



Destination 2025 Monthly: February 2021
Prepared by the Department of Research & Performance Management

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Key Findings

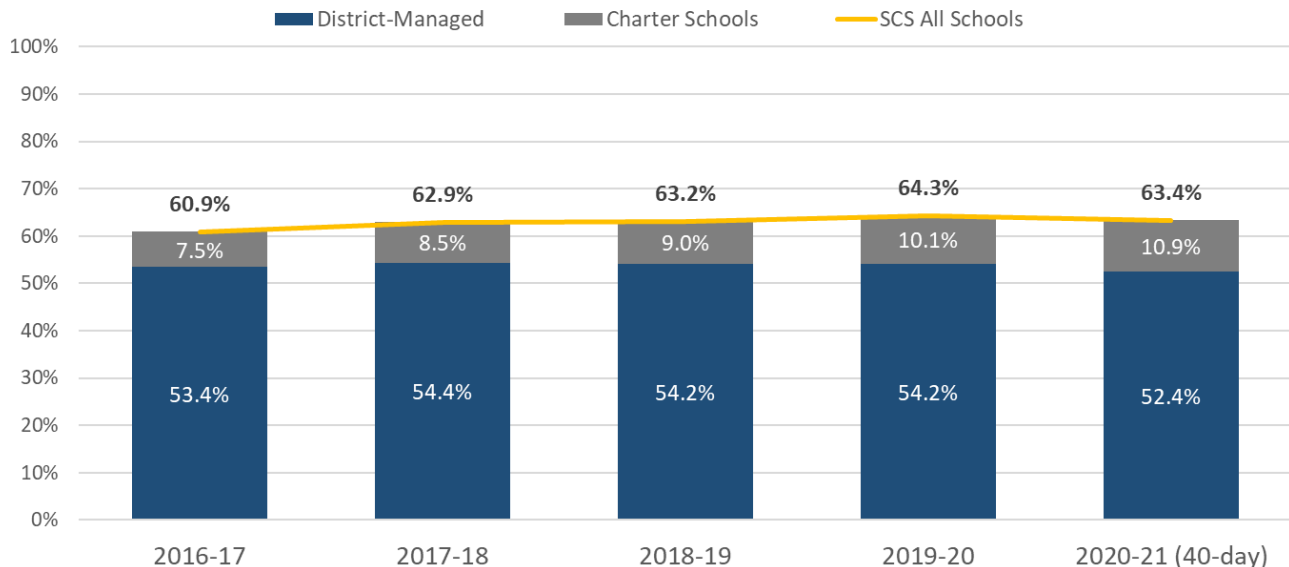
February’s Key Performance Indicators (KPIs) are aligned to Priority 4 of Destination 2025: Expand High Quality School Options. The KPIs are the market share of school-aged students, change in student enrollment, percent of students attending their neighborhood/zoned school, and the percent of students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

- Per the 2020 Census 5-year Estimates, an estimated **63.4%** of the school-aged population in Shelby County attend an SCS school (charters included).
- The District experienced a decrease in enrollment when comparing 2020-21 40-day enrollment to 2019-20 40-day enrollment.
- As of January 11, 2021, **65.9%** of students are attending their neighborhood/zoned school.
- **68%** of students who applied for a general choice transfer were approved for one of their top two school transfer choices for the 2020-21 school year.
- **49.3%** of students who applied for an optional school were approved for one of their top two optional school choices for the 2020-21 school year.

Estimated Market Share of School-Aged Population

Using the 2020-21 40-day enrollment counts and 5-year census estimates* **63.4%** of the school-aged population is enrolled in Shelby County Schools. This is a **0.9** percentage point decrease from 2019-20.

