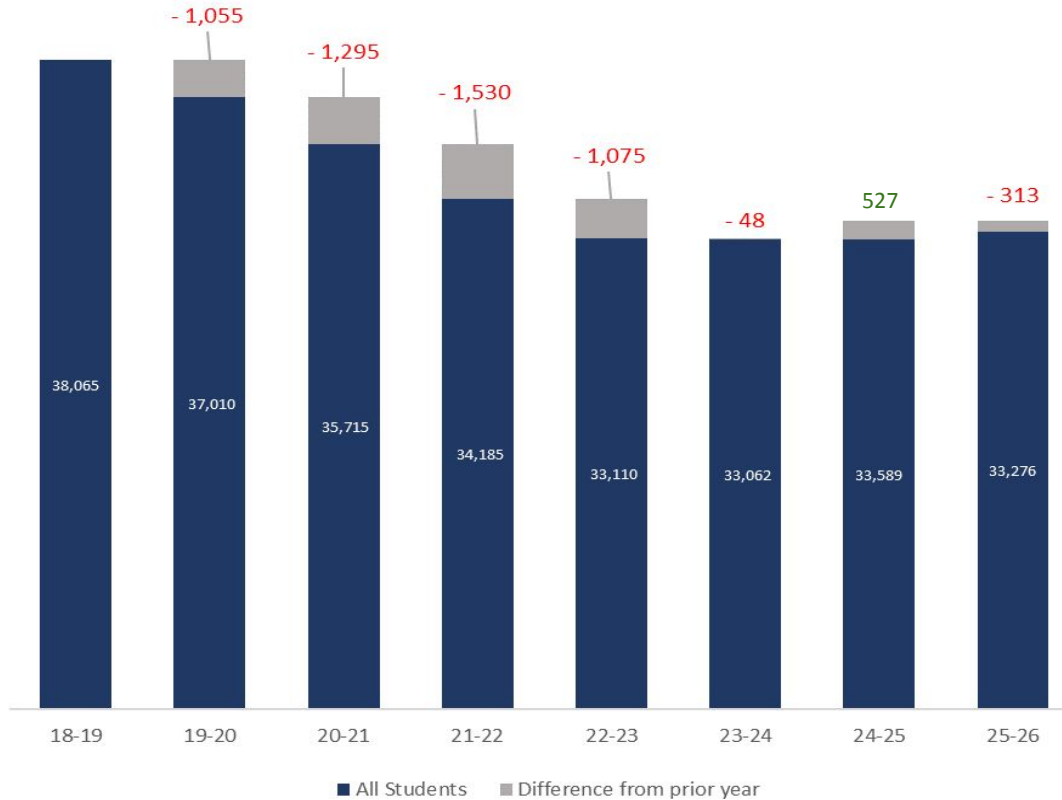
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Total Student Enrollment Trends Over Time

School Year	Oct. 1 Enrollment (PreK-12)	Enrollment Change
2018-19	38,065	--
2019-20	37,010	-1,055
2020-21	35,715	-1,295
2021-22	34,185	-1,530
2022-23	33,110	-1,075
2023-24	33,062	-48
2024-25	33,589	527
2025-26	33,276	-313

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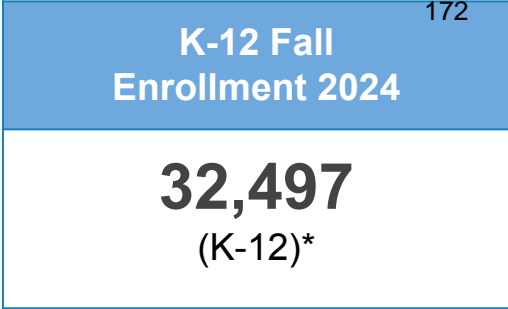
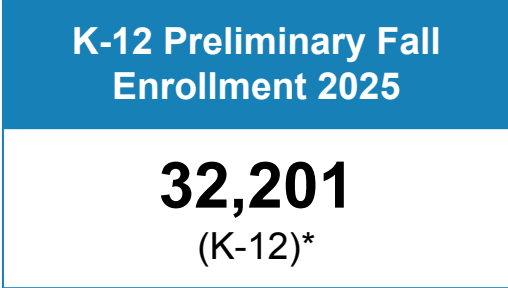
Total Student Enrollment Increases/Decreases Over Time



