

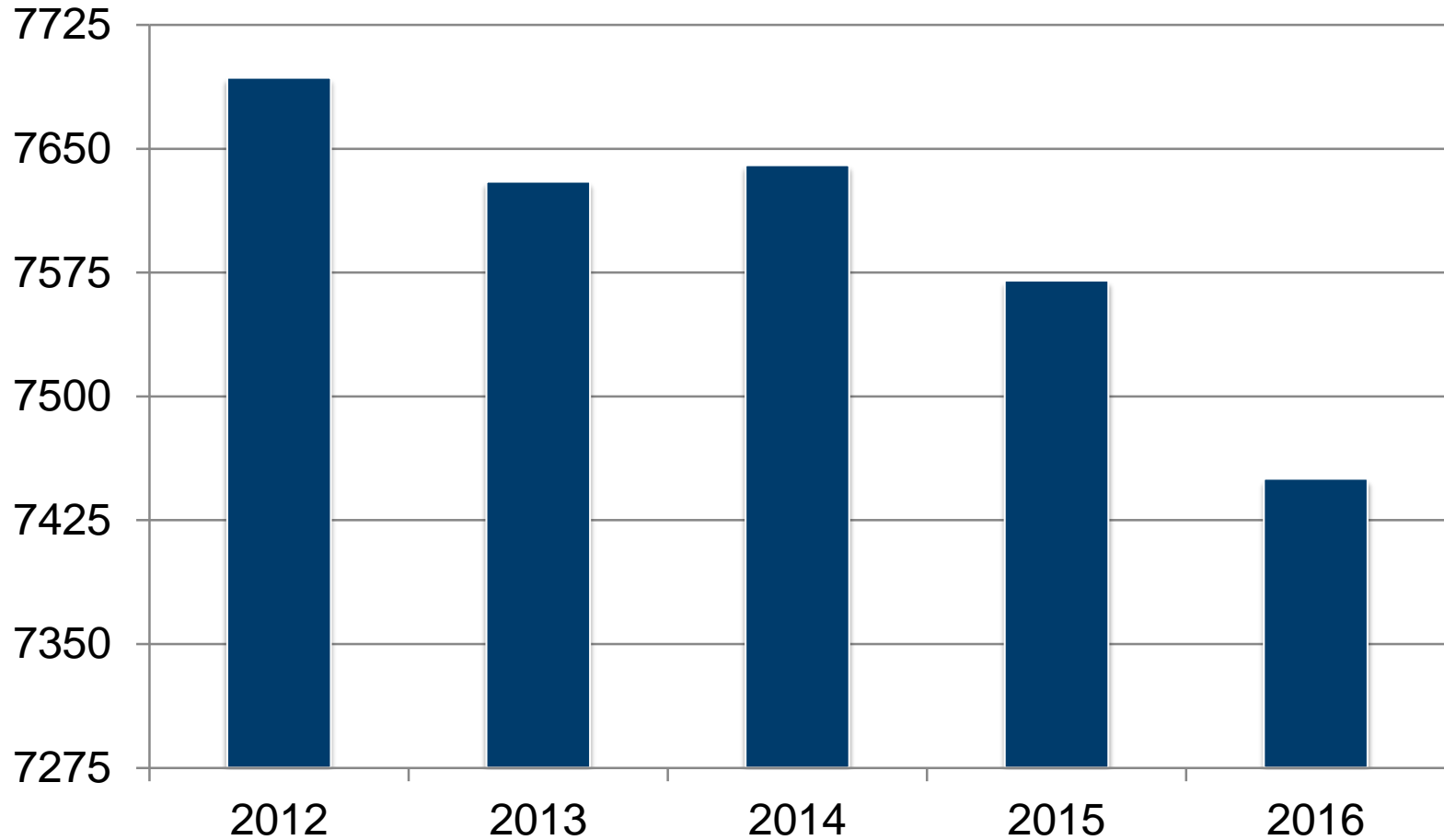


# ENROLLMENT UPDATE