SCS Market Share* from 2014 to 2020 Using 40-Day Enrollment



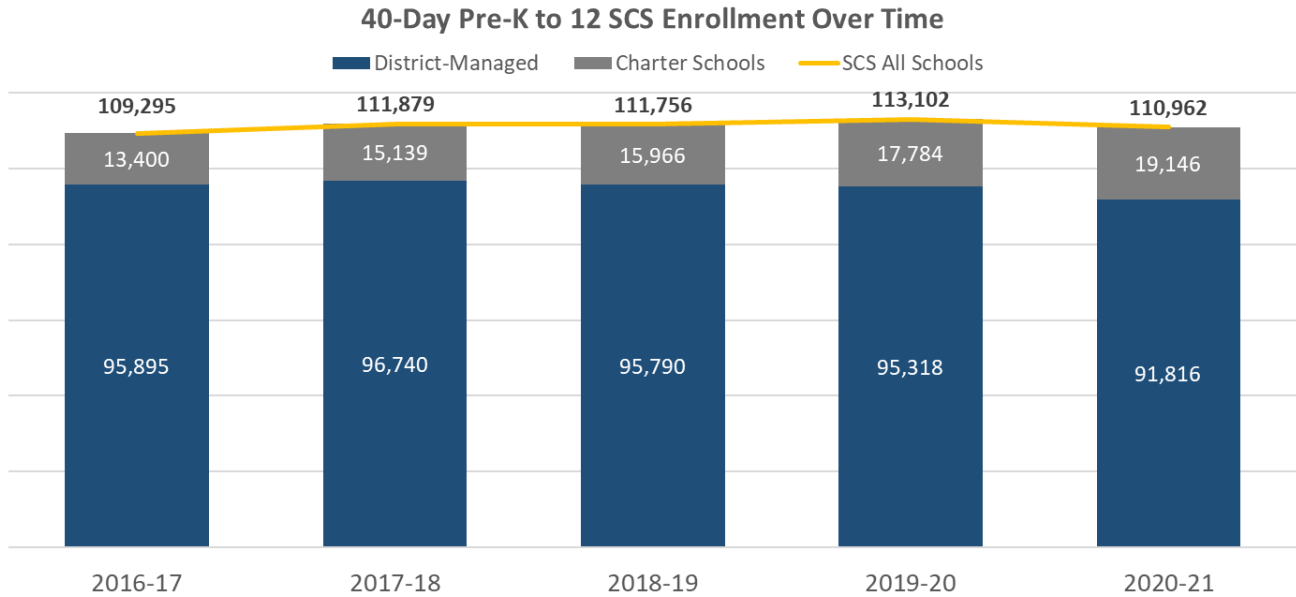
**Note: American Community Survey 5-year estimates are subject to change after the date of publication, which means market share is an approximation based on the best available data at a given time. See the Appendix for full calculations.*



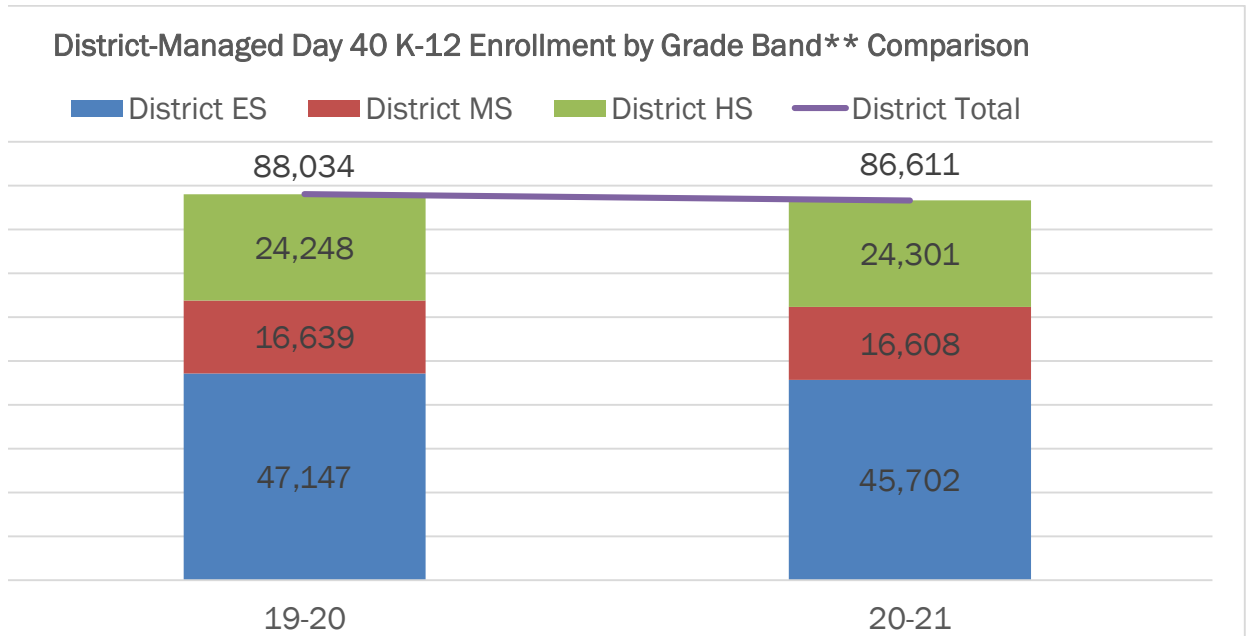
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Change in Student Enrollment Over Time (40-day enrollment counts)

