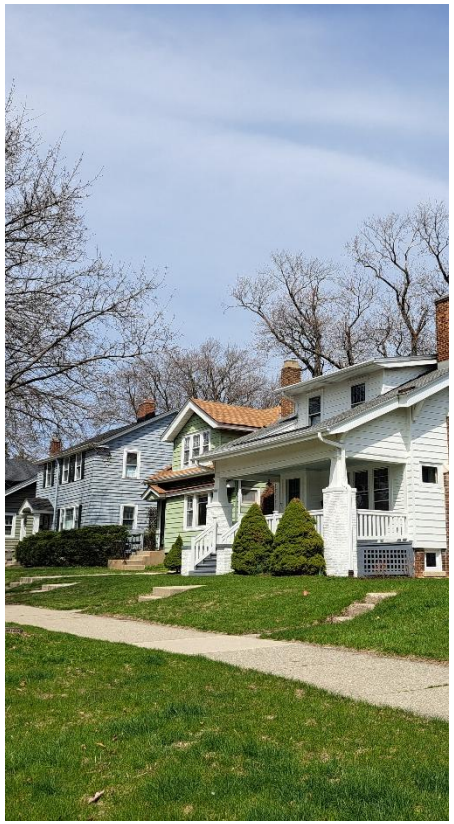


Community Change & Student Enrollment Projections

September 2025





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About MDRoffers Consulting

- Municipal, regional, and school district planning experts with 30+ years of experience
- Have projected enrollment for almost 50 Wisconsin school districts, using method that relies on analyzing housing trends, new housing construction, generational shifts, and demographic change

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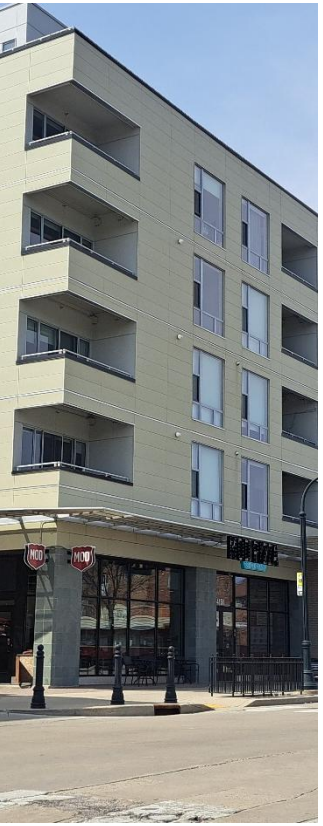
Presentation Outline

- Recent Trends
- Projection Methodology Overview
- Enrollment Projections
- Key Findings and Potential Implications

This presentation is a summary of MDRoffers Consulting's more detailed September 2025 report

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Recent Trends



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Decreasing SSD Enrollment Over Past Decade

- Enrollment decreased by 225 students, or 11%, over the past decade, with decreases across all grade groups
- Total enrollment has remained stable since 2021, with decreasing SSD resident enrollment but increasing open-enrollment-in

Grade Group	2015-2016	2024-2025	10 Year Change
4K	113	76	-37
5K-6	1,024	918	-106
7-8	309	300	-9
9-12	684	611	-73
TOTAL 4K-12	2,130	1,905	-225

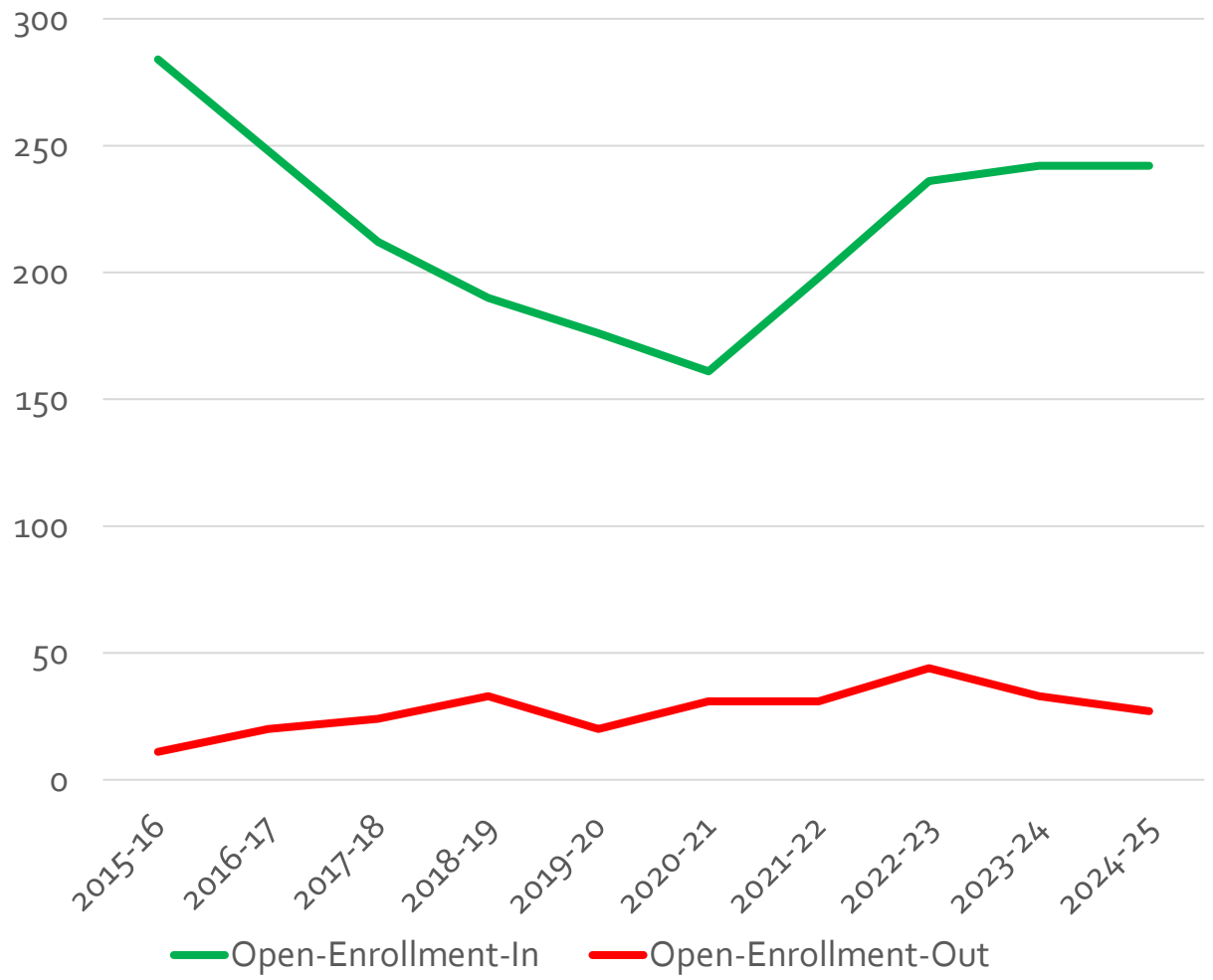
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Source: SSD

