



Destination 2025 Monthly: February 2020

Prepared by the Division of Strategy & Performance Management

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Key Findings

February’s key performance indicators (KPIs) are aligned to Priority 4 of Destination 2025: Expand High Quality School Options. The KPIs are the market share of school-aged students, change in student enrollment, percent of students attending their neighborhood/zoned school, and the percent of students enrolled in one of their top 2 transfer choices.

- As of the January 7, 2020 Census 5-year Estimates, an estimated **65.1%** of the school-aged population in Shelby County attend an SCS school (charters included).
- The District experienced an increase in enrollment when comparing 2019-20 40-day enrollment to 2018-19 40-day enrollment.
- As of January 10, 2020, **59.4%** of students are attending their neighborhood/zoned school.
- **71%** of students who applied for a general choice transfer were approved for one of their top 2 school transfer choices for the 2019-20 school year.
- **48.1%** of students who applied for an optional school were approved for one of their top 2 optional school choices for the 2019-20 school year.

Estimated Market Share of School-Aged Population

Using the 2019-20 40-day enrollment counts and 5-year census estimates*, an estimated **65.1%** of the school-aged population is enrolled in Shelby County Schools. This is a **1.9** percentage point increase from 2018-19.

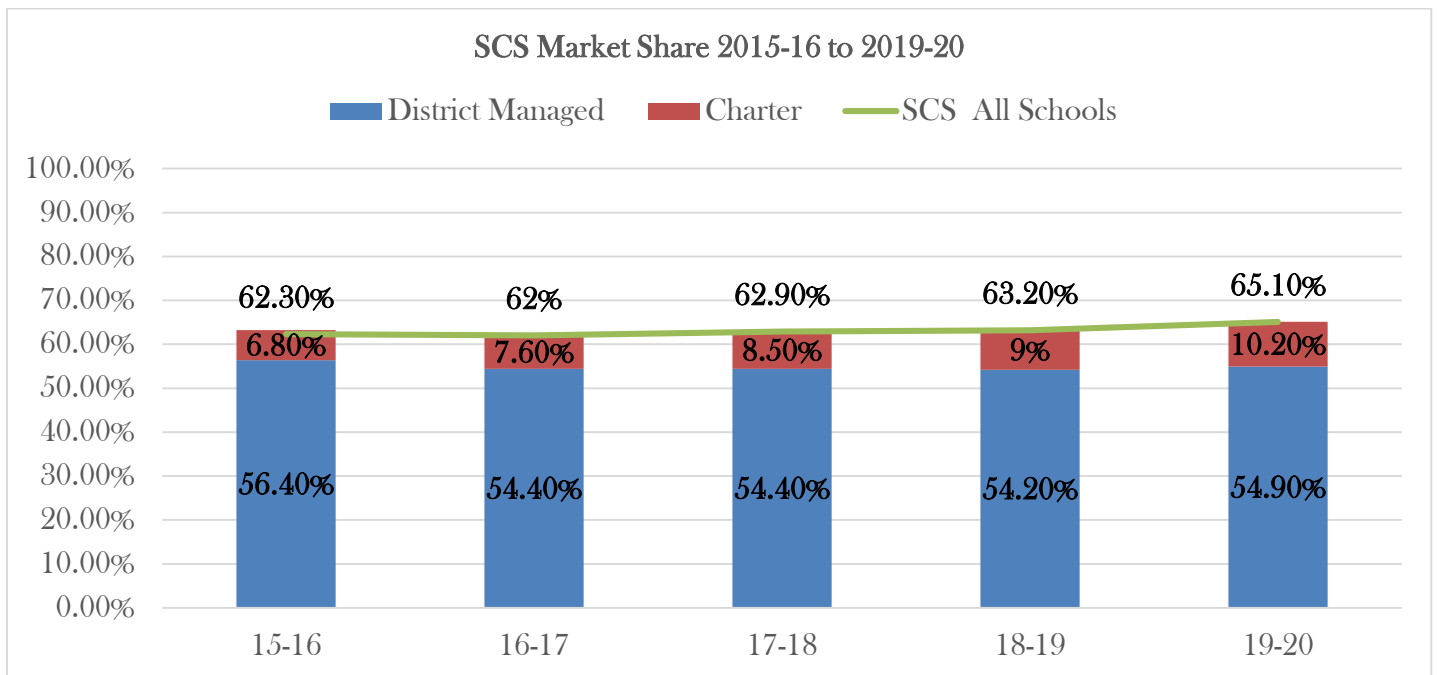


Figure 1: 2015-2020 SCS Market Share by School Type (using 40-day enrollment)

