



Enrollment Growth Committee Board of Education Update

October 8, 2024

Dr. Wayne Shannon & Dr. Roger Brossmer

Agenda

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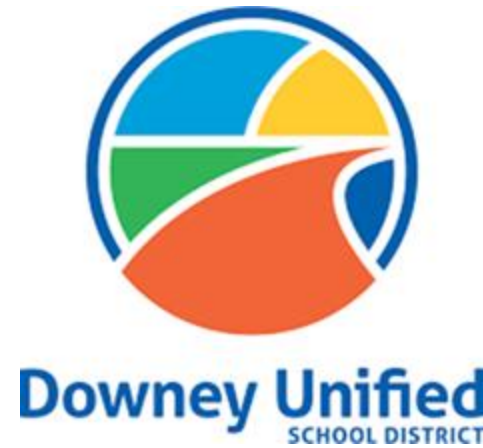
Review Latest
Enrollment and
Projections

2

Review History of
the Enrollment
Growth Committee
Work

3

Discuss Work of
Current Enrollment
Growth Committee



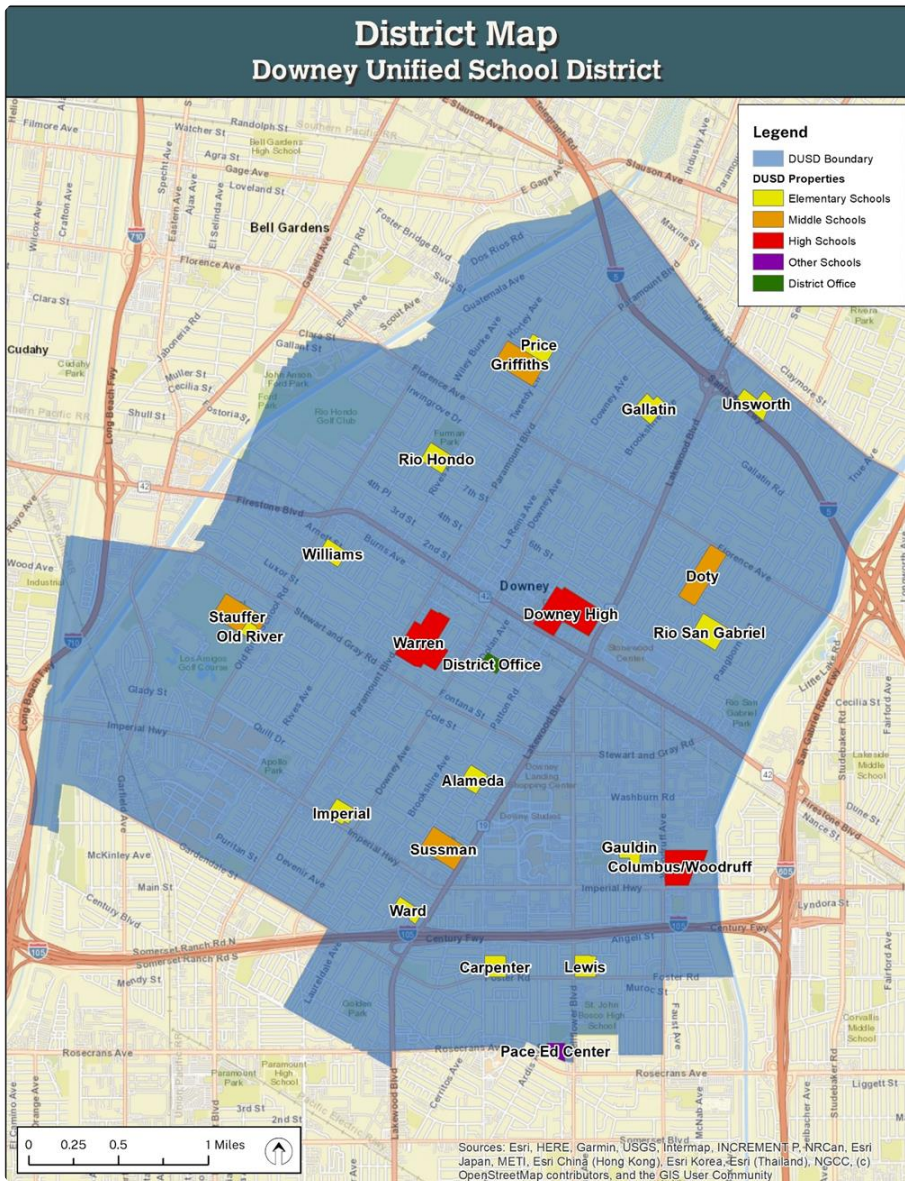
Demographic Analysis & Enrollment Projections Report