Open Enrollment Trends

- Overall, net gain of students from open-enrollment
- Open-enrollment-in of non-resident students decreased in the 2010s, but increased in the 2020s to help fill capacity
- Resident students open-enrolling-out has remained lower and more stable



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Source: SSD

Decreasing Private School Enrollment

- Enrollment at 14 private schools operating in or near the SSD decreased by 842 students, or 15 percent, over past decade
- Decrease temporarily reversed during the pandemic
- Decrease resumed over the past two years

Private School	Grades	2014-15	2024-25	Change
Hillel Academy	4K-8	108	184	**+76**
Jewish Beginnings	4K	47	0	**-47**
Milwaukee Jewish Day School	4K-8	183	130	**-53**
St. Eugene School	4K-8	169	172	**+3**
Scholaris Gifted Academy	4K-8	21	0	**-21**
North Shore Montessori	5K-6	47	43	**-4**
St. Francis Children's Center	4K	35	0	**-35**
New World Montessori	4K-6	47	0	**-47**
St. John's Lutheran School	4K-8	117	97	**-20**
University School of Milwaukee	4K-12	1,133	1,030	**-103**
Eastbrook Academy	4K-12	389	393	**+4**
Messmer Catholic	4K-12	1,621	1,134	**-487**
Northwest Catholic School	4K-8	271	149	**-122**
Risen Savior	4K-8	240	362	**+122**
St. Robert School (only one in the SSD)	**4K-8**	**313**	**266**	**-47**
Dominican High School	9-12	300	306	**+6**
Holy Family School	4K-8	203	166	**-37**
Saint Monica School	4K-8	380	350	**-30**
	TOTALS	**5,624**	**4,782**	**-842**

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Source: Wisconsin Department of Public Instruction

Why? Fewer Children in Milwaukee County

- Recent enrollment decreases in the SSD, private schools, and also other North Shore school districts (Glendale-River Hills, Whitefish Bay) are due to declining birth rates
- Over the past decade:
  - Annual births in Milwaukee County decreased by 2,500+
  - Population aged 0-19 decreased by 24,000+
  - Total student enrollment (public and private) in Milwaukee County decreased by 13,762 students (8 percent)