*Note: American Community Survey 5-year estimates are subject to change after the date of publication, which means market share is an approximation based on the best available data at a given time. See Appendix A for references



Destination 2025 Monthly: February 2020

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Change in Student Enrollment Over Time (40-day enrollment counts)

Using October 7, 2019 enrollment counts (2019-20 - 40th day), Shelby County Schools (including charter schools) experienced an increase in overall enrollment this year from **111,756 to 113,234**. Over the past five years, district-managed schools have experienced an annual decrease in enrollment, while the charter sector's enrollment has increased annually.

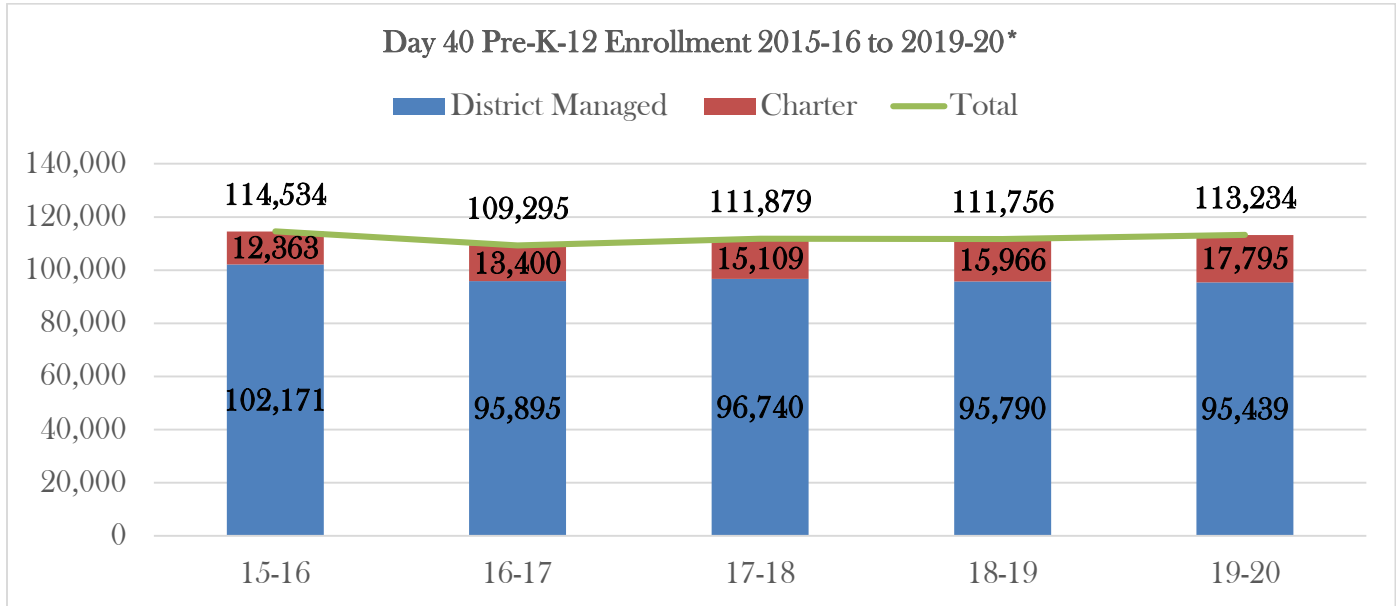


Figure 2: SCS Overall Change in K-12, 40-day Enrollment Over Time
**Calculated using SCS Baseline 40 -Day Enrollment Reports*

Though overall enrollment counts increased for District-managed schools by almost 1,000 students, District-managed elementary schools experienced a small decline, while middle and high schools saw increase in student enrollment in 2019-20 compared to 2018-19 40-day enrollment.