Using November 2, 2020 enrollment counts (2020-21 40th day), Shelby County Schools (including charter schools) experienced a decrease in overall enrollment this year from **113,234 to 110,962**. Over the past five years, district-managed schools have experienced an annual decrease in enrollment, while the charter sector's enrollment has increased annually.



The district-managed sector's enrollment saw decrease across all grade bands when comparing 40-day enrollment counts from 2019-20 to 2020-21. The district-managed elementary school grade band had the largest enrollment decrease, with 1,445 fewer students enrolling in 20-21.

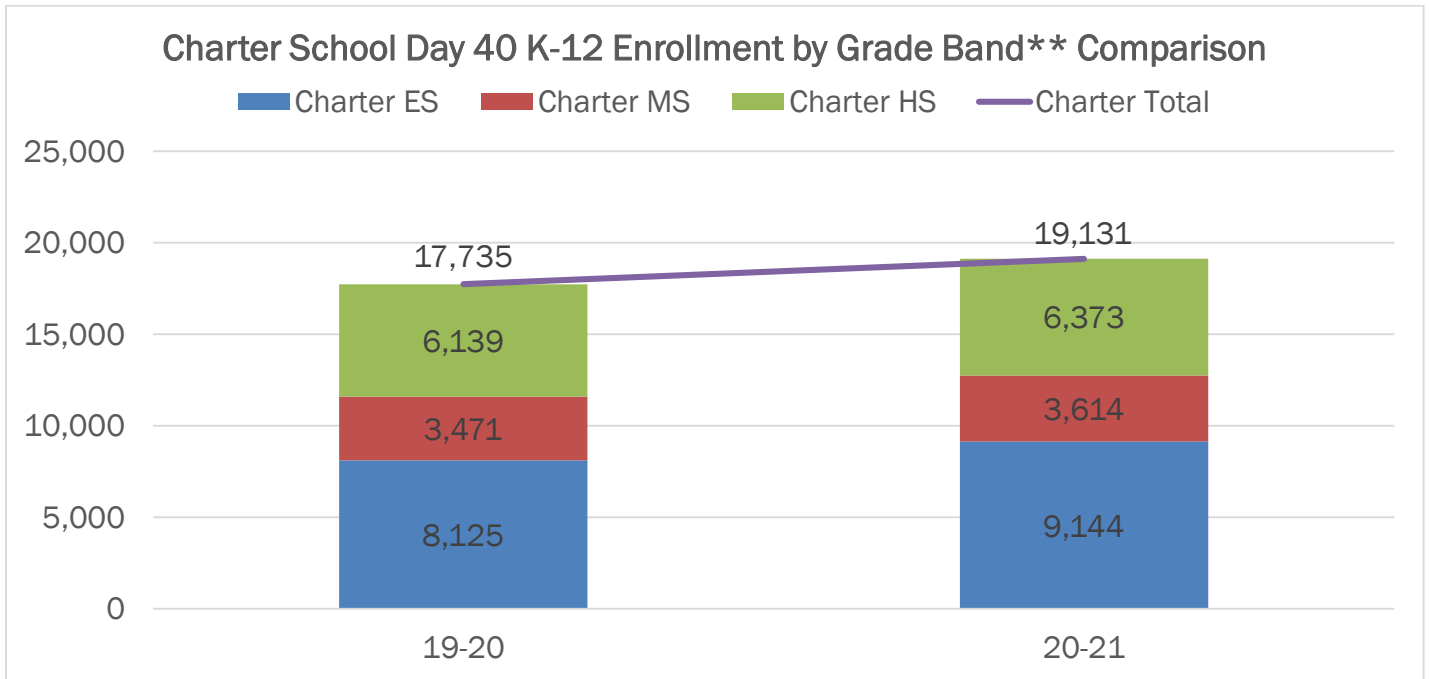


**K-8 schools are coded as elementary schools.



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The charter sector's enrollment saw an overall increase across all grade bands when comparing 40-day enrollment counts from 2019-20 to 2020-21. The charter elementary school grade band had the highest enrollment increase, with an additional **1,019** students enrolling in 20-21.

