



December 10, 2024

Dr. Wayne Shannon and Dr. Roger Brossmer

## Board of Education Meeting - Enrollment Growth Update

# Revisiting our WHY

## 2023-24 Board of Education Goals

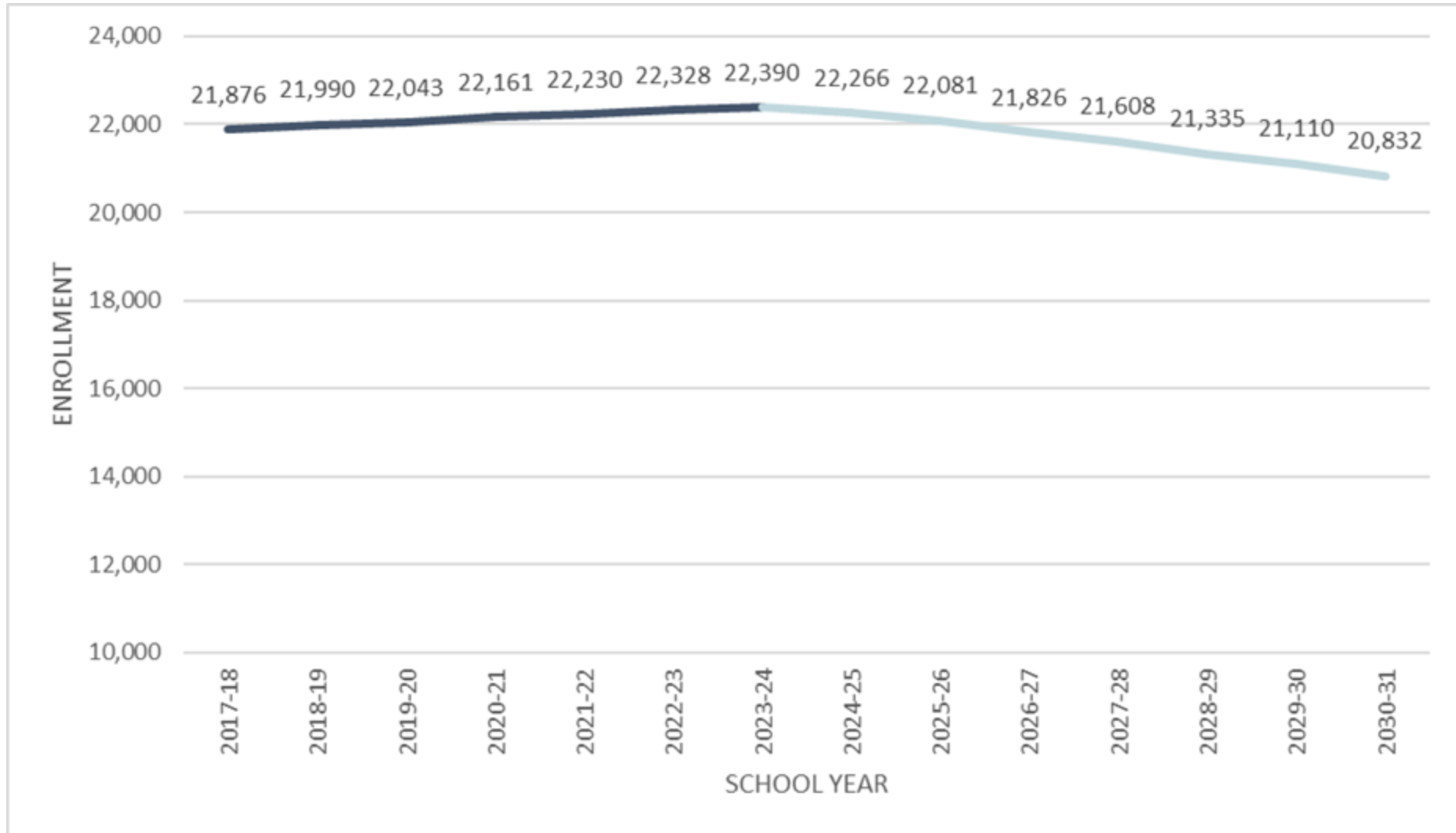
**10.** Downey Unified will reconvene our Enrollment Growth Committee to identify, discuss, and implement innovative programs and extracurricular options that support students and families. Emphasis will be placed on actions that support both stabilization and ongoing growth in our student enrollment.

