

Enrollment Update

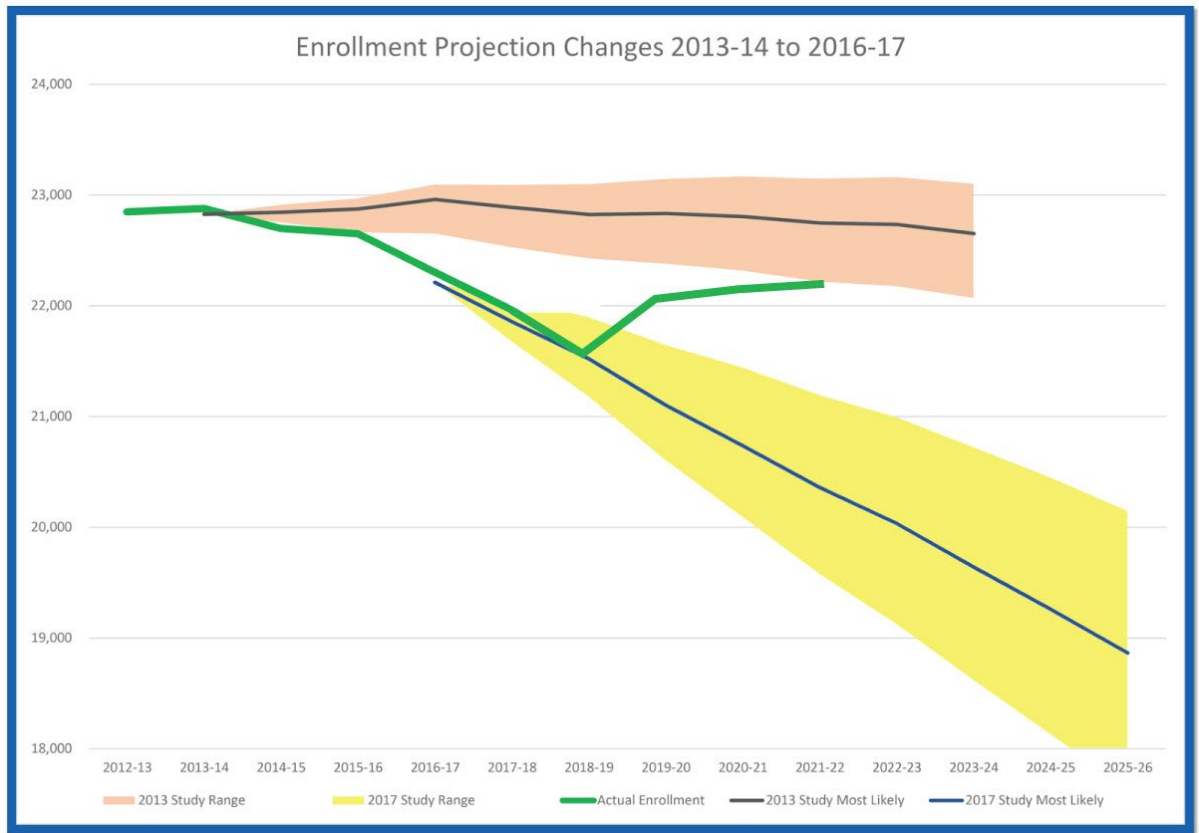
November 2, 2021

Ashley Greaney, Public Information Officer



Downey Unified
SCHOOL DISTRICT

Revisiting Previous Enrollment Projections



In the News, September & October alone...

Los Angeles Times



CALIFORNIA

L.A. Unified enrollment drops by more than 27,000 students, steepest decline in years



SUBSCRIBERS ARE READING

COMPANY TOWN

Search warrant reveals grim details of 'Rust' shooting and Halyna Hutchins' final minutes

MOVIES

In the 'Rust' set shooting death, a sharpened focus on the assistant director

COMPANY TOWN

'Rust' crew describes on-set gun safety issues and misfires days before fatal shooting

MOVIES

In the News, September & October alone...

EdSource

HIGHLIGHTING STRATEGIES FOR STUDENT SUCCESS

Projected K-12 drops in enrollment pose immediate upheaval and decade-long challenge

State forecasts 11.4% fewer students by 2031; LA and Bay Area to be hit hardest

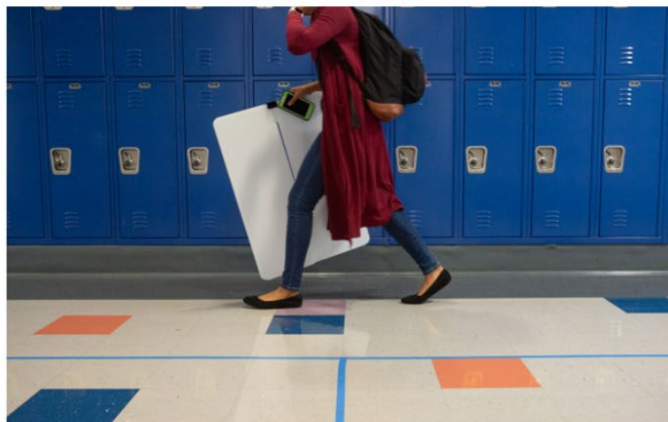


PHOTO BY ALLISON SHELLEY FOR EDIMAGES

The story was updated Oct. 18 to note that record one-time federal funding can be used through 2023-24 to mitigate revenue losses.

The unexpected drop in statewide school enrollment last year of 160,000

EDSOURCE ROUNDTABLE

**California college admissions
amid the pandemic:
What you need to know**



Wednesday, October 27 at 4:00 p.m.

Register today

Education Beat

In the News, September & October alone...

EdSource

HIGHLIGHTING STRATEGIES FOR STUDENT SUCCESS

California districts anticipate major hits to their 2022-23 budgets as enrollments drop

West Contra Costa Unified could see as much as a \$30 million cut to its budget next year unless there is a change in the state's school funding formula



CREDIT: JESSICA CHRISTIAN/SAN FRANCISCO CHRONICLE/POLARIS

Despite this year's return to in-person learning, districts throughout the state are seeing major declines in both enrollment and average daily attendance and fear the reductions could result in significant funding cuts next school year.