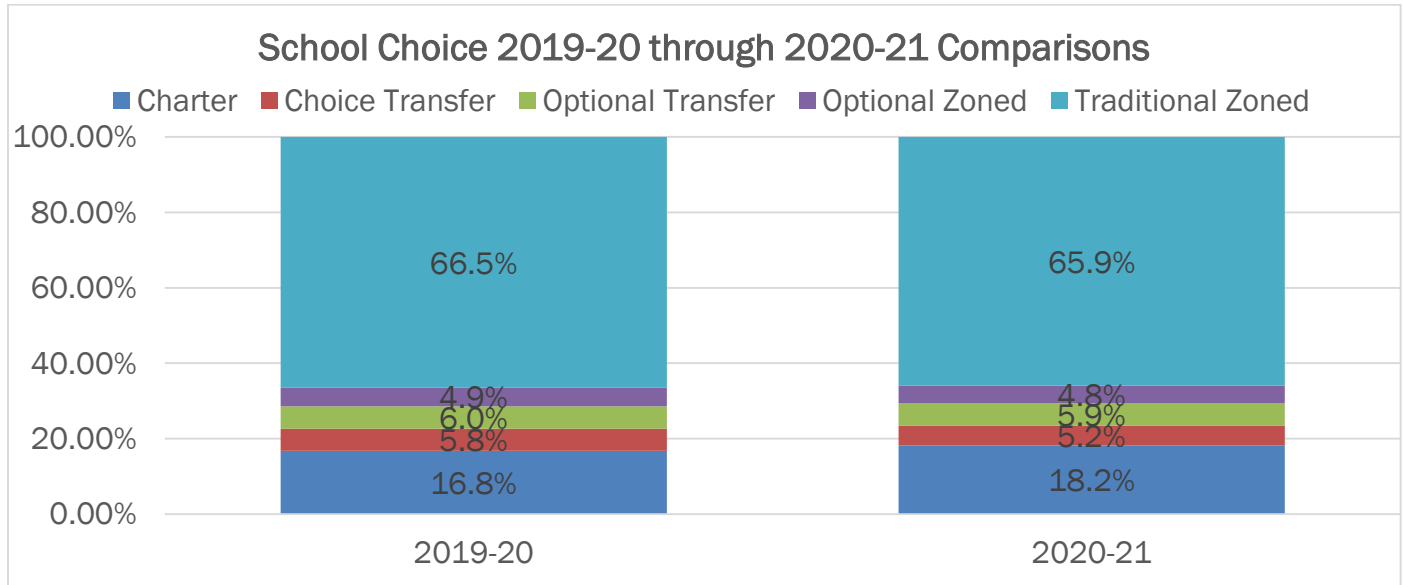




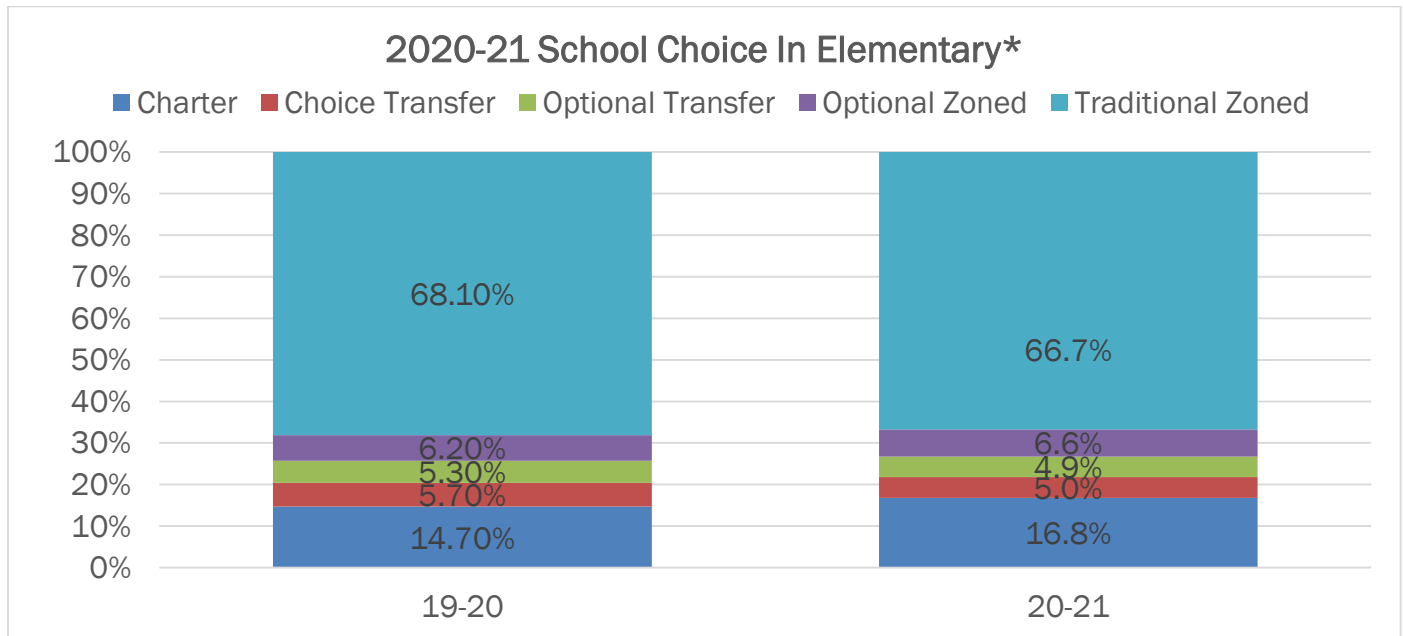
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School Choice

Using the 40-day enrollment report, **65.9%** of students in the District are attending their neighborhood/zoned school for the 2020-21 school year compared to **66.5%** in 2019-20. Aside from the charter sector, there was an overall decrease in the percent of students participating in choice options.