# Revisiting our WHY – Cont.

## 2024-25 Board of Education Goals

10. Downey Unified will continue to conduct Enrollment Growth Committee meetings to identify and implement innovative programs, extracurricular options and enrollment decline mitigation strategies that support maintaining or adding District program offerings.

# DUSD (May 2024) Moderate Enrollment Projection



# Enrollment Update (thru month 4)

ENROLLMENT REPORT - MONTH 4

AS OF: 11/29/2024

Regular & RSP Enrollment COUNTS											PRIOR	CURRENT	CURRENT less	Staffing	CURRENT less	% CHANGE FROM PROJ	TOTAL STUDENTS	
GRADE	Early TK	TK	KN	1st	2nd	3rd	1 - 3	4th	5th	4 - 5	1 - 5	12/1/2023	11/29/2024	PRIOR	PROJ	PROJ	% CHANGE	TOTALS
Alameda	1	39	83	97	124	121	342	108	109	217	559	712	682	-30	723	-41	-5.67%	818
Carpenter	7	96	121	107	105	134	346	118	102	220	566	640	790	150	817	-27	-3.30%	781
Gallatin	1	62	106	95	131	127	353	104	133	237	590	753	759	6	723	36	4.98%	788
Gauldin	1	37	64	70	78	93	241	92	89	181	422	541	524	-17	537	-13	-2.42%	595
Imperial	4	79	135	131	154	112	397	0	0	0	397	623	615	-8	665	-50	-7.52%	649
Lewis	3	53	95	110	103	118	331	129	130	259	590	794	741	-53	736	5	0.68%	774
Old River	0	0	0	0	0	0	0	248	265	513	513	562	513	-49	500	13	2.60%	543
Price	1	60	85	107	117	111	335	128	124	252	587	755	733	-22	725	8	1.10%	761
Rio Hondo	3	49	107	103	115	154	372	131	127	258	630	819	789	-30	784	5	0.64%	836
Rio San Gabriel	0	43	104	90	120	110	320	108	119	227	547	713	694	-19	700	-6	-0.86%	745
Unsworth	0	24	81	73	89	99	261	110	107	217	478	619	583	-36	600	-17	-2.83%	637
E W Ward	0	41	69	61	68	84	213	91	73	164	377	511	487	-24	493	-6	-1.22%	536
E W Ward - VA	0	0	0	0	0	0	0	7	9	16	16	51	16	-35	25	0		16
Williams	0	87	151	138	142	163	443	0	0	0	443	659	681	22	686	-5	-0.73%	725
<b>TOTALS</b>	<b>21</b>	<b>670</b>	<b>1201</b>	<b>1182</b>	<b>1346</b>	<b>1426</b>	<b>3954</b>	<b>1374</b>	<b>1387</b>	<b>2761</b>	<b>6715</b>	<b>8752</b>	<b>8607</b>	<b>-145</b>	<b>8714</b>	<b>-107</b>	<b>-1.23%</b>	<b>9215</b>