EDSOURCE ROUNDTABLE

California college admissions
amid the pandemic:
What you need to know



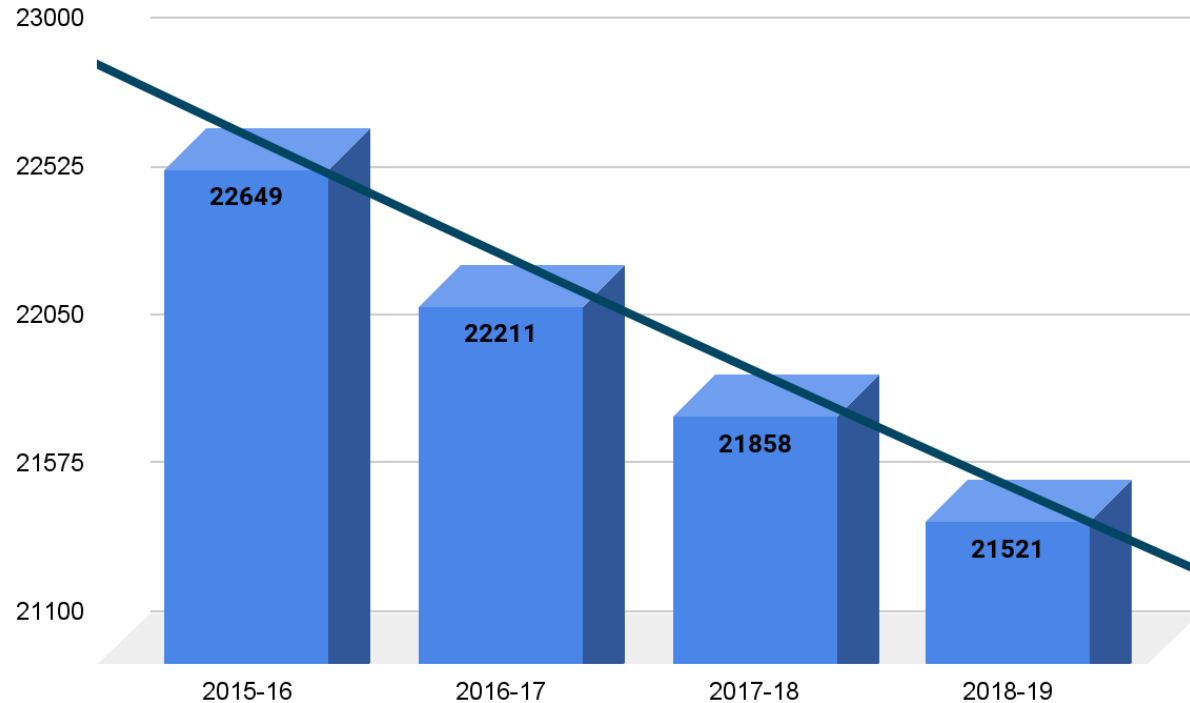
Wednesday, October 27 at 4:00 p.m.

[Register today](#)

Education Beat



Enrollment from 2015 - 2018



Creation of Enrollment Growth Committee 2018-19

Opportunities for Growth Determined by Committee:

- Before/After School Care
- Dual Language Immersion
- Facilities Improvements
- Marketing/Advertising

Before & After School Programs



Downey Foundation
FOR EDUCATIONAL OPPORTUNITIES

Visit: dfeo.org

ACCESS Before & After School Programs

Programas Antes y Después de Clases

Fixed

AFTER SCHOOL

INCLUDES | INCLUYE

- Snack | *Alimento Ligero*
- Fitness | *Educación Física*
- Social Emotional Learning
Aprendizaje Socioemocional
- Academic Support
Apoyo Académico
- Enrichment Activities
Actividades de Enriquecimiento

LOCATIONS | UBICACIONES

Alameda, Carpenter, Gauldin, Griffiths, Lewis, Old River, Price, Stauffer, Sussman, Unsworth, Ward, & Williams.

SCHEDULE | HORARIO

- Monday - Friday | *Lunes - Viernes*
- Dismissal - 6 PM | *Salida - 6 PM*
- Must Attend Everyday Until 6 PM
Debe Asistir Diario Hasta las 6 PM

COST | COSTO

- \$50 Registration | *Registro*
- \$50 Per Month | *Por Mes*

Flex

AFTER SCHOOL

INCLUDES | INCLUYE

- Snack | *Alimento Ligero*
- Fitness | *Educación Física*
- Social Emotional Learning
Aprendizaje Socioemocional
- Academic Support
Apoyo Académico
- Enrichment Activities
Actividades de Enriquecimiento

LOCATIONS | UBICACIONES

All DUSD Elementary & Middle Schools | *Escuelas Primarias e Intermedia del DUSD*

SCHEDULE | HORARIO

- Monday - Friday | *Lunes - Viernes*
- Dismissal - 6 PM | *Salida - 6 PM*
- Pick Up Student Anytime
Recoja Estudiante a Qualquier Hora

COST | COSTO

- \$50 Registration | *Registro*
- \$300 Per Month | *Por Mes*

Morning

BEFORE SCHOOL

INCLUDES | INCLUYE

- Breakfast | *Desayuno*
- Social Emotional Learning
Aprendizaje Socioemocional
- Academic Support
Apoyo Académico
- Enrichment Activities
Actividades de Enriquecimiento

LOCATIONS | UBICACIONES

All DUSD Elementary & Middle Schools | *Escuelas Primarias e Intermedia del DUSD*

SCHEDULE | HORARIO

- Monday - Friday | *Lunes - Viernes*
- One Hour Before Breakfast
Una Hora Antes del Desayuno
- Drop Off Student Anytime
Deje Estudiante a Qualquier Hora

COST | COSTO

- \$50 Registration | *Registro*
- \$50 Per Month | *Por Mes*

Custom

AFTER SCHOOL

ENRICHMENT CLASSES *CLASES DE ENRIQUECIMIENTO*

- Acting
- Basketball
- Dance
- Early Music
- Guitar
- Soccer
- Ukulele
- Violin
- Visual Arts
- And More! | *Y Mas!*

LOCATIONS | UBICACIONES

DUSD Elementary & Middle Schools
Escuelas Primarias e Intermedia del DUSD

SCHEDULE | HORARIO

Once a Week for 1 Hour | *Una Vez a la Semana Durante 1 Hora*

COST | COSTO

\$35 - \$60 Per Month | *Por Mes*

CONTACT | CONTACTO

562.419.2244 • info@dfeo.org

Register at DFE0.org

Regístrese en DFE0.ORG

Financial Aid Available

Ayuda Financiera Disponible

Dual Language Immersion Program

Global Language Academies of Downey

2022-23 Application Window Open November
Expands TK-3rd Grade

Dual Language Immersion Program



www.dusd.net/glad



**GLOBAL LANGUAGE
ACADEMIES OF DOWNEY**
— CARPENTER —



Facilities Improvements - Thanks to Measure O

Trouble viewing the video? Click
here to watch it on YouTube now.