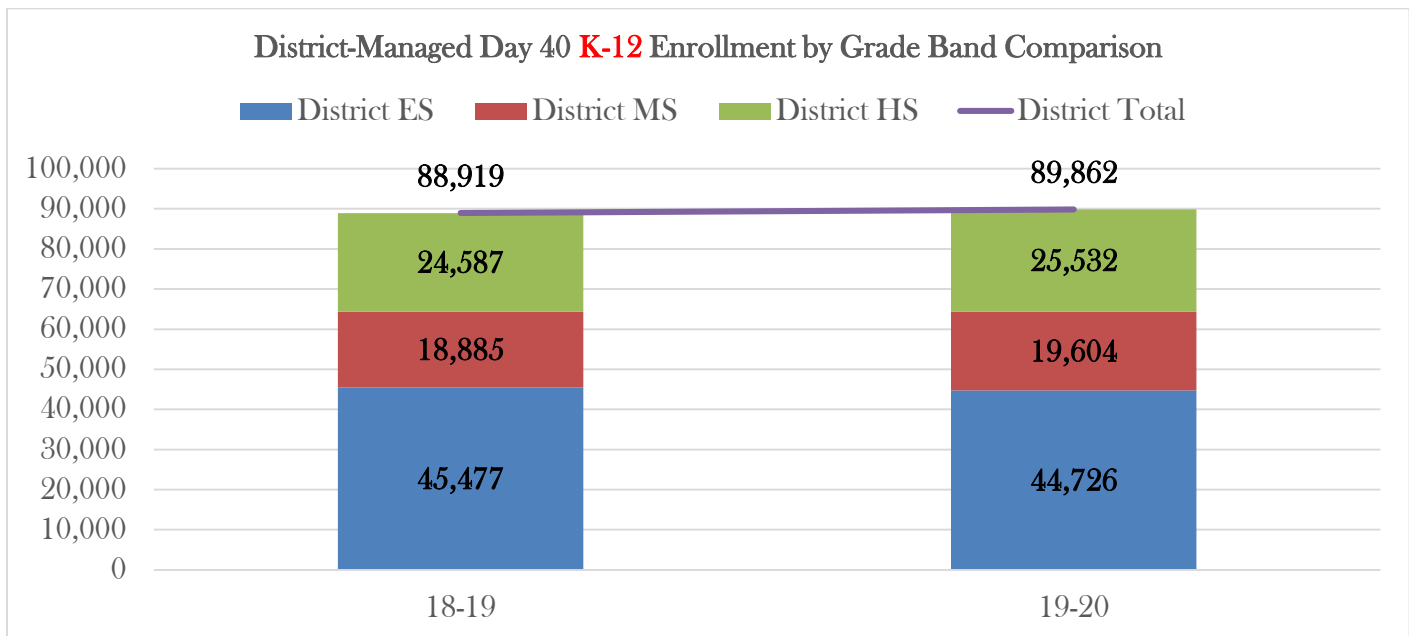


Figure 3: District-Managed Change in K-12 Enrollment Over Time by Grade Band



Destination 2025 Monthly: February 2020 Prepared by the Division of Strategy & Performance Management

The charter sector's enrollment increased in the elementary and middle grade bands when comparing 40-day enrollment counts from 2018-19 to 2019-20. The high school grade band saw a small decline, decreasing **112** students. The charter elementary grade band had the highest enrollment increase, with an additional **1,385** students enrolling in 19-20.