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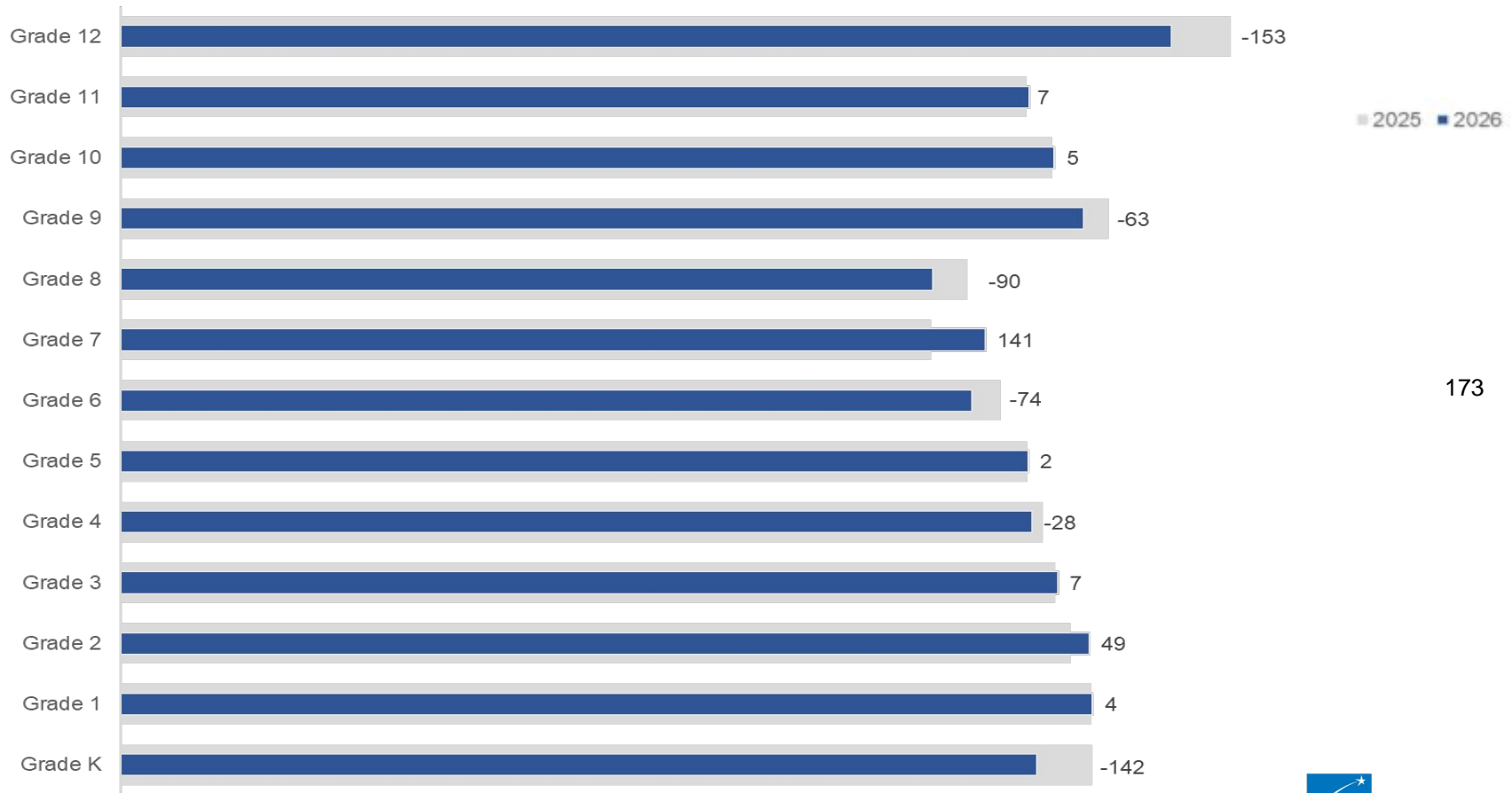
School Summary Fall to Fall Comparison