Public Relations, Marketing & Advertising Efforts



Community Engagement



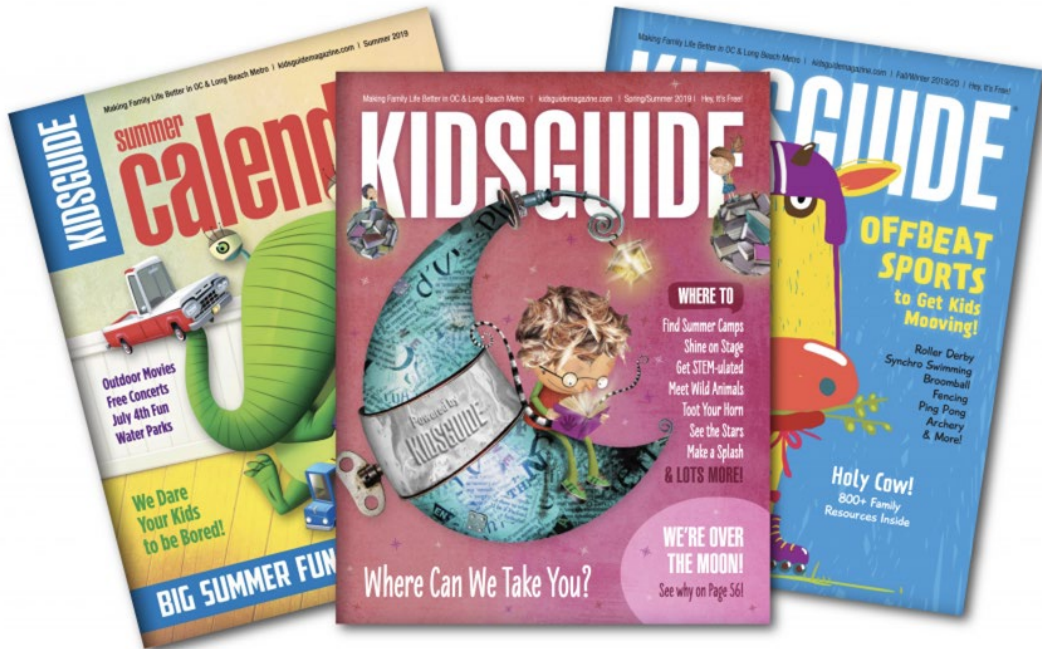
The Downey Patriot

Circulation

Print: 23,000 weekly

Online: 60,000 monthly

Magazine Advertising



KIDSGUIDE

- Advertising both print and digital since 2019
- Provides editorial content and directory information for several thousand services for children, families and communities
- Free bi-annual magazine serving families in the southern Los Angeles and western Orange County areas
- Print circulation of 160,000 per year
- eBlast: 8,300+ subscribers
- eNewsletter: 7,000 subscribers

Mall Advertising



STONEWOOD
CENTER®

Highly visited by both the Downey community and outside community members, with an average of **858,333 shoppers each month**

Social Media Presence



7.2K FOLLOWERS



5.8K LIKES



1.4K FOLLOWERS



2.5K SUBSCRIBERS



Social Media Presence



Downey Unified School District

Published by Ashley Greaney · October 7 at 3:38 PM ·

Our Elementary Innovation Labs are BACK and ready for student exploration! Whether its coding, robotics, problem solving, team building, movie and soundtrack making or 3-D printing – our students are building the foundational skills necessary for success in STEAM fields.

Innovation Labs are available to our TK-5th grade students as part of our district vision to provide a 21st Century education, ensuring our students are college and career ready, globally competitive and citizens of strong character.

#WeAreDowneyUnified #ourkidsdeservethebest



Performance

Reach ⓘ

Total

3,386

Organic

1,392 (41%)

Paid

2,202 (59%)

3,386

People reached

372

Engagements

Boosted on October 7 at 5:06 PM

Completed

Social Media Advertising

Results [See what's new](#)

Paid Reach ⓘ

383,059 ↑ 100%

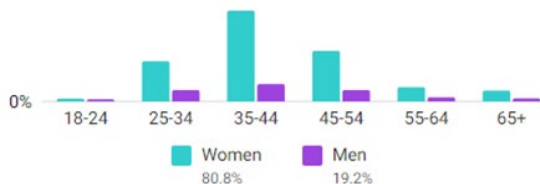


Audience ⓘ

Facebook Page Likes ⓘ

5.8K

Age & Gender ⓘ



Facebook Page Reach ⓘ

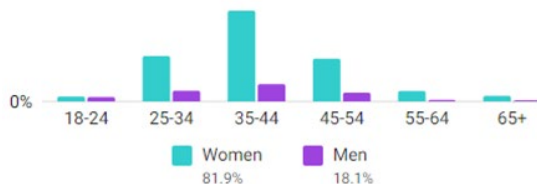
755,831 ↑ 37.9%



Instagram Followers ⓘ

7.2K

Age & Gender ⓘ







Instagram Reach ⓘ

194,663 ↑ 24.4%




**Total Reach:
> 1.9 million in 2021**

Social Media Advertising





 **Downey Unified School District**   Sponsored · 

Check out our \$40 million facility update, including a brand-new two-story classroom building and gymnasium as well as ...[See More](#)




WEB.DUSD.NET
Sussman Middle School | DUSD [LEARN MORE](#)

 Like  Comment  Share





 **Downey Unified School District**   Sponsored · 

Join the panther family for a high-quality education that nurtures the whole child – without a tuition fee. As our team ...[See More](#)




WEB.DUSD.NET
Price Elementary School
We believe we see our greatest ... [LEARN MORE](#)

 Like  Comment  Share

 **Downey Unified School District**   Sponsored · 

Give your little one (3 – 5-year-olds) a strong foundation to excel in Transitional Kindergarten (TK), Kindergarten and beyond.



WEB.DUSD.NET
Leap - Early Childhood Education [LEARN MORE](#)

 Like  Comment  Share

 **Downey Unified School District**   Sponsored · 

Spark an interest in education early on with TK and kindergarten at DUSD.