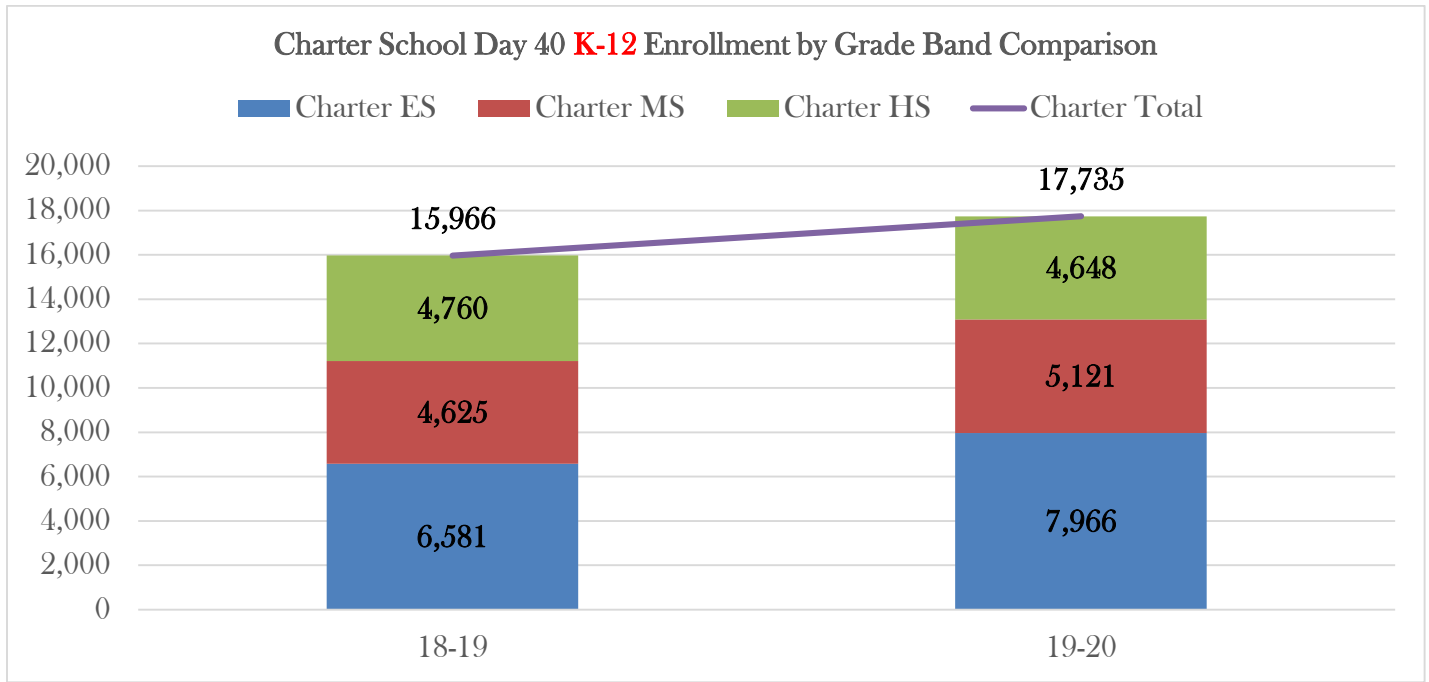


Figure 4: Charter Sector Change in K-12 Enrollment Over Time by Grade Band



Destination 2025 Monthly: February 2020

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School Choice

Using the October 7, 2019 40-day enrollment report, **59.53%** of students in the District are attending their neighborhood/zoned school for the 2019-20 school year compared to **66.6%** in 2018-19. There was an increase in the percentage of students enrolled in charter schools, receiving choice and optional transfers and taking advantage of the optional programs in their zoned schools.

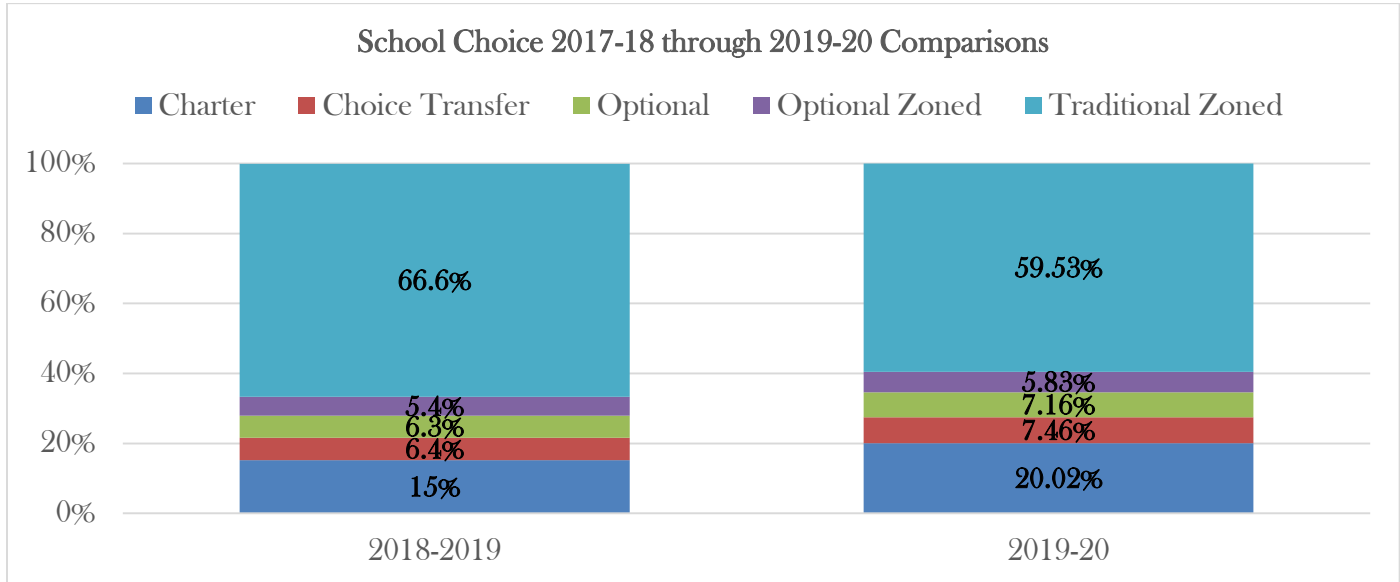


Figure 5: School Choice 2017-18 and 2018-19 Comparisons (40-day enrollment)

The second highest percentage (**61.2%**) of students attending a zoned/neighborhood school are in the elementary grade band but this number represent a **7.8%** decrease from the previous year. Elementary charter enrollment increased by **5%** in 19-20. Additionally, more elementary students also take advantage of the optional school offerings in their zoned neighborhood.