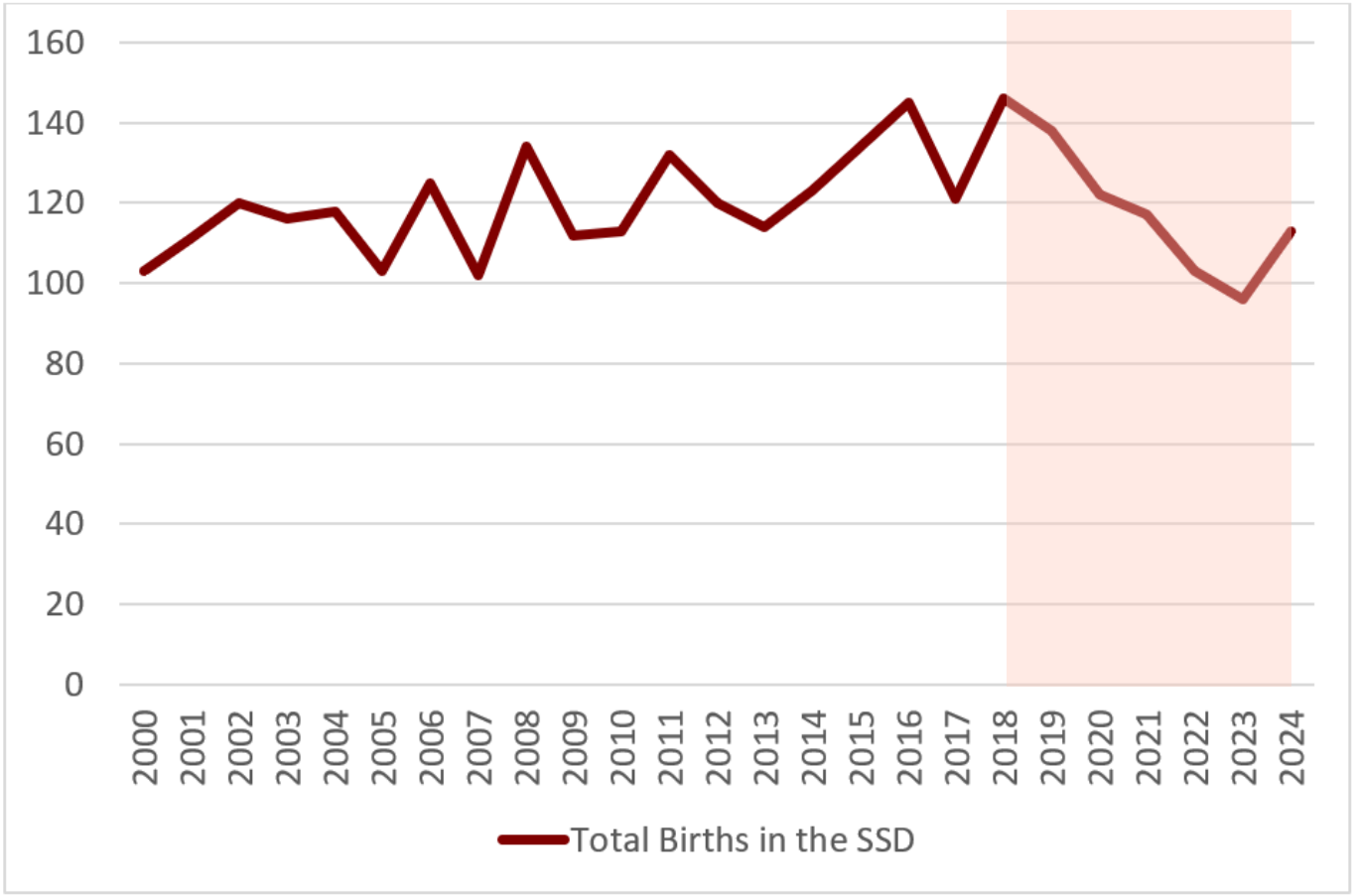
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Sources: US Census Bureau; Wisconsin Department of Heath Services; Wisconsin Department of Public Instruction

In SSD, Recent Decrease in Births

- Generally increasing births from 2000 to mid-2010s
- Since 2018, births on a downward trajectory, from 146 births to 96 births in 2023
- Slight increase in 2024 to 113 births, but still below mid-2010s average



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Source: Wisconsin Department of Health Services

In SSD, Increasing Reproductive-Age Population

- Median age in SSD remained stable from 2010 to 2020 at 38.0 and 38.6 years old
- In contrast to increasing median age at County, State, national levels
- Population aged 25-44 (reproductive-aged) increased by 405 residents, or 11 percent
- Could bode well for stable or increasing births in coming years

Age Group	2010	2020	Change
0-4 (infants and toddlers)	618	873	+255
5-19 (School Age)	**2,313**	**2,170**	**-143**
20-24	1,275	731	-544
25-44 (Reproductive Age)	**3,693**	**4,098**	**+405**
45-64	3,312	3,322	+10
65+ (Seniors)	**1,919**	**2,054**	**+135**

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Source: US Census Bureau

Student Generation from Single-Unit Dwellings

- Most single-unit dwellings in the SSD were built in the 1950s and earlier
- Consultant analyzed multiple demographic and housing factors to determine factors most impactful for SSD student generation:
  - Average home square footage (> 2,500 sf)
  - Median household income (> $100,000)
  - Percentage of home sales (> 15% sold in neighborhood over past five years)