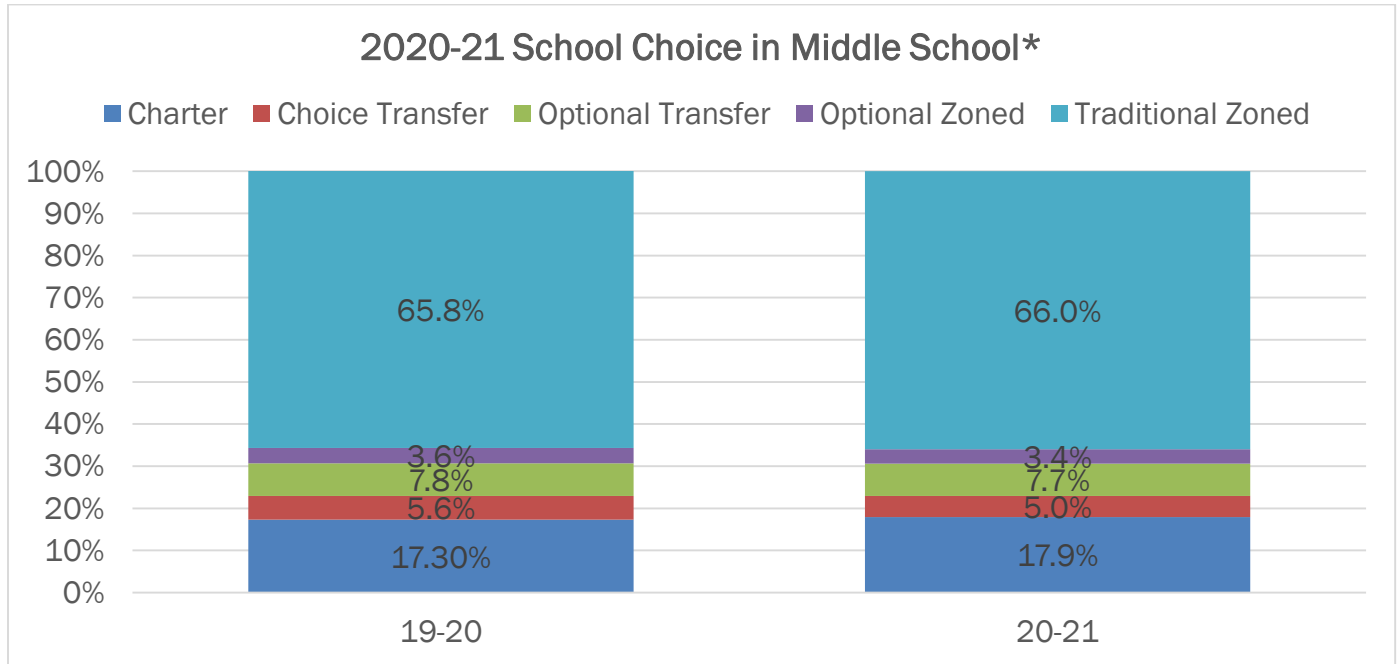
The elementary grade band contained the highest percent (**66.7%**) of students attending a zoned/neighborhood school for the 20-21 year – a decrease of about **2 percentage points** from the previous year. Though the percent of elementary students participating in school choice experienced an overall decline, on average, a higher percent (**6.6%**) of elementary students attended a zoned optional school than any other grade band.