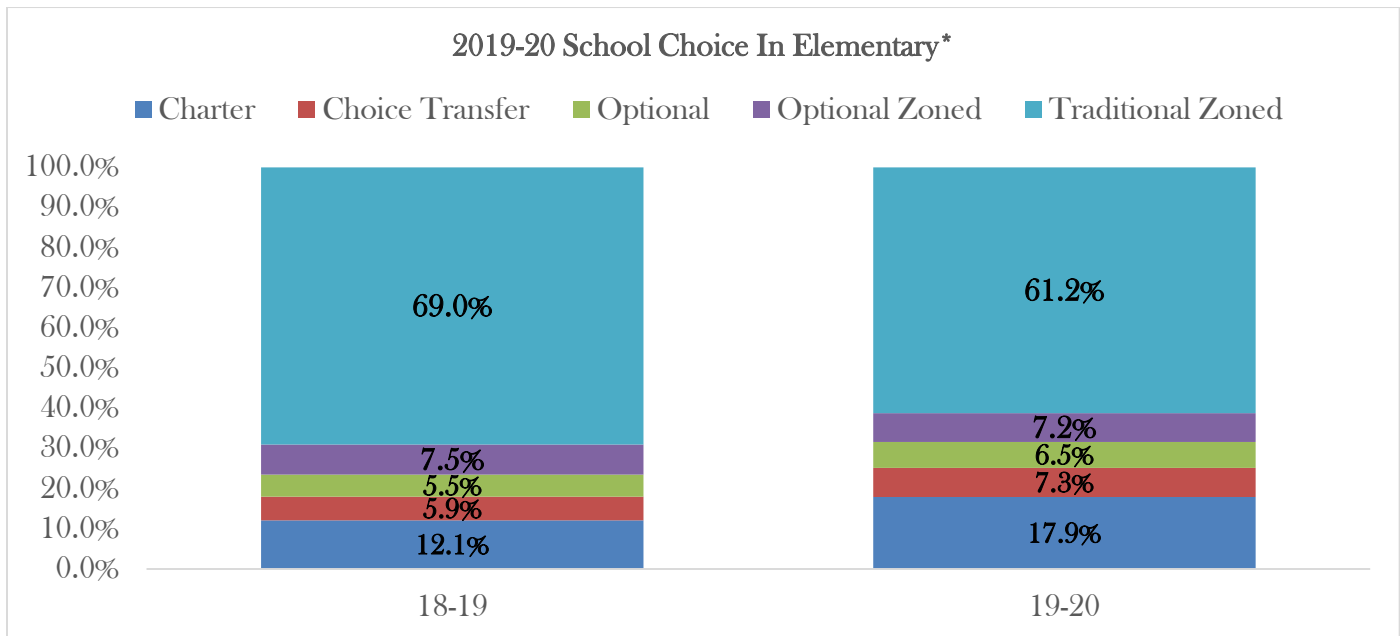


Figure 6A: Elementary School Choice 2019 - 20 by Grade Band



Destination 2025 Monthly: February 2020

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Middle School charter enrollment increased by almost **10 percentage** points in 19–20. Furthermore, a higher percentage of middle school students attend an optional school as a transfer student compared to other grade bands.