- K-12 preliminary 2025 fall enrollment is 296 students below fall 2024 enrollment
- 25 (42%) schools have higher preliminary 2025 fall enrollment than October 1, 2024 enrollment
- 32 (53%) schools have lower preliminary 2025 fall enrollment than October 1, 2024 enrollment
- Three (5%) schools have the same enrollment totals



*Early Childhood is included in districtwide totals

One-Year Change in Enrollment by Grade



One-Year Cohort Change in Enrollment by Grade

	Grade K	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5	Grade 6	Grade 7	Grade 8	Grade 9	Grade 10	Grade 11		
2025	2,517	2,515	2,462	2,421	2,390	2,350	2,280	2,099	2,195	2,559	2,414	2,347	174	
2026		2,519	2,511	2,428	2,362	2,352	2,206	2,240	2,105	2,496	2,419	2,354	2,724	
C H A N G E			2	-4	-34	-59	-38	-144	-40	6	301	-140	-60	377

Fall to Fall Enrollment Increases

Schools with the largest increase in enrollment compared to last fall

School (K-12)	Preliminary 2025 Fall Enrollment	Oct 1, 2024 Enrollment	Difference	Percent Change
Txuj Ci HMong Upper	411	337	74	22%
Groveland Park	444	406	38	9%
Horace Mann	472	445	27	6%
The Heights	315	289	26	9%
Central High School	1706	1682	24	1%
Adams Spanish Immersion	626	603	23	4%
Highland Park Middle	830	811	19	2%
Randolph Heights	466	448	18	4%
East African Magnet	258	242	16	7%
Farnsworth Upper	469	453	16	4%

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* To compare consistently from last year to this year, East African Magnet includes grades K-6

Fall to Fall Enrollment Decreases

Schools with the largest decrease in enrollment compared to last fall

School (K-12)	Preliminary 2025 Fall Enrollment	Oct 1, 2024 Enrollment	Difference	Percent Change
Highland Park Sr. High	1318	1392	-74	-5%
Battle Creek Middle	555	619	-64	-10%
Global Arts Plus Upper	388	437	-49	-11%
Washington Technology Middle	644	693	-49	-7%
Humboldt Secondary	906	955	-49	-5%
Battle Creek Elementary	397	437	-40	-9%
Creative Arts Secondary	344	382	-38	-10%
EXPO Elementary	350	382	-32	-8%
Mississippi Creative Arts	504	534	-30	-6%
Farnsworth Lower	417	446	-29	-7%

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Enrollment Project & Districtwide Marketing Efforts

Enrollment Project SY24-25

Participating Schools:

1. Chelsea Heights
2. Cherokee Heights
3. Crossroads Science and Montessori
4. Dayton's Bluff
5. Highwood Hills
6. Riverview
Spanish/English Dual
Immersion