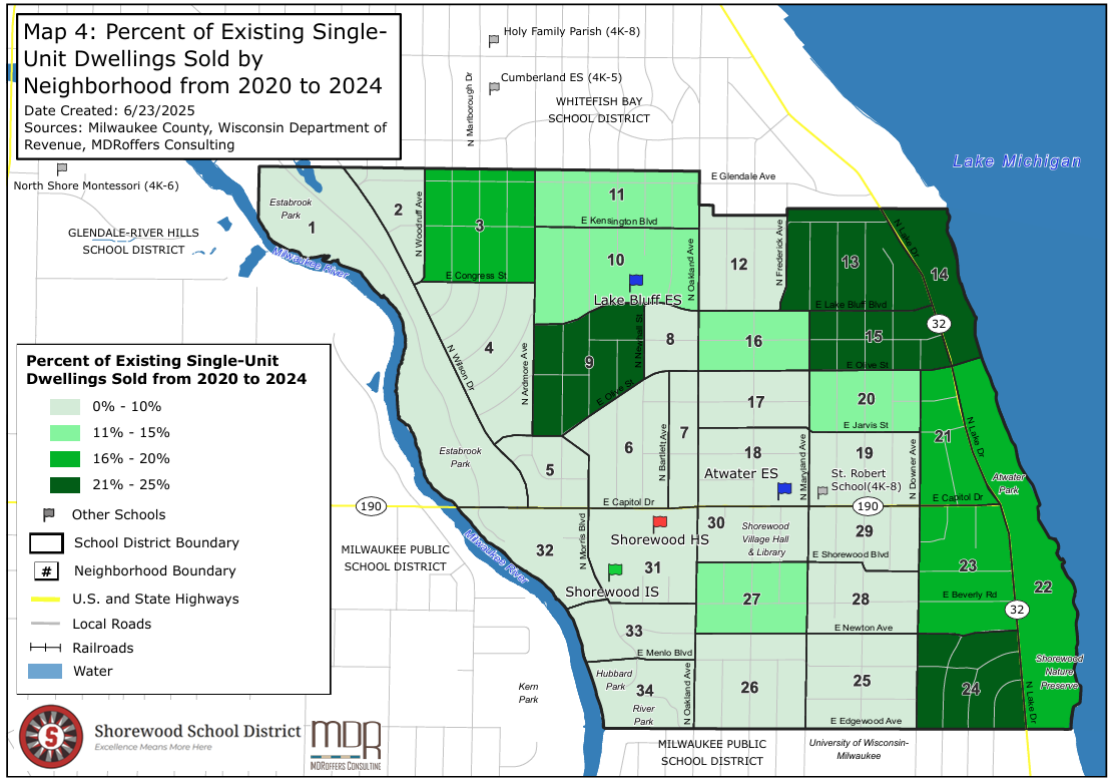


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Student Generation from Single-Unit Dwellings

- Greatest percentage of home sales in northeastern SSD, southeast corner, and near Lake Bluff Elementary
- Home sales decreased in Milwaukee County since 2022, mainly due to rising interest rates and home prices
- In contrast, home sales in the SSD remained healthy, and even increased from 2023 (82 home sales) to 2024 (112 home sales)



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Student Generation from Single-Unit Dwellings

- Consultant performed two analyses to determine to what extent home sales are generating students
- Analysis #1: Compare student addresses to addresses of homes sold since 2020
  - 262 4K-12 students in 607 homes sold = 0.43 4K-12 student per home sale
- Analysis #2: Recent home sale survey
  - 45 4K-12 students in 87 completed surveys = 0.52 4K-12 student per home sale
- Suggests every two homes sold generate around one SSD student (higher than most other suburban Milwaukee school districts)

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Student Generation from Multi-Unit Dwellings

- Newer multi-unit housing generates average of **0.08** SSD 4K-12 students-per-unit
- Older multi-unit housing generates **0.05** SSD 4K-12 students-per-unit, lower than newer and most other districts because:
  - ➢UW-Milwaukee proximity
  - ➢Attractiveness of SSD to seniors
  - ➢Higher costs of multiple-family housing in SSD
- Much of 25-34 population may not yet have children and renting at greater proportion



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How is Shorewood Unique?

- Shorewood had a recent increase in its reproductive age population, particularly in the population aged 25-34
- Rising interest rates and home prices do not seem to be impacting home sales, which remain high
- Home sales are generating numbers of students that are higher than found the consultant's recent work elsewhere (Whitefish Bay similar)