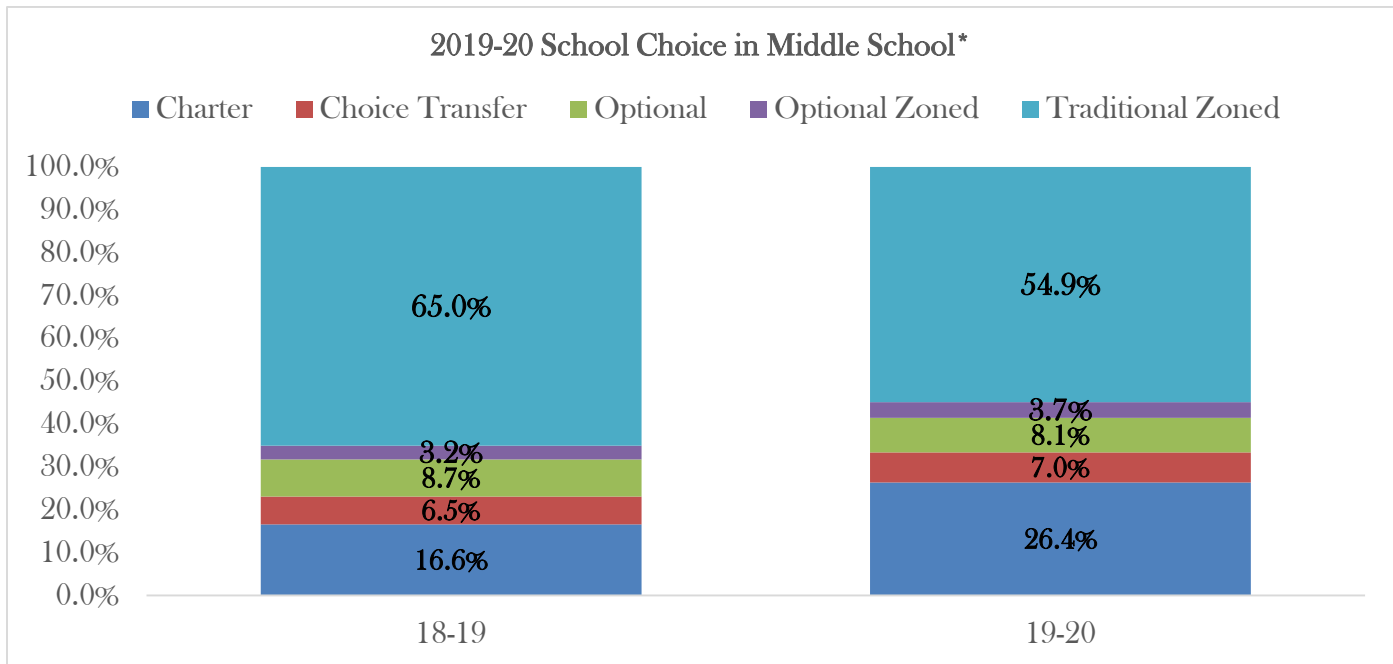


Figure 6B: Middle School Choice 2019 - 20 by Grade Band

The high school grade band has the highest percent (**61.3%**) of students attending their zoned school. On average, a higher percentage of high school students utilize the Choice Transfer process to attend a school other than their zoned school. High school optional enrollment increased by **2.3%** in 19-20.