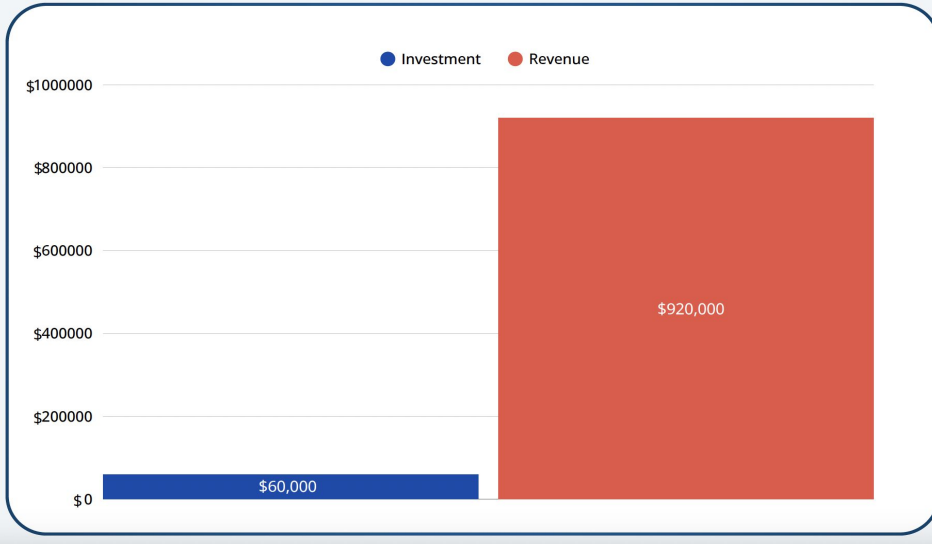
Total Budget: \$75,000

- Custom social media (Facebook/Instagram) and Google ads for each school
- Lead generation tracking and analytics
- Promotional materials, radio and other local media advertising (\$2,500 budget per school) ¹⁷⁸

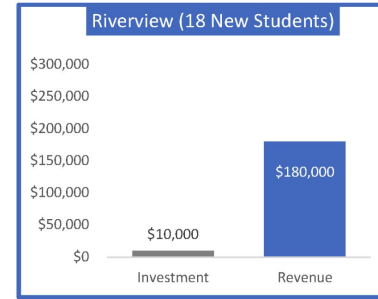
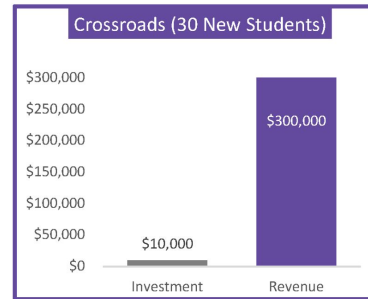
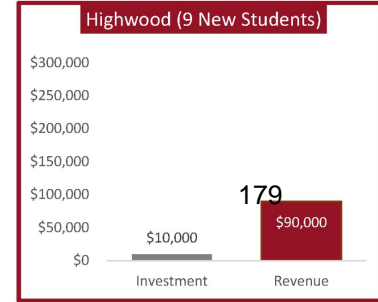
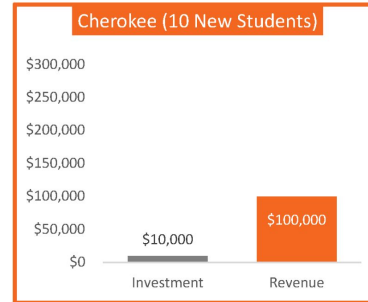
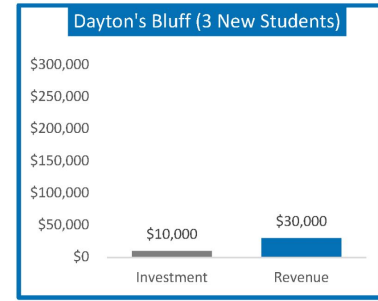
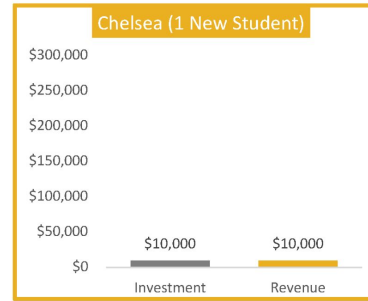
Enrollment Project SY24-25

District ROI (92 New Students)

Based on the increase of students from June 2024 to June 2025



Data reflects School Mint campaign results; ROI = \$10,000 in revenue per new student enrolled after seeing the ads (as of June 2025)



Fall to Fall Enrollment for Enrollment Project Schools

School (K-12)	Preliminary 2025 Fall Enrollment	Oct 1, 2024 Enrollment	Difference	Percent Change
Crossroads Science	189	175	14	8%
Crossroads Montessori	173	172	1	1%
Highwood Hills	264	255	9	4%
Cherokee Heights	233	225	8	4%
Chelsea Heights	312	305	7	2%
Riverview	294	288	6	2%
Dayton's Bluff	247	257	-10	-4%

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Two-Year Change for Enrollment Project Schools