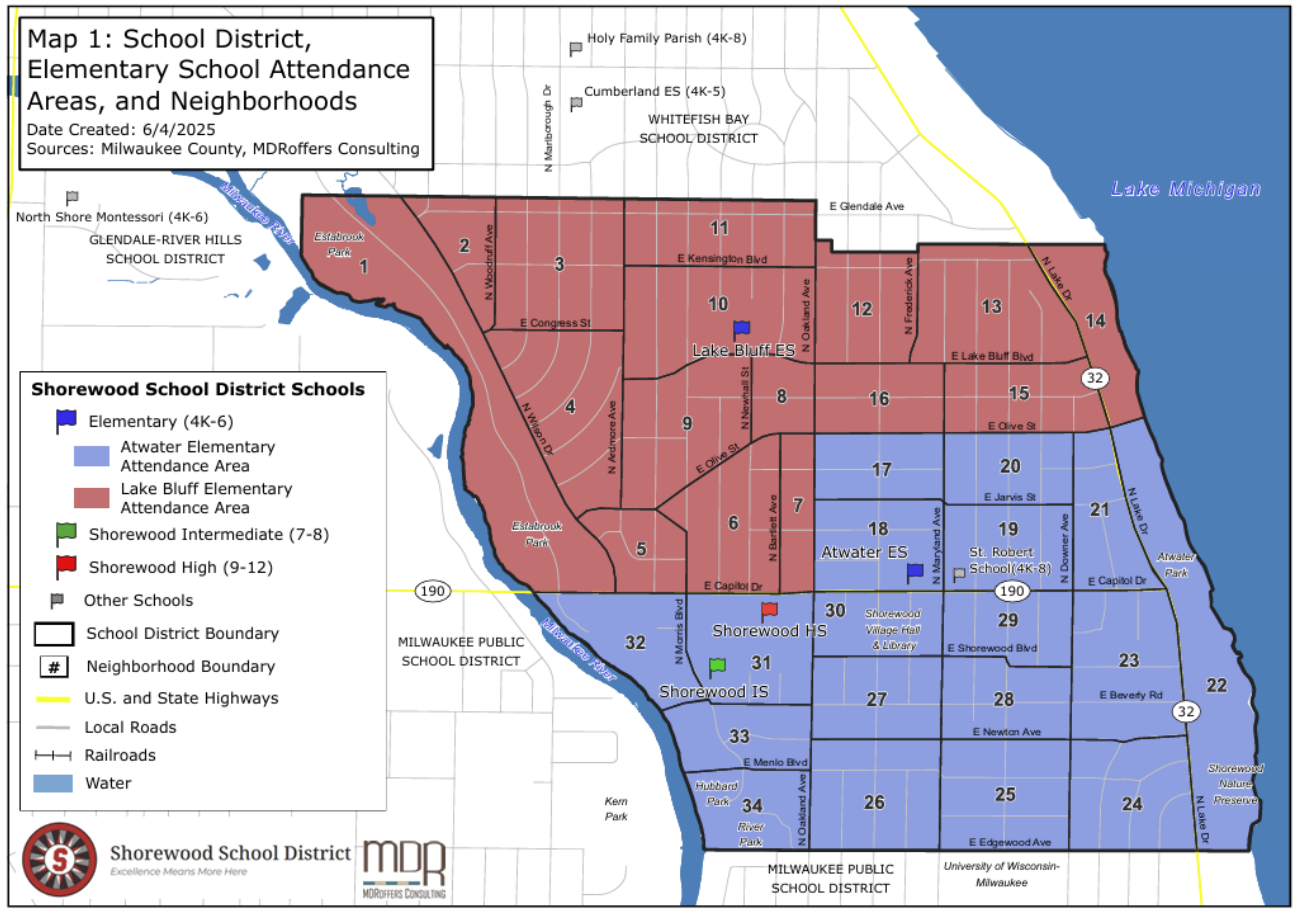
Projection Methodology Overview



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Methodology Overview

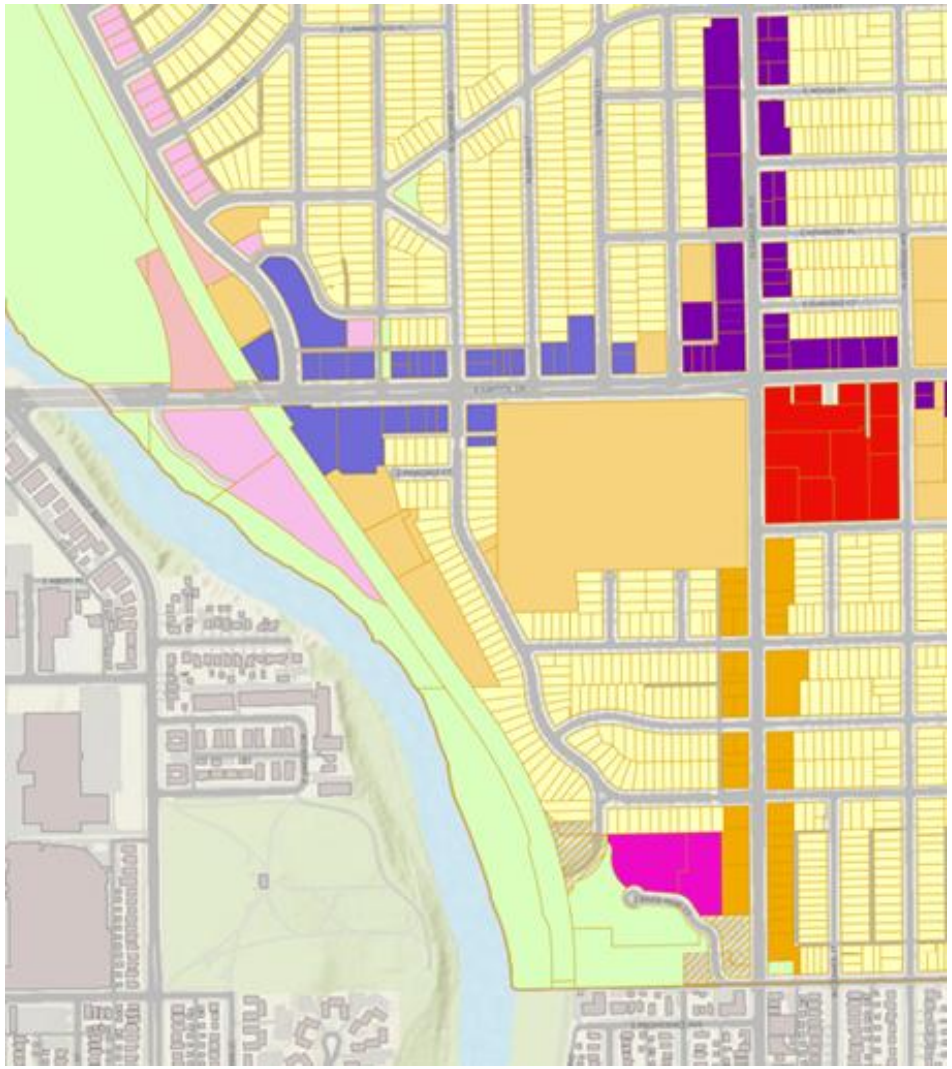


1. Divided SSD into 34 neighborhoods, based on elementary attendance areas, major roads and other barriers
2. Allocated housing units by neighborhood as of Spring 2025
3. Calculated current student-per-housing unit ratios for each grade group and each neighborhood using SSD-supplied 2024-25 student addresses

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Methodology Overview

4. Analyzed demographics, existing housing characteristics, and future housing expectations for each neighborhood, using municipal plans →, recent and pending developments, discussions with local planners and real estate experts
5. Projected housing growth for 2027, 2030, 2035, and 2040 within each neighborhood
6. Analyzed major factors that impact student generation ratios in SSD



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Source: Village of Shorewood Comprehensive Plan

Methodology Overview