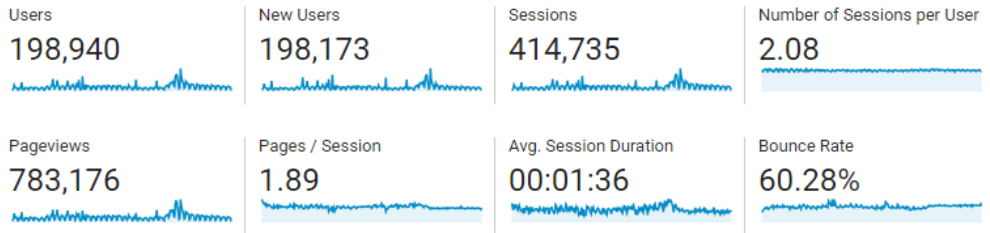


WEB.DUSD.NET
Prep your little ones for the future. #ChooseDUSD [LEARN MORE](#)

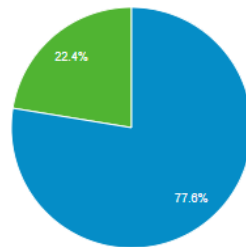
 Like  Comment  Share



Digital Advertising Analytics



■ New Visitor ■ Returning Visitor



62% of DUSD website visits are on mobile devices

Demographics

Language

Country

City

System

Browser

Operating System

Service Provider

Mobile

Operating System

Service Provider

Screen Resolution








Operating System

	Users	% Users
1. iOS	100,108	80.57%
2. Android	23,945	19.27%
3. Windows	181	0.15%
4. Tizen	9	0.01%
5. BlackBerry	3	0.00%
6. Nokia	2	0.00%
7. (not set)	1	0.00%

[view full report](#)

Digital Advertising Analytics

GOOGLE ANALYTICS GOAL Application Submission

	Acquisition			Conversions		
	Users ↓	New Users ↓	Sessions ↓	Goal 1 Conversion Rate ↓	Goal 1 Completion ↓	Goal 1 Value ↓
	198,940	198,173	414,735	0.50%	2,055	\$0.00
1  Organic Search	102,682	<div><div></div></div>		0.37%	<div><div></div></div>	
2  Direct	87,612	<div><div></div></div>		0.51%	<div><div></div></div>	
3  Display	6,719	<div><div></div></div>		0.03%	<div><div></div></div>	
4  Social	6,322	<div><div></div></div>		0.02%	<div><div></div></div>	
5  (Other)	5,184	<div><div></div></div>		3.73%	<div><div></div></div>	
6  Referral	1,296	<div><div></div></div>		4.77%	<div><div></div></div>	
7  Paid Search	265	<div><div></div></div>		0.32%	<div><div></div></div>	

Advertising Analytics

GOOGLE ANALYTICS GOAL Application Submission

Organic (*Google/Bing/Yahoo*)



800+ Submissions

Digital Advertising



350+ Submissions

Customer Facing Experience

- Appealing
- Easy
- Mobile Friendly
- Responsive

The screenshot shows the homepage of the Downey Unified School District website. At the top is a dark blue navigation bar with the district logo and name on the left, and links for COVID-19, Job Opportunities, Employee Info, Portal, Our District, Schools, Programs, News, Resources, Attend DUSD, and Contact on the right. Below the navigation bar is a large hero image of five diverse students holding a sign that reads "WE Deserve the BEST". Underneath the hero image is a section titled "Why are families like yours choosing Downey Unified?" which includes a paragraph about the district's commitment to a positive learning environment and a button labeled "APPLY NOW". Below this is another paragraph about accepting applications from students outside district boundaries, followed by a button labeled "ENROLL TODAY". At the bottom of the page is a section titled "A well-rounded student experience" featuring four video thumbnails: "College & Career Mindset", "Athletic Excellence", "Unique Academic Opportunities", and "Unparalleled Community".

Downey Unified
SCHOOL DISTRICT

COVID-19 Job Opportunities Employee Info Portal
Our District Schools Programs News Resources Attend DUSD Contact

WE Deserve the BEST

Why are families like yours choosing Downey Unified?

We believe that all students must have access to a positive and challenging learning environment. The right environment is vital to guiding and inspiring students to realize their individual potentials. Downey Unified School District does just that with a positive school culture, safe and clean campuses and a knowledgeable and caring staff. Regularly raising our standards and improving all aspects of our programs, we always strive to offer our students the best...because they deserve the best!

Downey Unified School District is now accepting applications for children who live **outside** the Downey Unified boundaries. We welcome motivated students interested in sharing our vision.

APPLY NOW >

Are you a Downey resident?
Click below to enroll

ENROLL TODAY

A well-rounded student experience

College & Career Mindset
2019 College ...

Athletic Excellence
College Boun...

Unique Academic Opportunities
The future is ...

Unparalleled Community
Downey Unified

Customer Facing Experience

- Appealing
- Easy
- Mobile Friendly
- Responsive



Welcome to Downey Unified

Our Kids Deserve the Best...

Apply Now

Please fill out the form below to apply for Downey Unified School District.

This application is for families living outside of the school district only. This is the wrong application for families residing within Downey Unified boundaries.

Haga clic aquí si necesita esta forma traducida al Español.

Student's First Name:

Student's Last Name:

Student's Date of Birth (format mm/dd/yyyy):

Home Address (Street/Apt #):

Home Address City:

Home Address Zip:

Telephone (format no spaces, dashes, or parenthesis 1234567890):

Has your student been previously enrolled in DUSD:

If 'yes', what was their previous Downey school?:

What was the date of withdrawal? (format mm/dd/yyyy):

Reason for Withdrawal:

Student ID:

What is your student's current grade?:

What is the student's grade next year?:

Which is your first school of choice?:

Second school of choice?:

Third school of choice?:



Case Number 00003710 Created Date 2/22/2021 12:41 PM

RELATED LISTS

Emails (4)

Notes (1)

Files (0)

Open Activities (0)

Activity History (4)

Case History (10+)

Feed Details

Case Detail

Save Cancel


 Case Owner [Warren HS \[Change\]](#)

Status Accepted

Case Number 00003710

Case Origin Web

Priority Medium

 Case Record Type InterDistrict [\[Change\]](#)

School Choice

Current Grade Eighth Grade

Grade Next Year Ninth Grade

School Year Requested Next School Year

School Choice 1 Warren High School

Accepted at School 1 Yes

School 1 Reason for Denial

 School 1 Denial Documents
Provided

School Choice 2 Downey High School

Accepted at School 2

School 2 Reason for Denial

 School 2 Denial Documents
Provided

School Choice 3

Accepted at School 3

School 3 Reason for Denial

 School 3 Denial Documents
Provided

Student Information

Student First Name

Student Last Name

Date of Birth

Home Address (Street/Apt #)

Home Address City Los Angeles

Home Address Zip 90001



[Save](#) [Cancel](#)

Emails

[Send an Email](#)[Emails Help](#) ?