Projection 24/25	Actual 24/25	Difference
22,266	22,288	+22

Regular & RSP Enrollment COUNTS					PRIOR	CURRENT	Change	PROJ	PROJ	% CHANGE	TOTALS
GRADE	6th	7th	8th	6 - 8	12/1/2023	11/29/2024	Change	PROJ	PROJ	% CHANGE	TOTALS
Doty MS	390	422	411	1223	1227	1223	-4	1245	-22	-1.77%	1298
Griffiths MS	394	385	405	1184	1201	1184	-17	1245	-61	-4.90%	1265
Sussman MS	382	401	355	1138	1137	1138	1	1205	-67	-5.56%	1190
Stauffer MS	384	414	425	1223	1248	1223	-25	1245	-22	-1.77%	1311
Woodruff Academy-MS	0	0	1	1	1	1	0	0	1		2
<b>TOTALS</b>	<b>1550</b>	<b>1622</b>	<b>1597</b>	<b>4769</b>	<b>4814</b>	<b>4769</b>	<b>-45</b>	<b>4940</b>	<b>-171</b>	<b>-3.46%</b>	<b>5066</b>

Actual 23/24	Actual 24/25	Difference
22,362	22,288	-74

Regular & RSP Enrollment COUNTS											PRIOR	CURRENT	Change	PROJ	PROJ	% CHANGE	TOTALS
GRADE	9th	10th	11th	12th	9 - 12	12/1/2023	11/29/2024	Change	PROJ	PROJ	% CHANGE	TOTALS					
Downey HS	1040	949	920	862	3771	3690	3771	81	3726	45	1.21%	3997					
Warren HS	887	827	879	798	3391	3251	3391	140	3480	-89	-2.56%	3584					
Columbus CS	0	0	79	132	211	282	211	-71	225	-14	-6.22%	319					
Columbus-Diploma Access	0	0	19	23	42	46	42	-4	0	42		42					
Woodruff Academy-HS	1	9	0	0	10	12	10	-2	0	10		15					
<b>TOTALS</b>	<b>1928</b>	<b>1785</b>	<b>1897</b>	<b>1815</b>	<b>7425</b>	<b>7281</b>	<b>7425</b>	<b>144</b>	<b>7431</b>	<b>-6</b>	<b>-0.08%</b>	<b>7957</b>					

Regular & RSP Enrollment COUNTS												PRIOR	CURRENT	Change	PROJ	PROJ	% CHANGE	TOTALS
GRADE	TK	KN	1st	2nd	3rd	4th	5th	6th	7th	8th	9th 10th 11th 12th	12/1/2023	11/29/2024	Change	PROJ	PROJ	% CHANGE	TOTALS
Independent Study	0	0	0	0	1	0	0	1	2	4	3 2 4 9	23	26	3	0	26		26
Home Instruction	0	0	0	1	2	0	1	1	1	2	2 3 4 7	25	24	-1	0	24		24
<b>TOTALS</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>6</b>	<b>5 5 8 16</b>	<b>48</b>	<b>50</b>	<b>2</b>	<b>0</b>	<b>50</b>		<b>50</b>
<b>TOTALS</b>	<b>20895</b>	<b>20851</b>	<b>-44</b>	<b>21085</b>	<b>-234</b>	<b>-1.11%</b>	<b>22288</b>											

# Enrollment Growth Committee

- Committee is made up of 45 teachers, site and district administration and school board members.
- Committee members with the primary goal of creating a new list of innovative programs, offerings and additional ideas our district can explore to attract and retain students.



# Review Enrollment Growth Work

- **Meeting #1 (March 2, 2024).**
  - We discussed our primary "why" (historical decline in US/California population growth).
  - **Committee began to brainstorm** additional programs DUSD could offer.
- **Meeting #2 (April 22, 2024).**
  - **Identify what's currently working** (e.g., CTE Pathways, Technology Integration, and Dual Language Programs).
  - Continue to identify additional programs for district consideration.
- **Meeting #3 (May 24, 2024 – Site Leadership Update).**
  - We discussed ten (10) growth suggestions identified by EGC members for further consideration.