7. Projected SSD student-per housing unit ratios for each neighborhood, year, and grade group
8. Multiplied projected housing units by student-per-housing unit ratios in each neighborhood to arrive at SSD resident student enrollment projections
9. Included open-enrollment-in students at a constant number as during the 2024-25 academic year



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Enrollment Projections



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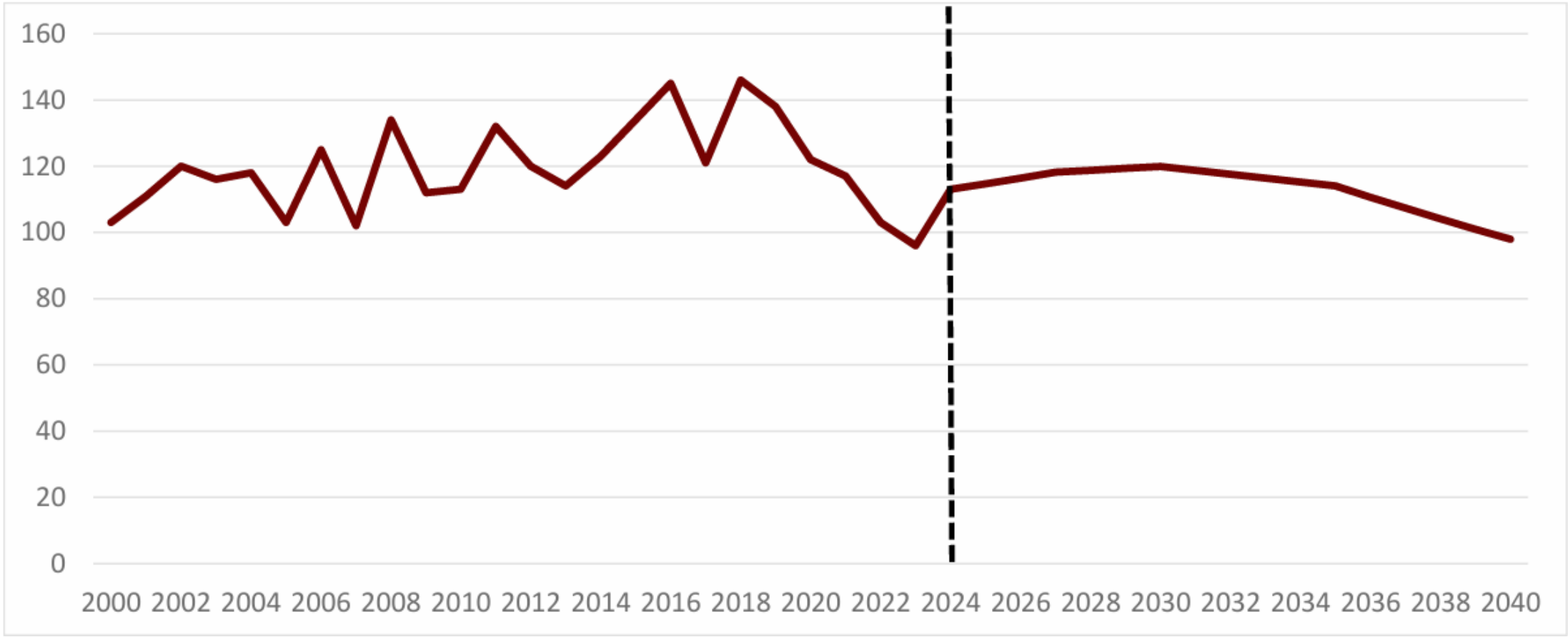
Enrollment Projections – Total Enrollment (4K-12)

- Between Spring 2025 and 2040, we project a **decrease of 92 4K-12 students**—or 6 fewer 4K-12 students per year on average
- Modest decrease due to limited new housing development, decreasing household sizes, and declining birth rates
- Assumes private schooling, open-enrollment-out, and home schooling remaining at constant rates
- Assumes a constant number of open-enrollment-in students attending each school, based on the number of open-enrollment-in students attending in the 2024-25 academic year