Action	Status	Subject	Email Address	Message Date
Reply To All Del	Sent	FW: Warren HS - Permit Decision [ref: 00D4TEIKG_5004T5J2XY.ref] [redacted] 3/4/2007) Good morning, I'm following up on...	[redacted]	7/27/2021 10:54 AM
Reply To All Del	Forwarded	Warren HS - Permit Decision [ref: 00D4TEIKG_5004T5J2XY.ref] [redacted] 3/4/2007) Dear Parent/Guardian: After revi...	[redacted]	6/10/2021 2:13 PM
Reply To All Del	Sent	FW: Warren HS - Permit Request [ref: 00D4TEIKG_5004T5J2XY.ref] Good afternoon, I'm following up on my previous email regarding your applica...	[redacted]	3/31/2021 3:48 PM
Reply To All Del	Replied	Warren HS - Permit Request [ref: 00D4TEIKG_5004T5J2XY.ref] Dear Parent/Guardian: We have received your request for an Inter District ...	[redacted]	3/17/2021 10:02 AM

Notes

[New Note](#)

Action	Title	Last Modified	Created By	Text Preview
Edit Del	Parent Communication Log	3/17/2021 10:02 AM	Nieves Garibay	3/17/21 - App acknowledgement/Doc requirement email sent

Files

[Upload Files](#)

No records to display

Open Activities

[New Task](#) [New Event](#)[Open Activities Help](#) ?

No records to display

Activity History

[Log a Call](#) [Mail Merge](#) [Send an Email](#) [View All](#)[Activity History Help](#) ?

Action	Subject	Name	Task	Due Date	Assigned To	Last Modified Date/Time
Edit Del	Email: FW: Warren HS - Permit Decision [ref: 00D4TEIKG_5004T5J2XY.ref]		✓	7/27/2021	Nieves Garibay	7/27/2021 10:54 AM
Edit Del	Email: Warren HS - Permit Decision [ref: 00D4TEIKG_5004T5J2XY.ref]		✓	6/10/2021	Nieves Garibay	6/10/2021 2:13 PM
Edit Del	Email: FW: Warren HS - Permit Request [ref: 00D4TEIKG_5004T5J2XY.ref]		✓	3/31/2021	Nieves Garibay	3/31/2021 3:48 PM
Edit Del	Email: Warren HS - Permit Request [ref: 00D4TEIKG_5004T5J2XY.ref]		✓	3/17/2021	Nieves Garibay	3/17/2021 10:02 AM



Warren HS ▼ [Edit](#) | [Delete](#) | [Create New View](#)

[New Case](#) [Accept](#) [Close](#) [Change Owner](#) [Change Status](#) [?](#)

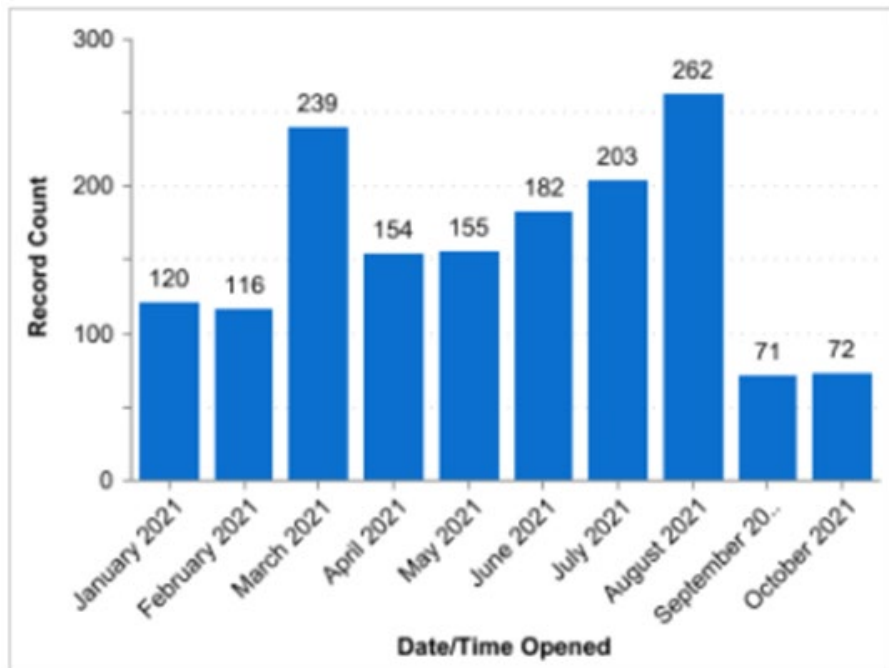
<input type="checkbox"/>	Action	Case Number #	Status	Home Address City	District of Residence	Current Grade	Grade Next Year	GPA From Last Rep...	Behavior on Last R...
<input type="checkbox"/>	Edit Del +	00003710	Accepted	Los Angeles	Los Angeles Unified	Eighth Grade	Ninth Grade	4.00 - 3.51	Outstanding
<input type="checkbox"/>	Edit Del +	00003721	Accepted	Paramount	Paramount Unified	Tenth Grade	Eleventh Grade	A-	Satisfactory
<input type="checkbox"/>	Edit Del +	00003817	Accepted	BELL GARDENS	Montebello Unified	Eighth Grade	Ninth Grade	Unknown	Satisfactory
<input type="checkbox"/>	Edit Del +	00003900	Accepted	Los Angeles	Compton Unified	Tenth Grade	Eleventh Grade	4.00 or higher	Outstanding
<input type="checkbox"/>	Edit Del +	00004109	In Review	Bell	Los Angeles Unified	Tenth Grade	Eleventh Grade	B+	Satisfactory
<input type="checkbox"/>	Edit Del +	00004165	Accepted	Bell Gardens	Montebello Unified	Eighth Grade	Ninth Grade	A-	Satisfactory
<input type="checkbox"/>	Edit Del +	00004190	Accepted	Paramount	Paramount Unified	Eighth Grade	Ninth Grade	B	Satisfactory
<input type="checkbox"/>	Edit Del +	00004240	Accepted	Bell Gardens	Montebello Unified	Eighth Grade	Ninth Grade	2.99 - 2.51	Satisfactory
<input type="checkbox"/>	Edit Del +	00004282	Initial Contact Made	Los Angeles	Los Angeles Unified	Eleventh Grade	Twelfth Grade	Unknown	Satisfactory
<input type="checkbox"/>	Edit Del +	00004285	Accepted	Paramount	Paramount Unified	Ninth Grade	Tenth Grade	4.00 or higher	Outstanding
<input type="checkbox"/>	Edit Del +	00004292	Accepted	Lynwood	Lynwood Unified	Eighth Grade	Ninth Grade	A	Satisfactory
<input type="checkbox"/>	Edit Del +	00004385	Accepted	Norwalk	Norwalk-La Mirada ...	Ninth Grade	Tenth Grade	Unknown	Outstanding
<input type="checkbox"/>	Edit Del +	00004468	Accepted	Compton	Compton Unified	Eighth Grade	Ninth Grade	3.50 - 3.00	Satisfactory
<input type="checkbox"/>	Edit Del +	00004617	Initial Contact Made	Los Angeles	Los Angeles Unified	Tenth Grade	Eleventh Grade	B+	Satisfactory
<input type="checkbox"/>	Edit Del +	00004619	Initial Contact Made	Paramount	Paramount Unified	Eighth Grade	Ninth Grade	A	Outstanding
<input type="checkbox"/>	Edit Del +	00004655	Provisional Enrollm...	Paramount	Paramount Unified	Twelfth Grade	Not Applicable	C	Satisfactory
<input type="checkbox"/>	Edit Del +	00004740	Accepted	Norwalk CA	Whittier Union HS ...	Ninth Grade	Tenth Grade	B	Outstanding
<input type="checkbox"/>	Edit Del +	00004819	Accepted	Paramount	Paramount Unified	Tenth Grade	Eleventh Grade	3.50 - 3.00	Outstanding
<input type="checkbox"/>	Edit Del +	00004861	Initial Contact Made	south gate	Los Angeles Unified	Eleventh Grade	Twelfth Grade	C	Satisfactory
<input type="checkbox"/>	Edit Del +	00004862	Accepted	PARAMOUNT	Paramount Unified	Eighth Grade	Ninth Grade	4.00 - 3.51	Outstanding
<input type="checkbox"/>	Edit Del +	00004870	Initial Contact Made	Commerce	Montebello Unified	Eighth Grade	Ninth Grade	2.99 - 2.51	Satisfactory
<input type="checkbox"/>	Edit Del +	00004888	Initial Contact Made	Paramount	Paramount Unified	Ninth Grade	Tenth Grade	Unknown	Satisfactory
<input type="checkbox"/>	Edit Del +	00004917	Initial Contact Made	Comoton	Los Angeles Unified	Tenth Grade	Eleventh Grade	B-	Satisfactory