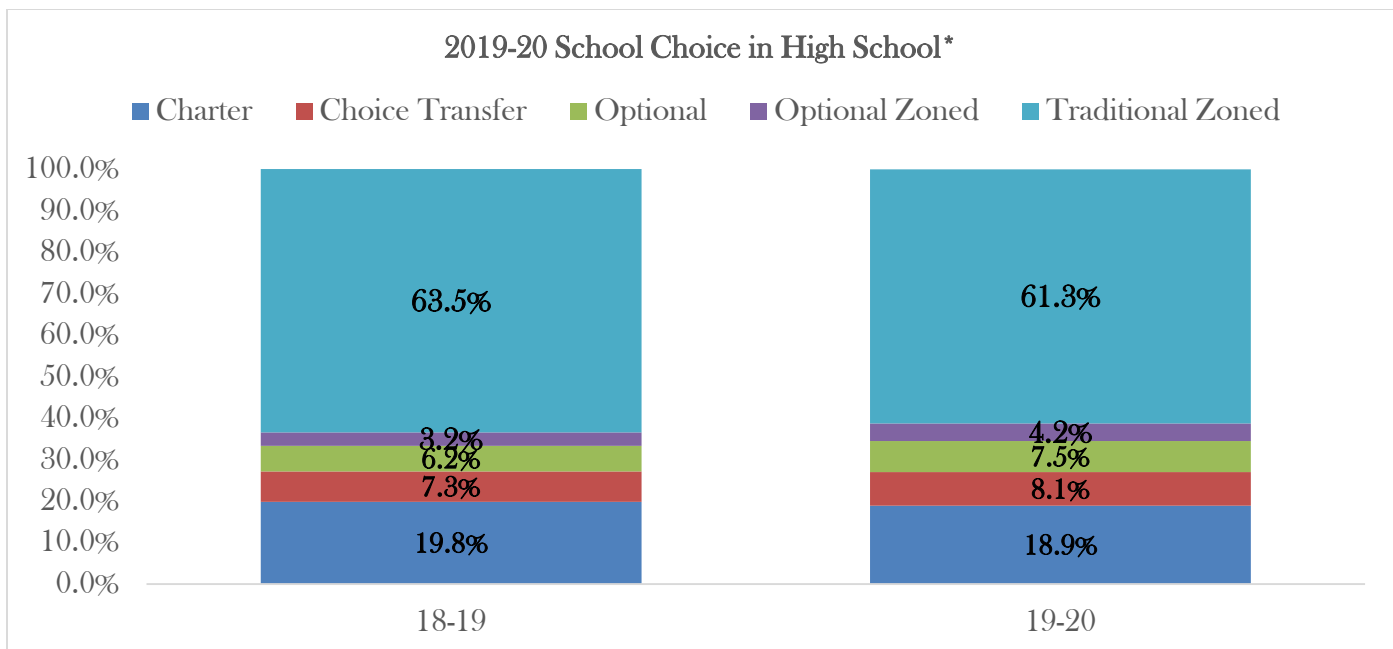


Figure 6C: High School Choice 2019 - 20 by Grade Band

*K-8 Optional schools are included in the elementary counts for optional/optional zoned enrollment.



Destination 2025 Monthly: February 2020

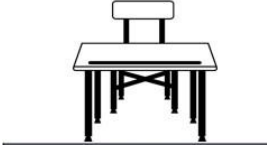


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General Choice Transfer

Each year, families participating in the General Choice Transfer process are given the opportunity to identify their top two school choices when applying online. The General Choice Transfer process has been online since 2015. **71%** of the

students applying for choice transfers were approved/accepted to one of their top two (2) choice transfer options for the 2019-20 school year.

Table 1: 2018-19 General Choice Transfer Summary*

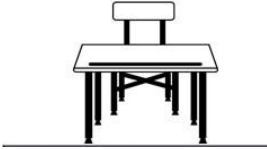


		
12,464	9,367	6,611 - 71%
New general choice transfer seats available at 139 schools for the 19-20 school year.	Number of new unique student applications received for the 19-20 available seats. (12,051 with duplicates) KK - 1,853 Other/out of state - 1,942 Municipalities -101	Number and percent of unique student applicants that were granted a general choice transfer for 19-20. KK - 1,402 Other/out of state - 1,213 Municipalities - 50

**The numbers above do not include renewal applications - the students who were approved in prior years. In prior years, systems were not in place to accurately and efficiently capture the number of approved general choice transfer students who enrolled in their approved transfer placement.*

Optional School Choice

Each year, families that participate in the Optional Schools process are given the opportunity to identify their top two school choices when applying. 2018-2019 year was the first year of the Optional School's online process. Approximately **48.1%** of students who applied were approved for one of their top two (2) optional school choices for the 2019 - 20 school year,

Table 2: 2019-20 Optional Schools Application Summary

		
5,504	7,732	3,717 - 48.1%
New optional school transfer seats available * at — schools for the 19-20 school year.	Number of new unique student applications ^ received for the 19-20 available seats.	Number and percent of unique student applicants that were granted an optional placement for 19-20.

** The total number of new optional seats fluctuates each year based on the number of students who are zoned to an optional school.*

^The numbers above do not include renewal applications - the students who were approved in prior years.



Destination 2025 Monthly: February 2020

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District Strategies

As the District continues to compete with Municipal school districts, private schools, and state-run charter schools and soon vouchers, we must enhance our communication with parents about school choice; review, revamp and revitalize the types of schools in our portfolio; work to offer new models that are in demand and increase the number of seats at our high performing optional, neighborhood and/or choice transfer schools. Additionally, we must utilize Board Policy and move forward with closing low performing charter schools and work to transition those students to higher performing schools.

The table below details current strategies the district has implemented in response to declining market-share.