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Consultant's SSD Birth Projections

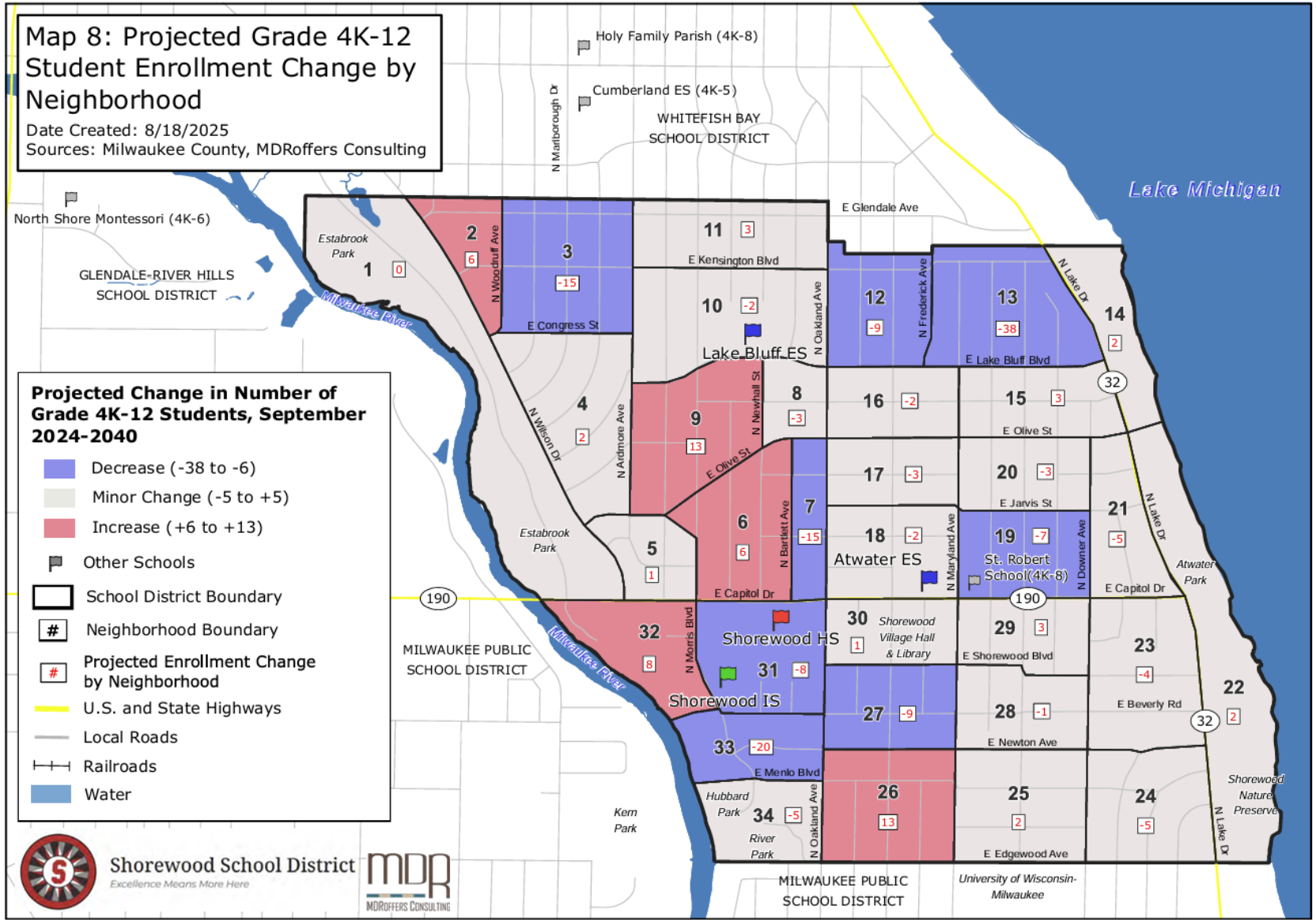


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Source: Wisconsin Department of Health Services

Resident Enrollment Projection Distribution – Grades 4K-12



Enrollment Projections by Grade Group and School

- We project a decrease of **2 grade 4K-6 resident students** at SSD elementary schools, essentially remaining stable
- We project a decrease of **36 grade 7-8 resident students** at Shorewood Intermediate School, concentrated over the next few years due to large current class sizes then stable enrollment projected in 2030s
- We project a decrease of **54 grade 9-12 resident students** at Shorewood High School, decreasing through 2035 and remaining stable between 2035 and 2040