Monitoring Performance

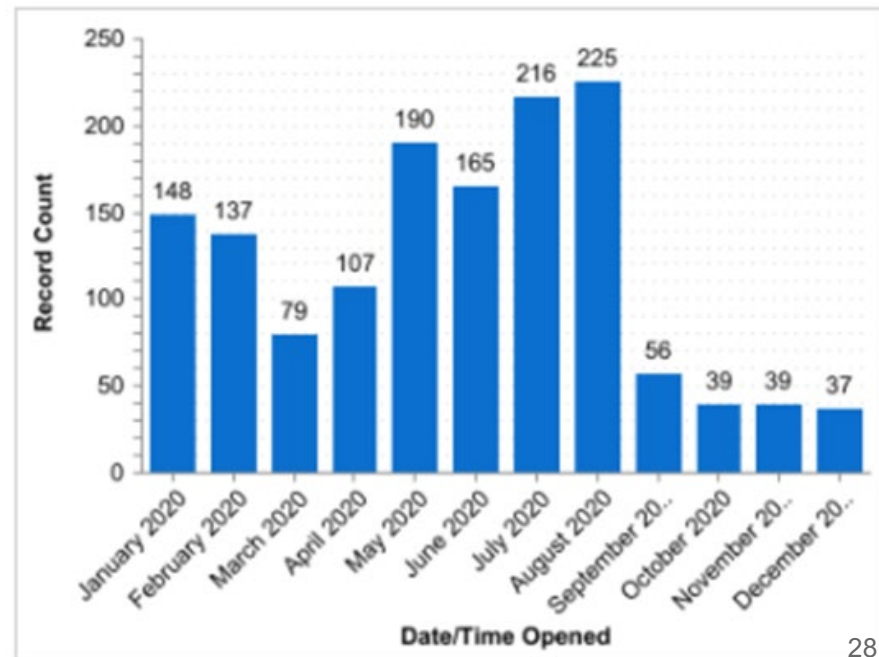


Monitoring Performance

Applications Monthly - Current Year



Applications - Previous Calendar Year

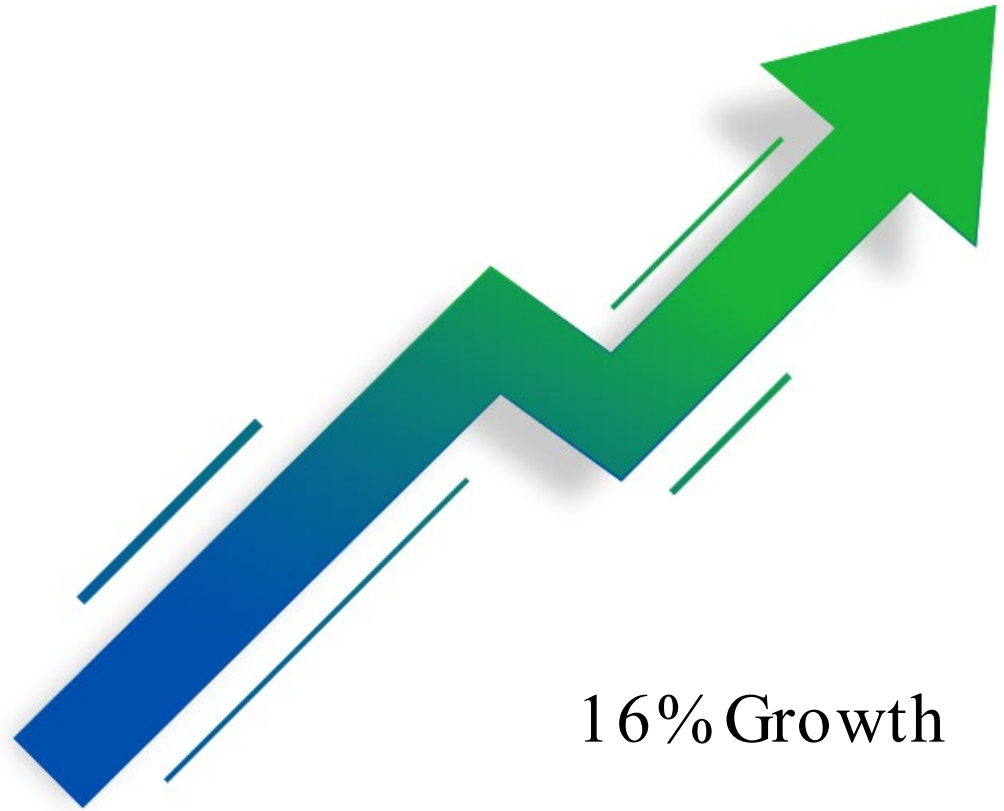


Permit Application Received

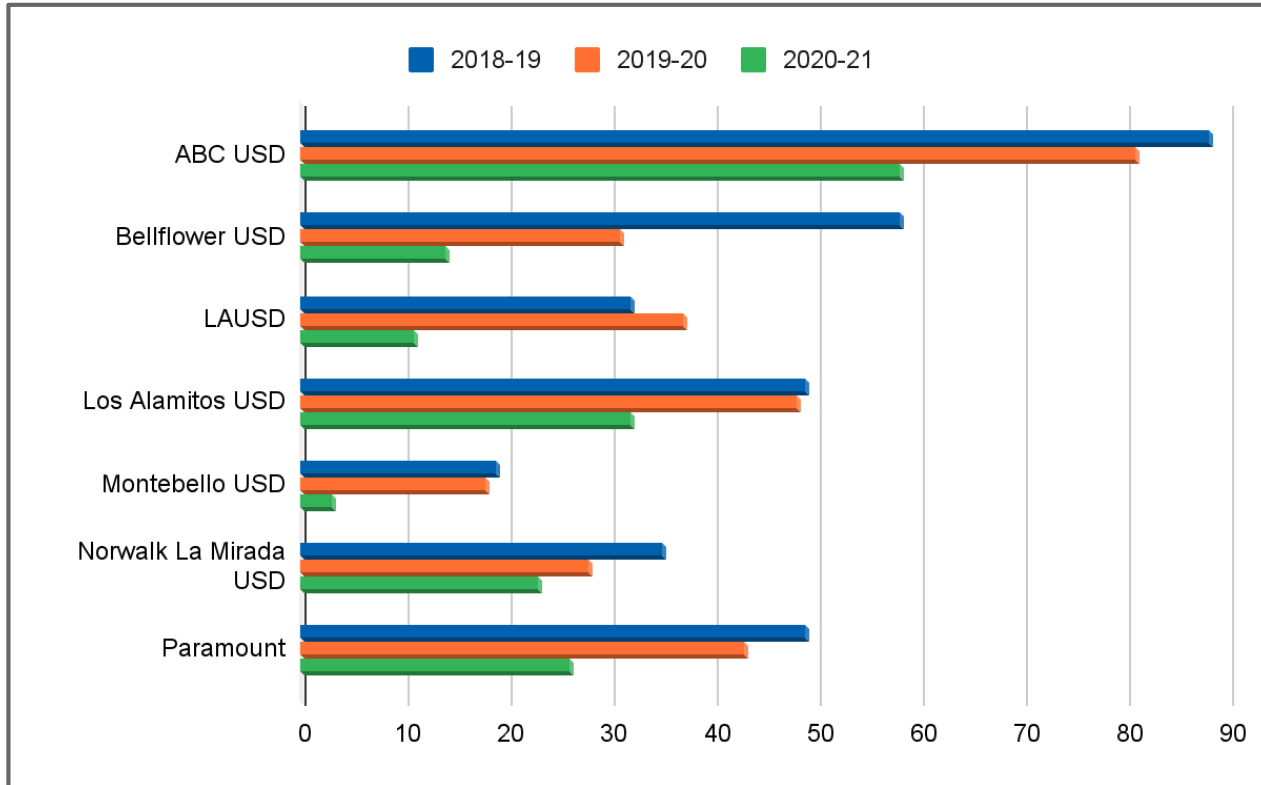
(as of 10/24/21)