Strategies	Progress To Date
Utilization of the School Performance Scorecard as the basis for renewal and revocation recommendations.	In January 2020, the Office of Charter Schools utilized the School Performance Scorecard, published in January 2018, as a determining factor in its final renewal recommendations.
Utilization of Board Policy 1011, Charter Schools as the basis for authorization of new charter schools.	In the Fall of 2019, the Office of Charter Schools utilized SCS Board Policy 1011, in conjunction with TDOE Charter Rules and Regulations, to make authorization recommendations for the 11 charter school applicants.
Increase specialized program offerings (Optional)	<ul style="list-style-type: none"> - A new 21st Century Technology Annex, including 21st Century classrooms, DTV Studio and STEM lab was built at Delano Elementary. - A new Information Technology program was implemented at Wooddale High School. - All six IB programs were re-authorized for 2020-21. - Whitehaven Elementary and Maxine Smith STEAM Academy earned STEM Designation status from the Tennessee Department of Education.
Strategic Recruitment	The Department of Student Affairs has established a Strategic Recruitment team to analyze/utilize data and enrollment trends across the entire Shelby County Region and develop intentional, targeted recruitment plans to attract students back to the district.
Upgrade and develop facilities.	A Reimagining 901 Cross-functional team was established to review/study the district's Footprint and work collaboratively with an array of district and community stakeholders to develop a Reimagining 901 plan that could help attract more students to the district by creating and equipping schools (both existing and possibly new) with more diverse resources to meet student needs.



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Appendix A: Census Data for Estimates

US Census Data (Shelby County)	2013 ACS, 5yr	2014 ACS, 5yr	2015 ACS, 5yr	2016 ACS, 5y	2017 ACS, 5yr, extracted 1/7/2020	
Total Population	932,919	936,130	938,069	936,990	937,847	
Under 5 Years	67,307	67,703	67,907	67,684	67,140	
18+ Years	689,493	694,022	700,148	698,020	700,242	
Ages 5 - 17	176,119	174,405	170,014	171,286	170,465	
15 - 19 Years	70,076	68,625	63,739	65,545	64,295	
Per Year Average(estimates)	14,015	13,725	12,748	13,109	12,859	
50% of 18 Year Olds (Estimate(50% of 18 Year Olds	7,008	6,863	6,374	6,555	6,430	
Total School Age Estimate	183,127	181,268	176,388	177,841	176,895	
SCS Enrollment Data (PK-12)	2014-15, 40th day	2015-16, 40th day	2016-17, 40th day	2017-18, 40th day	2018-19, 40th day	2019-20, 40th day, 10-7-19
40-Day Enrollment	116,013	114,534	109,295	111,879	111,756	113,234
40-Day Enrollment, Charters Only	10,565	12,363	13,400	15,109	15,966	17,795
40-Day Enrollment, District Managed Only (includes Pre-K)	105,448	102,171	95,895	96,740	95,790	95,439
Market Share Percentages	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
SCS All Schools	63.40%	63.20%	62.00%	62.90%	63.20%	65.10%
District Managed	57.60%	56.40%	54.40%	54.40%	54.20%	54.90%
Charter Schools	5.8%	6.8%	7.6%	8.50%	0.00%	10.20%



Destination 2025 Monthly: February 2019

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Appendix B: Census Reference Links

Survey Year	Used with SCS 40-day Enrollment Year	Description	Link	Date Downloaded
2013	2014-15	ACS Demographic and Housing Estimates, 2009-2013 ACS 5- year Estimates Shelby County, Tennessee	https://factfinder.census.gov/bkmk/table/1.0/en/ACS/13_5YR/DP05/050000US47157	10/16/2017
2014	2015-16	ACS Demographic and Housing Estimates, 2010-2014 ACS 5- year Estimates Shelby County, Tennessee	https://factfinder.census.gov/bkmk/table/1.0/en/ACS/14_5YR/DP05/0500000US47157	10/16/2017
2015	2016-17	ACS Demographic and Housing Estimates, 2011-2015 ACS 5- year Estimates Shelby County, Tennessee	https://factfinder.census.gov/bkmk/table/1.0/en/ACS/15_5YR/DP05/0500000US47157	10/16/2017
2016	2017-18	ACS Demographic and Housing Estimates, 2012-2016 ACS 5- year Estimates Shelby County, Tennessee	https://factfinder.census.gov/bkmk/table/1.0/en/ACS/16_5YR/DP05/0500000US47157	11/8/2018
2017	2018-19	ACS DEMOGRAPHIC AND HOUSING ESTIMATES more information 2013-2017 American Community Survey 5-Year Estimates	https://factfinder.census.gov/bkmk/table/1.0/en/ACS/17_5YR/DP05/0500000US47157	1/16/2019
2017	2019-20	ACS DEMOGRAPHIC AND HOUSING ESTIMATES more information 2013-2017 American Community Survey 5-Year Estimates	https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF	1/7/2020