School (K-12)	Preliminary 2025 Fall Enrollment	Oct 1, 2024 Enrollment	Oct 1, 2023 Enrollment	Two-Year Change
Highwood Hills	264	255	223	41
Cherokee Heights	233	225	203	30
Riverview	294	288	247	47
Dayton's Bluff	247	257	235	12

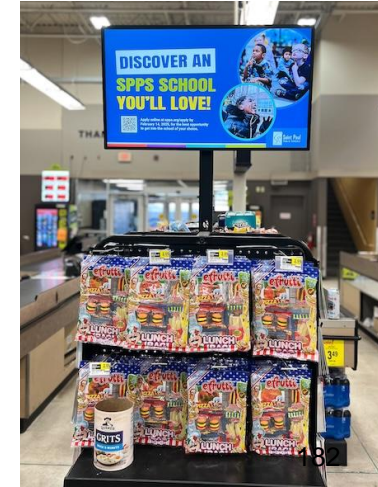
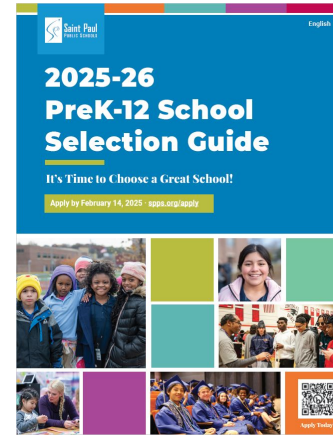
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Other Enrollment Marketing Efforts

Total Budget: \$193,000*

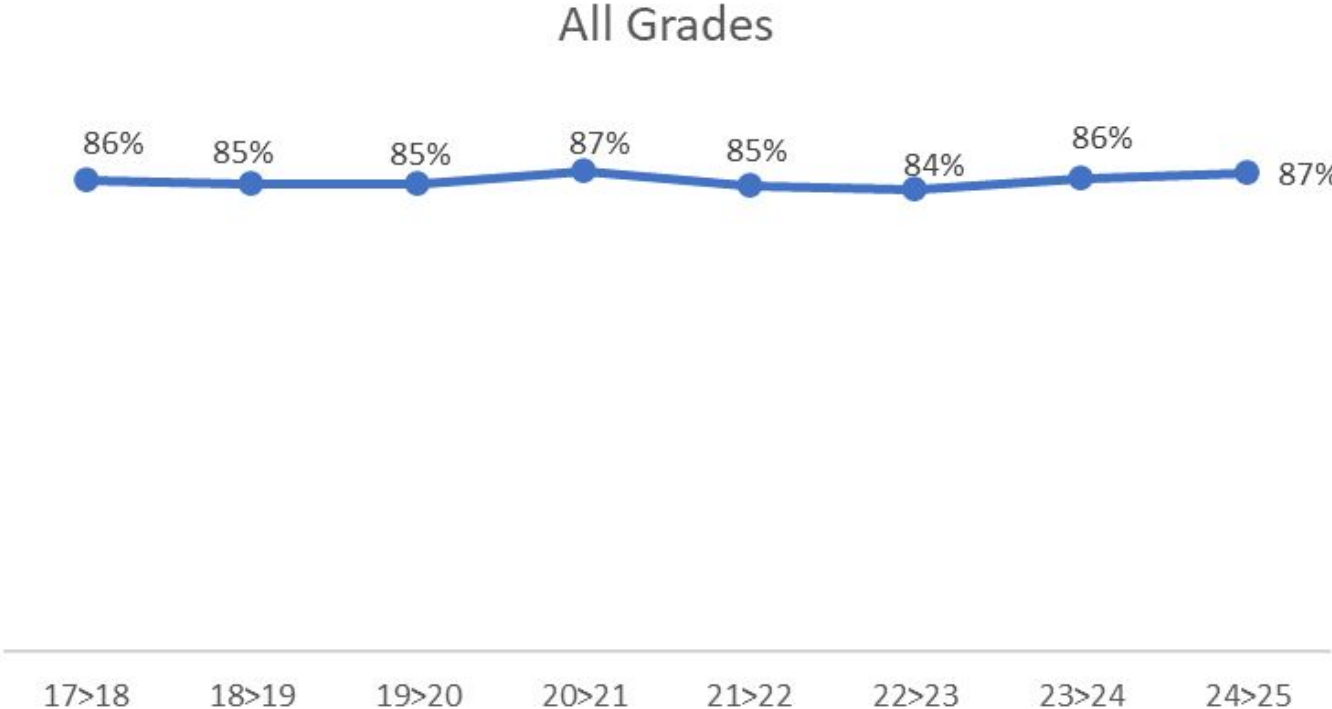
- School Choice Fair - Dec. 14, 2024 at Saint Paul RiverCentre
- School Selection Guide - 26,000 copies printed in five languages
- School videos
- Social media, print and digital advertising for select schools
- Checkout TV ads at Cub Foods