2020/21: 1,356

2021/22: 1,574

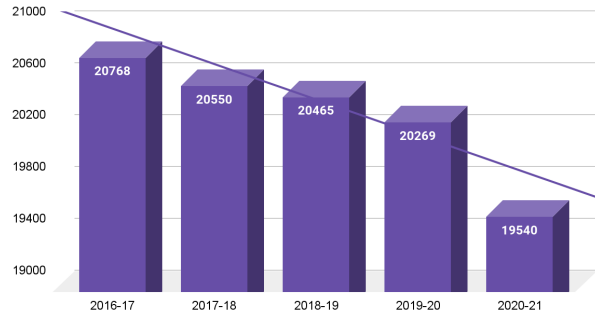


InterDistrict Permit Releases

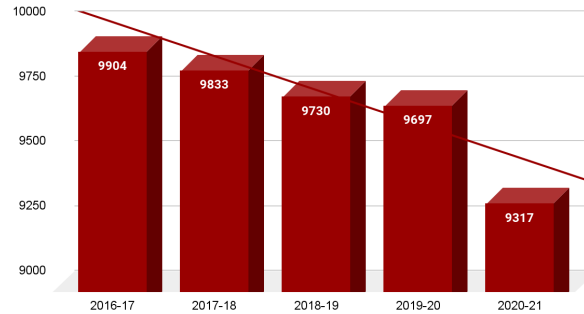


Neighboring District Enrollment 2016 - 2021

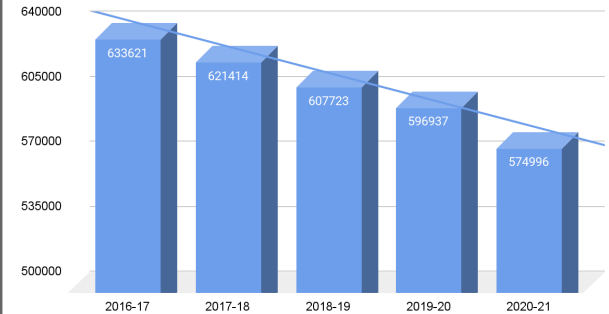
ABC USD



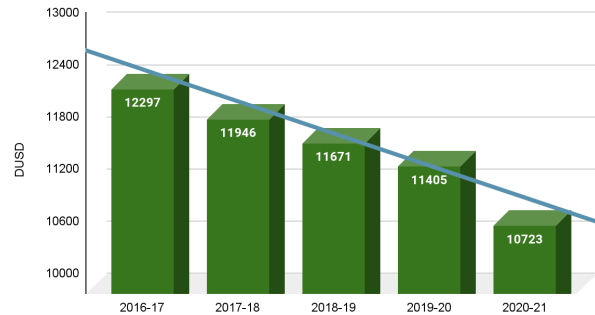
Los Alamitos USD



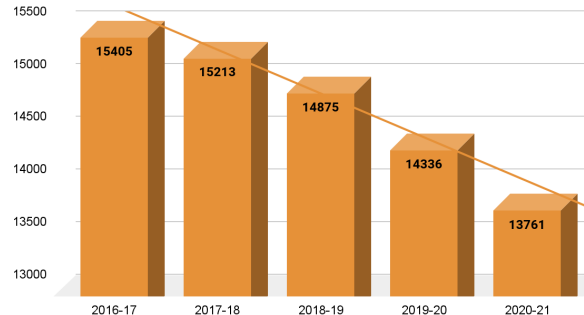
LAUSD



Bellflower USD

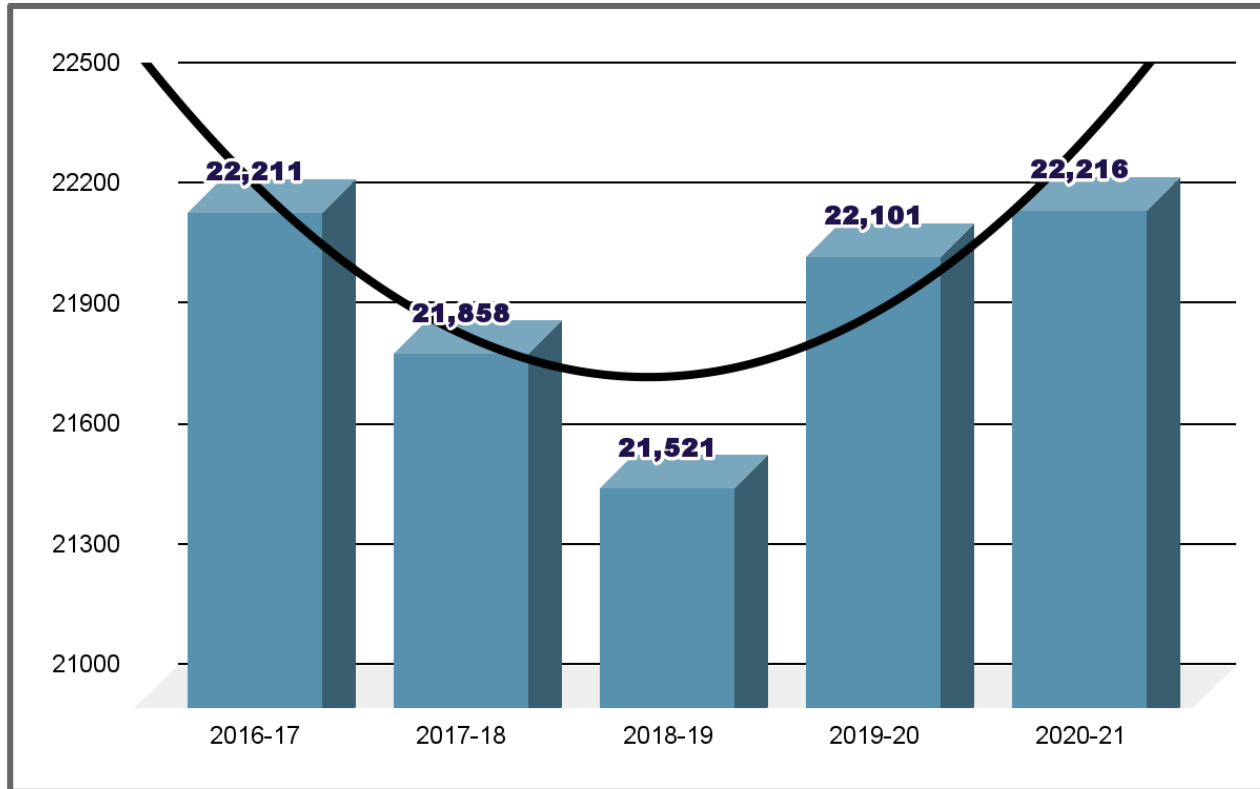


Paramount USD