# Review Cont.

- **Meeting #4, 2024 – (June 25, 2024 - Board of Education Update).**
  - Review history of previous EGC work (2019)
  - Discussed our current EGC efforts and shared our ten (10) growth categories.
- **Meeting #5 (September 9, 2024).**
  - Review (Month 1) enrollment and projections data.
  - We reviewed our ten (10) suggested growth categories
  - Continued developing new ideas for our ten (10) growth categories.
- **Meeting #6 (October 7, 2024).**
  - Reviewed current enrollment data (Month 2)
  - Continued developing new ideas for our ten (10) growth categories.
  - EGC members reviewed each growth category and identified programs/ideas that would provide us with our biggest "bang for the buck" as we work to keep and attract students.



# Review Cont.

- **Meeting #7 (October 8, 2024 – Board Update).**
  - EGC progress was shared with Board.
  - Time was spent explaining our efforts/progress pertaining to our ten (10) growth categories.
  - **Goal:** Develop 3-5 new ideas/programs for 2025-2026 school year.
- **Meeting #8 (October 9, 2024 – Site Leadership Update).**
  - Site administrators reviewed current enrollment data (Month 2)
  - Site administrators reviewed our ten (10) growth categories and provided feedback on new ideas.
  - They helped us identify programs/ideas that would **provide us with our biggest "bang for the buck" as we work to keep and attract students.**
- **Meeting #9 (December 10, 2024 – Board Update).**
  - Revisit our Why
  - Review EGC progress including survey results and areas of focus
  - Recommendations for enrollment growth focus/outcomes and objectives around “Areas of Focus”

# Collaborative Work and Recommendations

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## Groups Involved

- Board of Education
- Enrollment Growth Committee
- Site Administrators

## Strategic Planning

- Define the Issue
- Establish Clear Objectives
- Regular and open communication

# Enrollment Growth Recommendations Underway

*Accelerated math pathway*

*TK/K Expo*

*AVID Exel @ the Middle School levels*

*Expand Esports to 4-5th grade, compete between elem schools*

*CTE Expo Night*

*Show Choir*

*Apple Distinguished School in Secondary – GMS and Stauffer invited to apply this spring*

*Community Schools*

*Add cheer/dance at all four middle schools*

*Add Girls Flag Football in the middle schools & highlight scholarship opportunities.*

*Inclusive Preschool*

*Middle School Tech Squads*



# New Program/Ideas List

- Categories:
  1. Marketing and Outreach
  2. Academic Programs and Competitions
  3. CTE and Specialized Programs
  4. Arts and Performing Arts
  5. Technology and Innovation
  6. Language and Cultural Programs
  7. Student Services and Support
  8. Extracurricular Activities and Sports
  9. Early Childhood and Elementary Programs
  10. Community and Parent Engagement

# Category 1: Marketing and Outreach

- **More advertising/marketing of CTE Programs**
- **Communicate our programs through outreach efforts to parents, etc.**
- **Car marketing material (bumper stickers, window decals, license plate frames)**
- **Connect to social media influencers**
- **Engage Alumni Network to share their stories and support programs and initiatives**
- **Use social media trends to gain followers from nearby cities who become exposed to our content - use the algorithm for good!!(ex trending audio, reel formats, liking nearby districts posts so we show up in the feeds of those families**
- **Signing day for kids coming to us on permit event like an athletic signing day**
- **Hassler Bootcamp - take a day and have each site send staff and students to learn the basics of social media (use of sounds, best length of video clips, Magic Algorithm, etc) - it is free and if all sites improved just a bit, we could definitely improve collectively!!!**
- **Outreach to foreign exchange students**



# Prioritization – Spend a Dot Activity

- Each participant will receive 4 dots
- You may place your dots on 4 different ideas or spend all of them on one idea
- Vote for programs/ideas you believe will get us the biggest “bang for our buck”  
**GOAL - keep and attract students**
- We will review data to determine **Areas of Focus** and begin working on timelines for implementation.