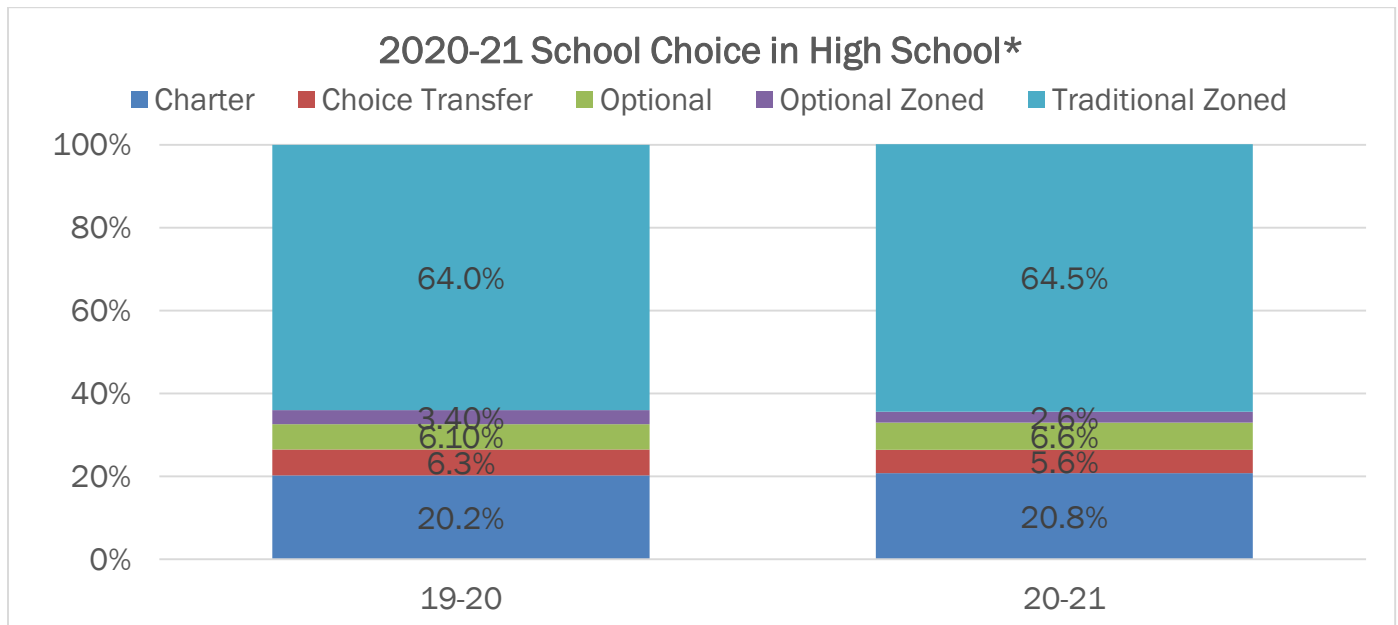


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The middle school grade band has the second highest percentage of students attending their zoned school and saw a slight increase from **65.8%** to **66%** for the 20-21 year. Similar to the elementary grade band, there was a small increase in charter enrollment and decreases across all other choice options in the middle school grade band.