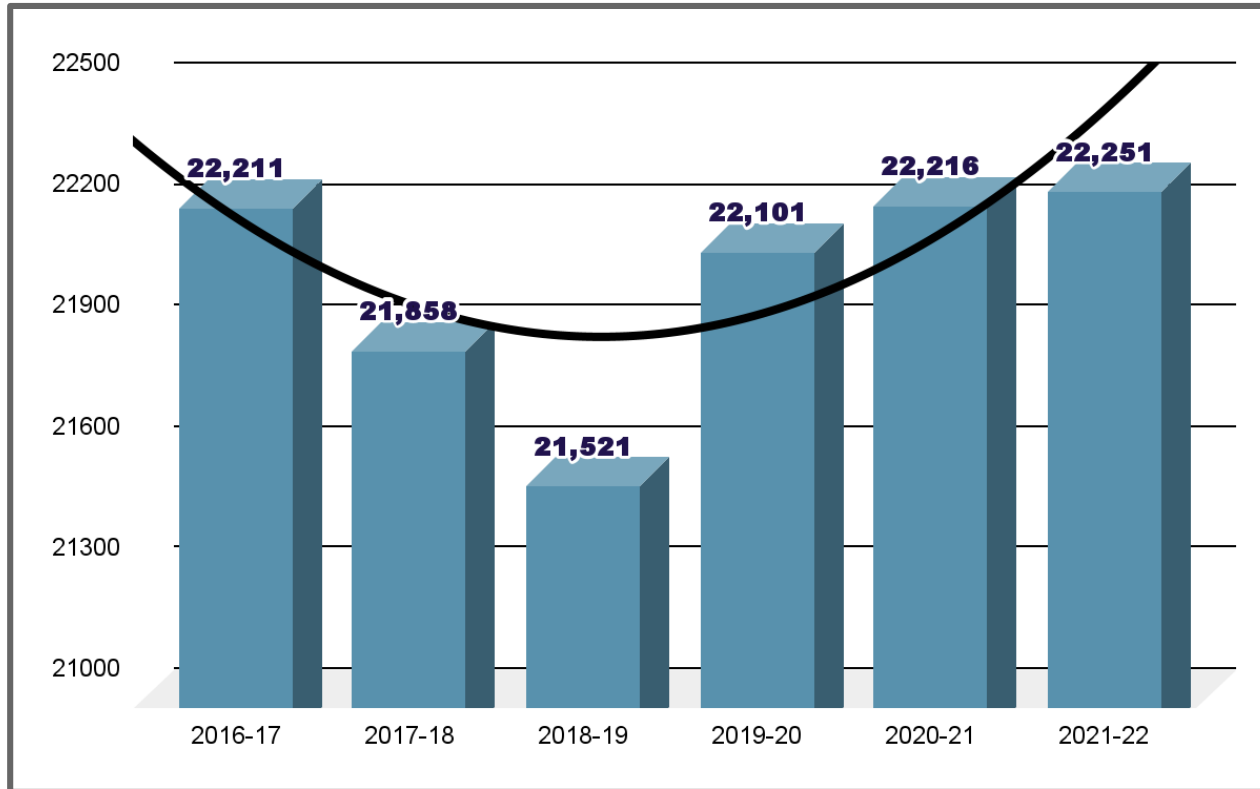




Downey Unified Enrollment 2016 to 2021



Downey Unified Enrollment 2016 to Present



Enrollment Compared to Other Districts

Student Growth or Decline 2018-19 to 2020-21

	DUSD	ABC USD	Bellflower USD	Los Alamitos USD	LAUSD	Paramount USD
2018-19	21,521	20,465	11,671	9,730	607,723	14,875
2020-21	22,216	19,540	10,723	9,317	574,996	13,761
Total Change	+695	-925	-948	-413	-32,727	-1,114

Questions?



#ourkidsdeservethebest