# Cumulative Survey Results

Topic	Committee Votes	Admin Votes	Total
Elementary CTE Pathways	15	8	23
Elementary GATE/AVID	11	4	15
Expand Dual Language to Northside of District	9	6	15
Secure professionals for apprenticeships		15	15
Communicate programs through outreach	6	8	14
Enrichment (Math/Science Olympiads etc)	12		12
Immunization Fair/Clinic for TK/K	5	6	11
Internships within district level departments	2	9	11
More Advertising/Marketing of CTE	11		11
VAPA Expansion at ES	7	4	11
Connect to Social Media influencers	4	6	10
Cultural celebration weeks/months	2	8	10
TK/K Nights on Saturday	10		10
CTE/Trade Ideas for MS		9	9
Develop academic Interventions TK-12		9	9
Family nights for incoming students	1	8	9

# Results of Prioritization – First Glance

Topic	Committee Votes	Admin Votes	Total
Elementary CTE Pathways	15	8	23
Elementary GATE/AVID	11	4	15
Expand Dual Language/IB to Northside of District	9	6	15
Secure professionals for apprenticeships		15	15
Communicate programs through outreach	6	8	14
Enrichment (Math/Science Olympiads etc)	12		12
Immunization Fair/Clinic for TK/K	5	6	11
Internships within district level departments	2	9	11
More Advertising/Marketing of CTE	11		11
VAPA Expansion at ES	7	4	11
Connect to Social Media influencers	4	6	10
Cultural celebration weeks/months	2	8	10
TK/K Nights on Saturday	10		10
CTE/Trade Ideas for MS		9	9
Develop academic Interventions TK-12		9	9
Family nights for incoming students	1	8	9



# Areas of Focus

CTE

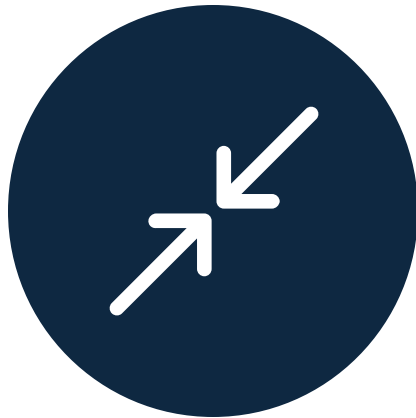
AVID

GATE

VAPA

IB/Dual  
Language

# District Plan Around Each “Area of Focus”



ENHANCE



VERTICAL/HORIZONTAL  
ARTICULATION



COMMUNICATE

# 2019 Enrollment Growth Focus/Outcomes

## New Programs Programs

- LEAP
- DFEO After School Program (ACCESS)
- Universal Transitional Kindergarten (UTK) Expansion
- Global Language Academies of Downey (GLAD)
- IB Middle Years' Programme
- Early College
- JROTC

## Staffing Impact

- Director of Innovative Education

# 2019 Enrollment Growth Focus/Outcomes – Cont.

## Communicate/Market –

- Clear need to market to our community the programs and opportunities DUSD has to offer

## Staffing Impact

- Creation of Public Information Office
- Ashley – Upgrade position from Public Relations Coordinator to Public Information Officer
- Jocelyn – Communications Specialist

# 2024 Enrollment Growth Focus/Outcomes

## Communicate/Market

- We need to continue to expand our outreach marketing to effectively promote both current and future program offerings.

## Staffing Impact

- To ensure effective focus on both secondary and elementary objectives, we propose adding an additional Communications Specialist to the Public Information Office. This will enhance our capacity and efficiency.

# Enhance

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VAPA

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CTE

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AVID

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GATE

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IB/DUAL Language

# Vertical/Horizontal Articulation

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VAPA

---

CTE

---

AVID

---

GATE

---

IB/DUAL Language

# Communicate

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VAPA

---

CTE

---

AVID

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GATE

---

IB/DUAL Language



# Next Steps - Timeline

Finalize core focus areas of new programs – End of November

Present to Board of Education for Approval – December Board Meeting

Discuss Review with site administrators during 12/11/24 Combined Meeting

Work with administration to create implementation timelines – January

Rollout new programs – Fall of 2025



# Questions

Thank you!