The high school grade band has the highest percent (**20.8%**) of students attending a charter school. There was an increase in the percent of students attending their zoned school from **64%** in the **19-20** school year to **64.5%** in the 20-21 school year.



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



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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. **68%** of the students applying for choice transfers were approved/accepted to one of their top two (2) choice transfer options for the 2020-21 school year.

Table 1: 2020-21 General Choice Transfer Summary*

11,896	8,127	5,499 – 68%
New general choice transfer seats available at 139 schools for the 20-21 school year.	Number of new unique student applications received for the 20-21 available seats.	Number and percent of unique student applicants that were granted a general choice transfer for 20-21.

**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 was the first year of the Optional School's online process. Approximately **49.3%** of students who applied were approved for one of their top two (2) optional school choices for the 2020-21 school year,

Table 2: 2020-21 Optional Schools Application Summary

5,504	7,018	3,461 – 49.3%
New optional school transfer seats available* at 46 schools for the 20-21 school year.	Number of new unique student applications^ received for the 20-21 available seats.	Number and percent of unique student applicants that were granted an optional placement for 20-21.

**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.



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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.

- Analyze root causes for student attrition to inform our 20-21 and 21-22 recruitment plan.
- Initiate follow-up with students who withdrew from the Optional Program to determine why they left and plan to recruit them back for 21-22.
- Implement both virtual and in-person recruitment events in collaboration with community and industry partners.
- Host open houses, interactive video tours, and school-specific recruitment activities to increase enrollment.
- Develop new marketing materials, including Sway pages, updated videos, and social media advertisements to increase enrollment.
- Pursue TN STEM Designation for William H. Brewster Elem., East High, and John P. Freeman.
- Increase Optional schools' visibility through participation in local and national competitions.
- Continue to expand advanced academics (i.e., AP, Pre-AP, DE, SDC) across SCS-managed high schools and develop Ready Graduate plans for each school.



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Appendix: Census Data for Estimates

Census Data	2013 ACS, 5YR	2014 ACS, 5YR	2015 ACS, 5YR	2016 ACS, 5YR	2017 ACS, 5YR	2018 ACS, 5YR	2019 ACS, 5-YR
Total Population	932,919	936,130	937,750	936,990	937,847	937,005	936,374
Under 5 Year	67,307	67,703	67,817	67,684	67,140	66,676	66,253
18+ Years	689,493	694,022	697,112	698,020	700,242	700,758	701,193
Ages 5-17	176,119	174,405	172,821	171,286	170,465	169,571	168,928
15 - 19 Years	70,076	68,625	66,876	65,545	64,295	63,264	62,215
Per Year Average (estimate)	14,015	13,725	13,375	13,109	12,859	12,653	12,443
50% of 18 Year Olds (estimate)	7,008	6,863	6,688	6,555	6,430	6,326	6,222
Total School-Age Estimate (5 - 18)	183,127	181,268	179,509	177,841	176,895	175,897	175,150
SCS Enrollment Data (K-12)	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
SCS All Schools	116,013	114,534	109,295	111,879	111,756	113,102	110,962
Charter Schools	10,565	12,363	13,400	15,139	15,966	17,784	19,146
District-Managed	105,448	102,171	95,895	96,740	95,790	95,318	91,816
Market Share Percentages	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
SCS All Schools	63.4%	63.2%	60.9%	62.9%	63.2%	64.3%	63.4%
District-Managed	57.6%	56.4%	53.4%	54.4%	54.2%	54.2%	52.4%
Charter Schools	5.8%	6.8%	7.5%	8.5%	9.0%	10.1%	10.9%