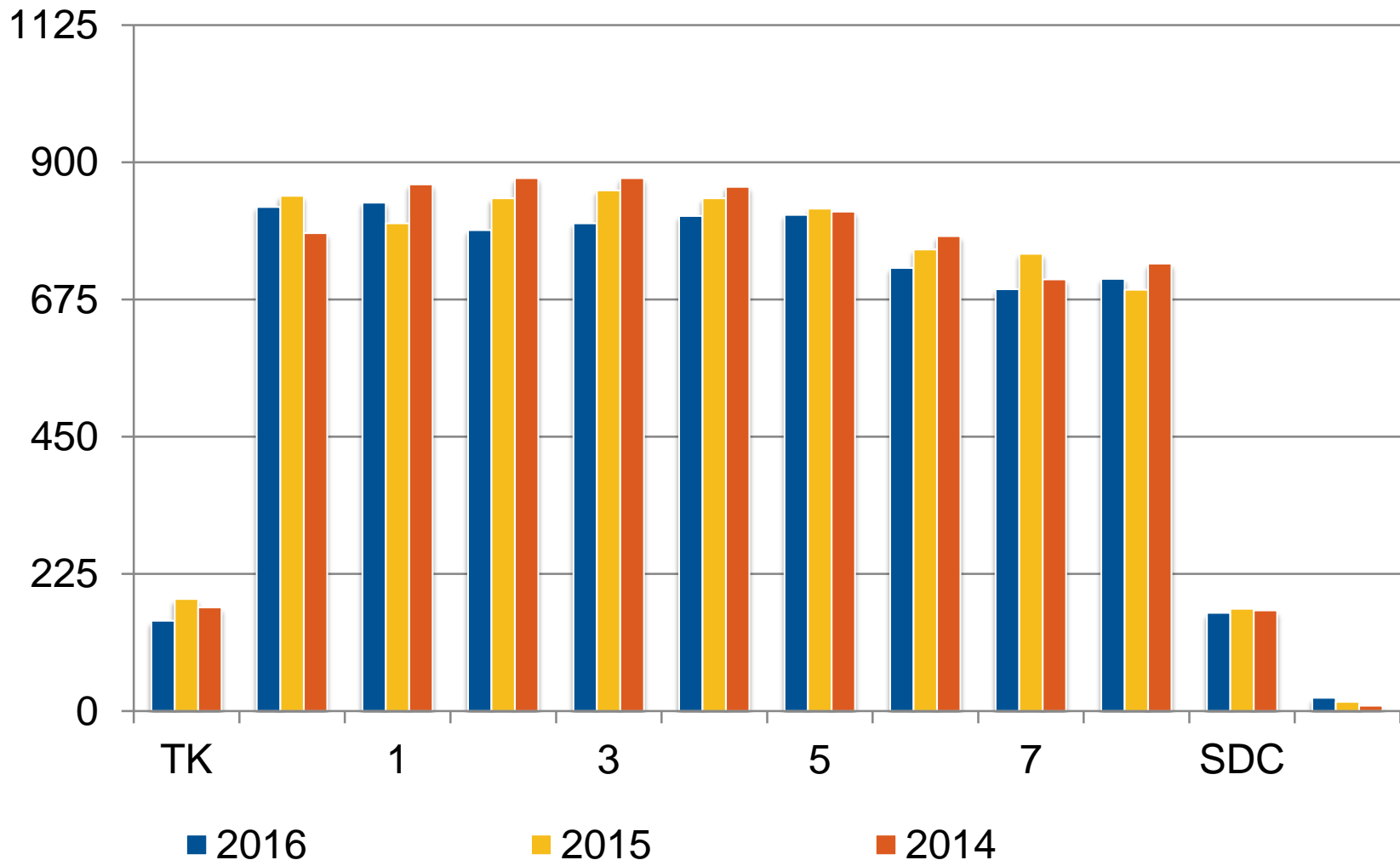
Campbell Union School District  
Governing Board Presentation