Key Findings and Potential Implications

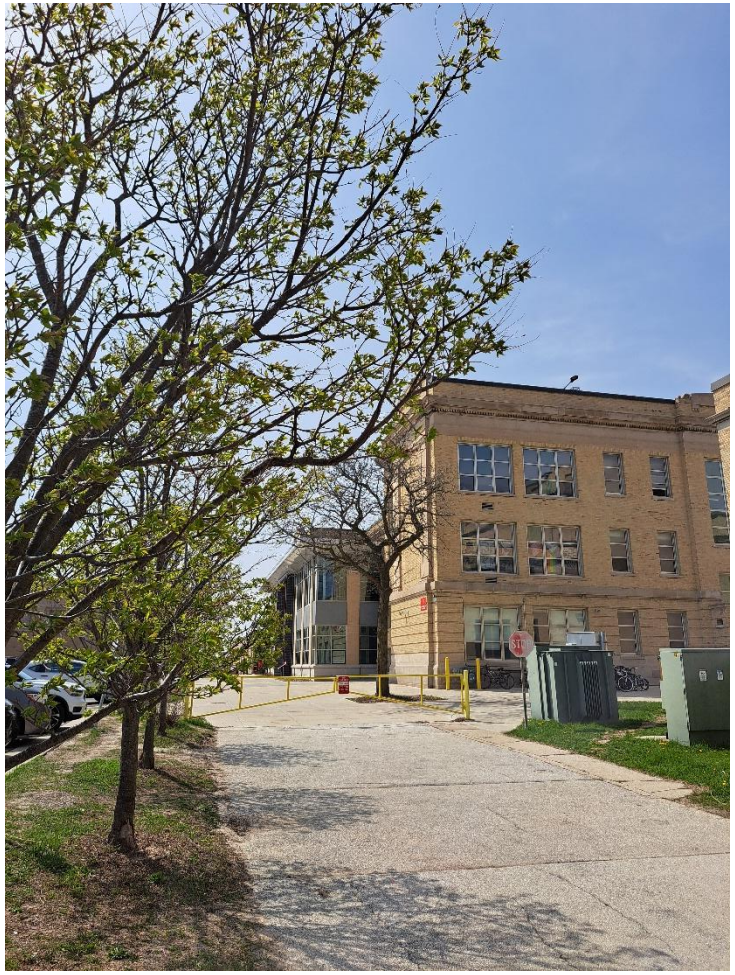


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A Word about Potential Building Capacity…

- Projected enrollment gains most of its significance when compared to school building capacity
- Administration shared "potential" capacity for each existing school building based on the 2019 Eppstein Uhen facility study, modified based on anticipated future programming at the time
- Actual building capacity can be further evaluated against possible usage and program changes



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Enrollment Projections to Potential Building Capacity

School	September 2024 SSD Resident Enrollment [1]	MDRoffers' Projected SSD Resident Student Enrollment [2]				SSD Resident Enrollment Change, 2024-2040	Potential Building Capacity [3]
		2027	2030	2035	2040		
Atwater Elementary	392	388	386	390	390	**-2**	676
Lake Bluff Elementary	461	468	473	470	461	**0**	674
Grades 4K-6 Total	**853**	**856**	**859**	**860**	**851**	**-2**	**1,350**
Shorewood Intermediate (7-8)	270	244	229	232	234	**-36**	500
Shorewood High (9-12)	540	526	508	482	486	**-54**	775
Grades 4K-12 Grand Total	**1,663**	**1,626**	**1,596**	**1,574**	**1,571**	**-92**	**2,625**

- 2040 projections suggest excess potential building capacity for:
  - ~500 students at the two elementary schools combined
  - ~260 students at the intermediate school
  - ~290 students at the high school
- Assumes no future changes to SSD schools (e.g., number, size) or grade groupings

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Potential Process to Explore School Configurations

- Form a citizen task force and provide it with a charge
- Task Force first gains foundational knowledge: charge/icebreaking, SSD financial condition, school programming needs and opportunities, enrollment projections, etc.
- Board establishes parameters for the Task Force to use when considering different reconfiguration options (e.g., "minimize impacts on students", "target financial impact", etc.)
- Task Force explores different reconfiguration options
- Recommendation to Board by spring

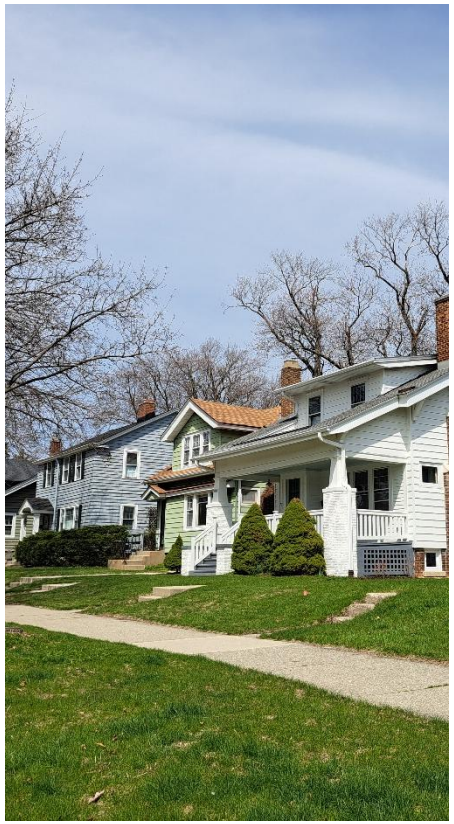
Questions for the Board

1. What questions does this raise for you?
2. What charge would you give the task force?
3. What parameters should the task force use to assess possible reconfiguration options?



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September 2025





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