**Does not include schools' discretionary funds*



Continuation

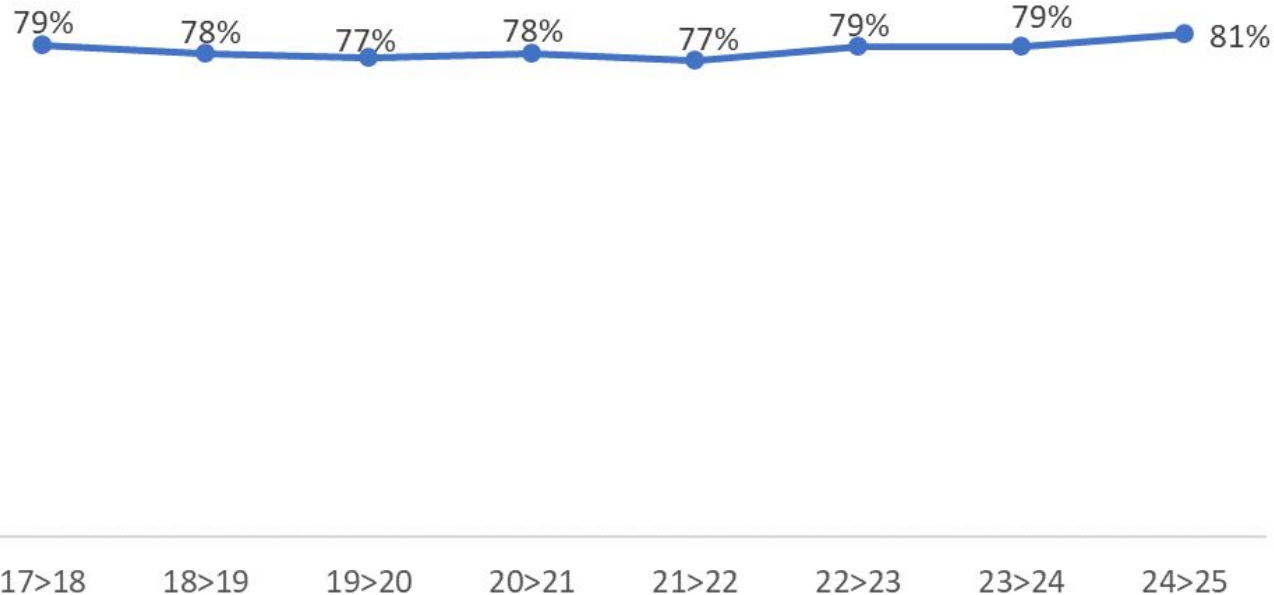
Continuation Rate for All Grades PK-11 is 87% from 2024 to 2025; the Average Across 8 Years 86%



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Pre-K to Kindergarten Continuation Averages 79% Across 8 Years; 81% from 2024 to 2025

Pre-K to Kindergarten



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In 2024 to 2025, Grade 5 to 6 Continuation Rate was 82%; the Average Across 8 Years was 79%

Grade 5 to Grade 6



17>18

18>19

19>20

20>21

21>22

22>23

23>24

24>25

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In 2024 to 2025, Grade 8 to 9 Continuation Rate was 83%, the Highest of the Transition Grades

Grade 8 to Grade 9



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17>18

18>19

19>20

20>21

21>22

22>23

23>24

24>25

Questions?