**October 27, 2016**

# Enrollment Trends



# Enrollment Trends by Grade

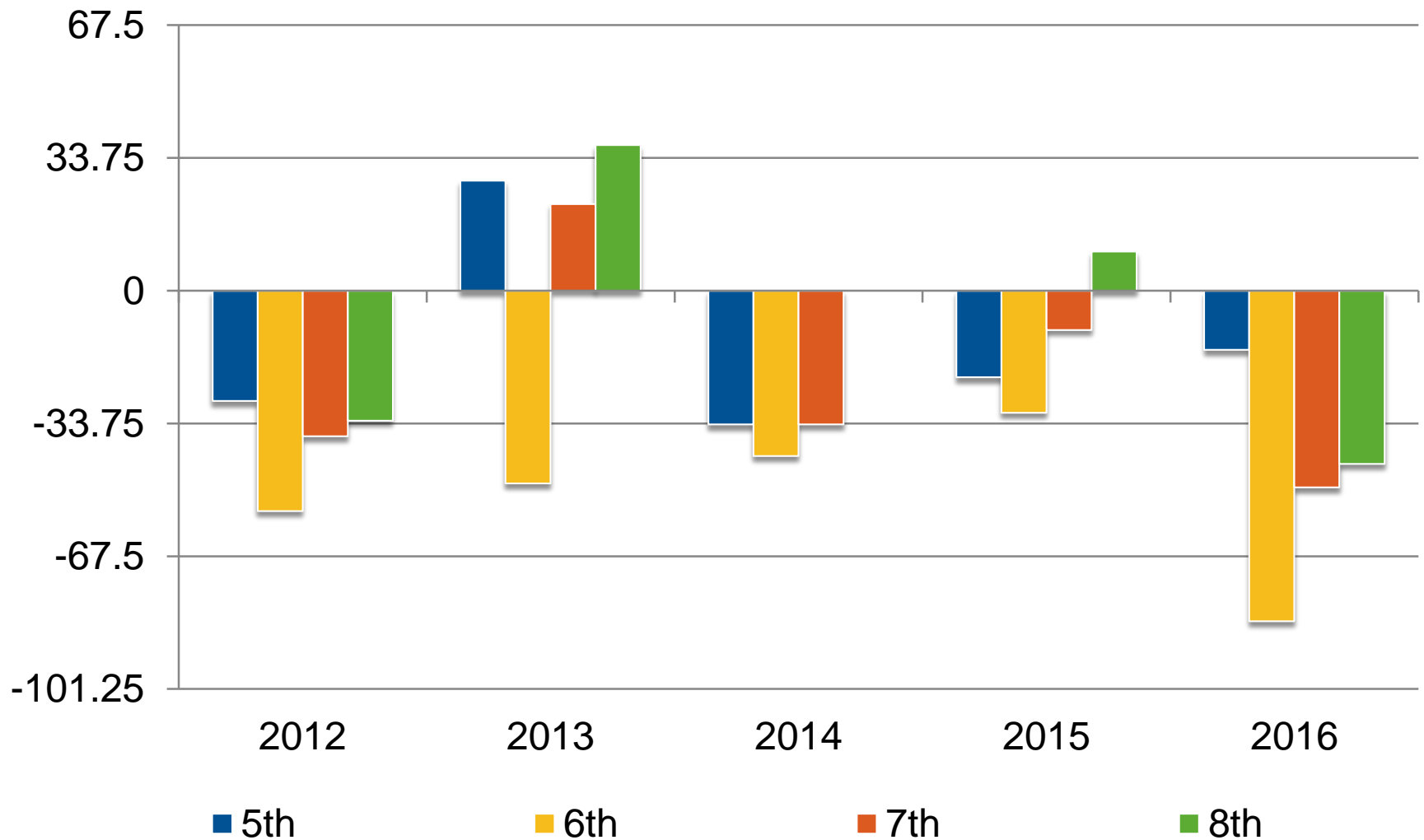


# Enrollment by Cohort

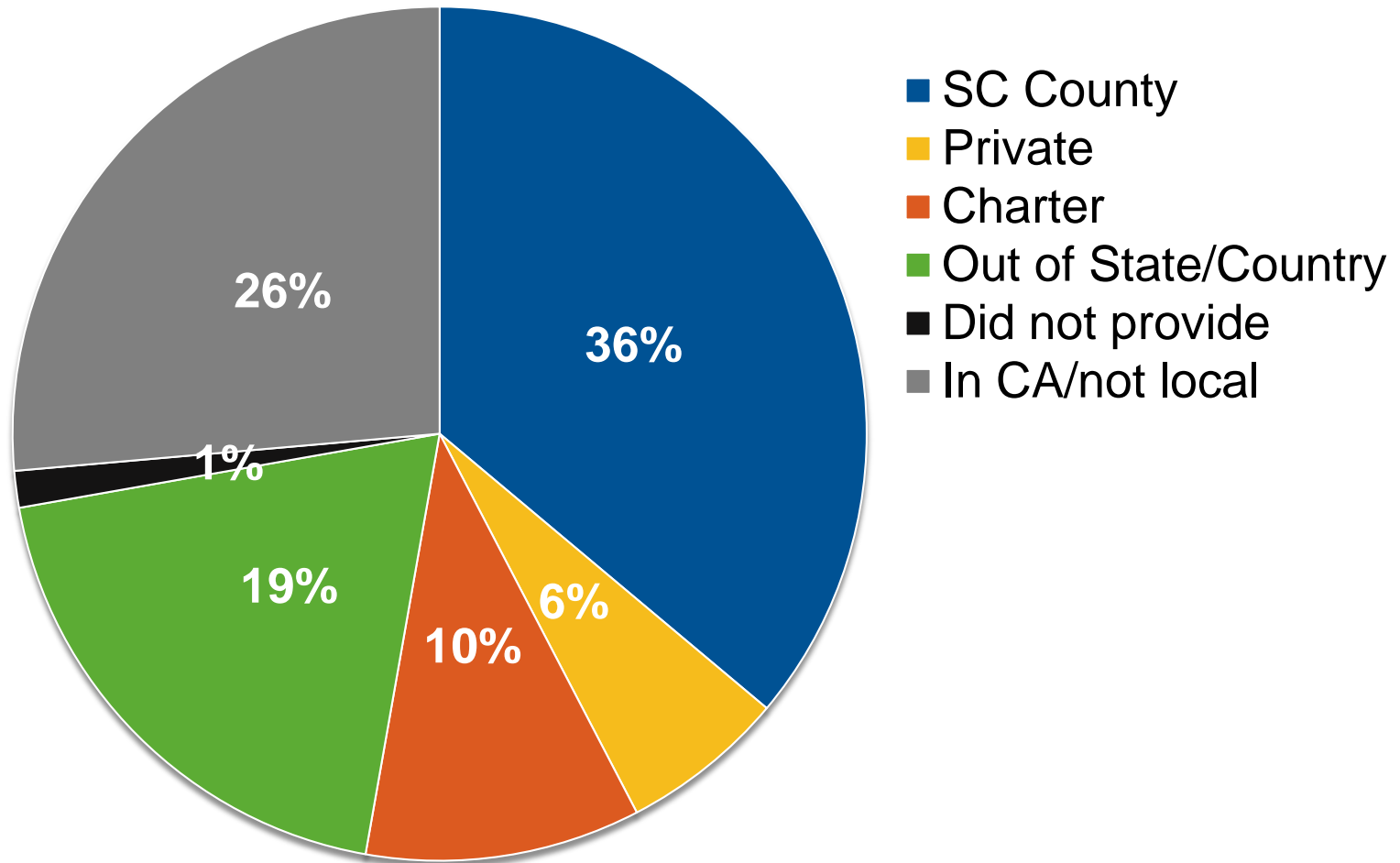
	TK	K	1	2	3	4	5	6	7	8
2015	184	845	800	841	854	841	824	757	750	
2016		845	843	803	804	817	826	740	707	706
Δ			-2	3	-37	-37	-15	-84	-50	- 44

Middle school loss is a consistent trend, although this loss is greater than last year.

# Cohort loss from 2012 - 2016



# Middle School Attrition



# Summary of 2016 Enrollment

- ✘ We projected for a decline of 50, and the actual decline was 131.  
We believe some of this can be attributed to increased rents in apartments and houses within our boundaries.
- ✘ We have less volatile enrollment in our schools where there are more single family homes.
- ✘ We believe the option of a K-8 will increase the numbers staying for 6 - 8.

# Continuous Improvement Efforts

- ✕ Communicated open enrollment process early
- ✕ Weekly waitlist updates
- ✕ Enrollment support liaison
- ✕ Support for online or paper enrollment
- ✕ Provided additional front office support
- ✕ Implemented timeline to for choosing school option from waitlist
- ✕ Market and promote the benefits of our middle schools to fourth and fifth grade families