June 25, 2024

Prepared by King Consulting
Rob Murray, Director of Demographics

Demographic Analysis and Enrollment Projections Summary





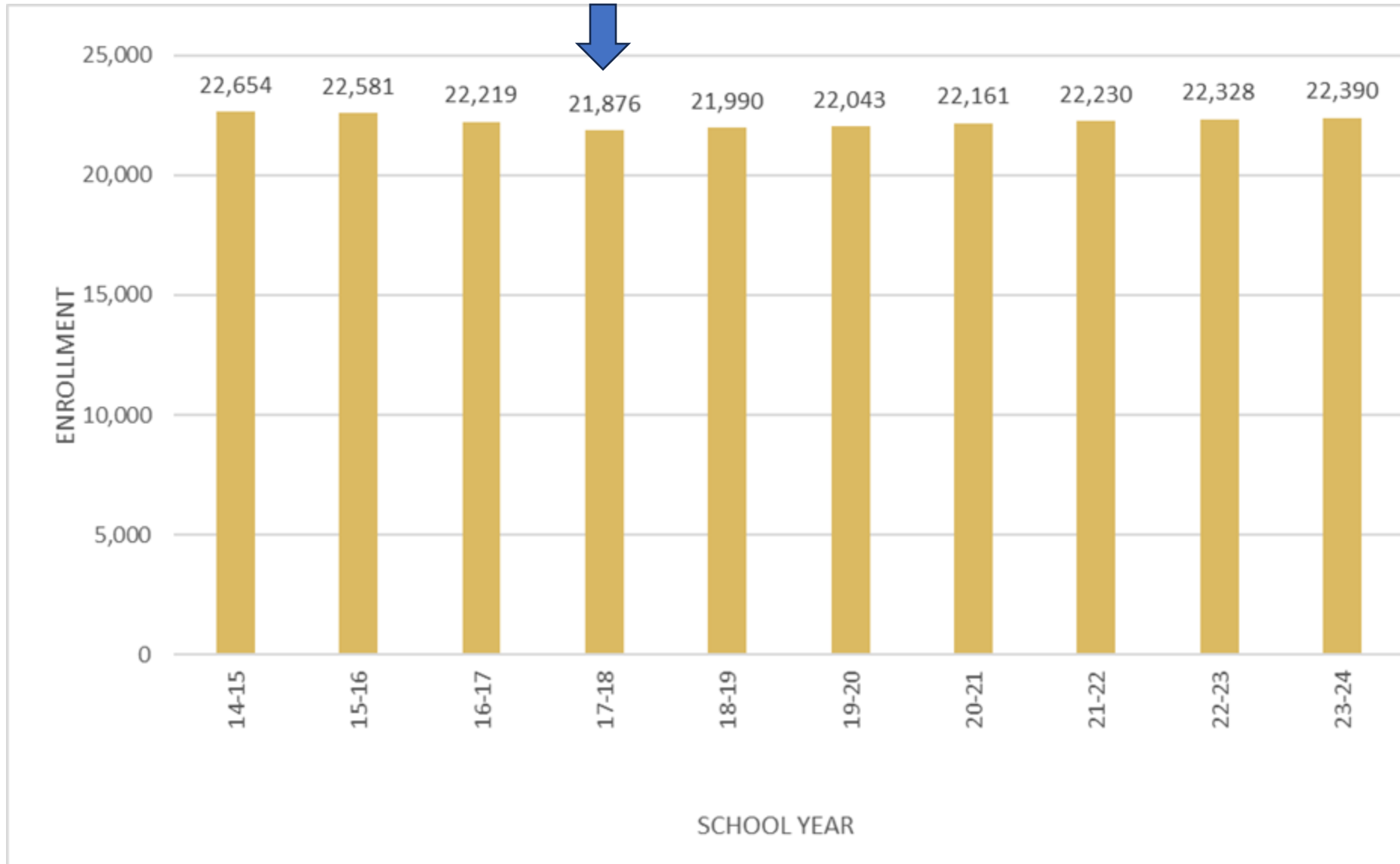
Downey USD Overview

- Downey USD has maintained its enrollment over the previous decade despite a regional decrease in the school age population.
 - DUSD has attracted increasingly more students from outside of its boundary to offset the shrinking population of children.
- However, DUSD enrollment is positioned to decrease based on demographic trends and cohort replacement, as birth rates and school age populations continue to fall.

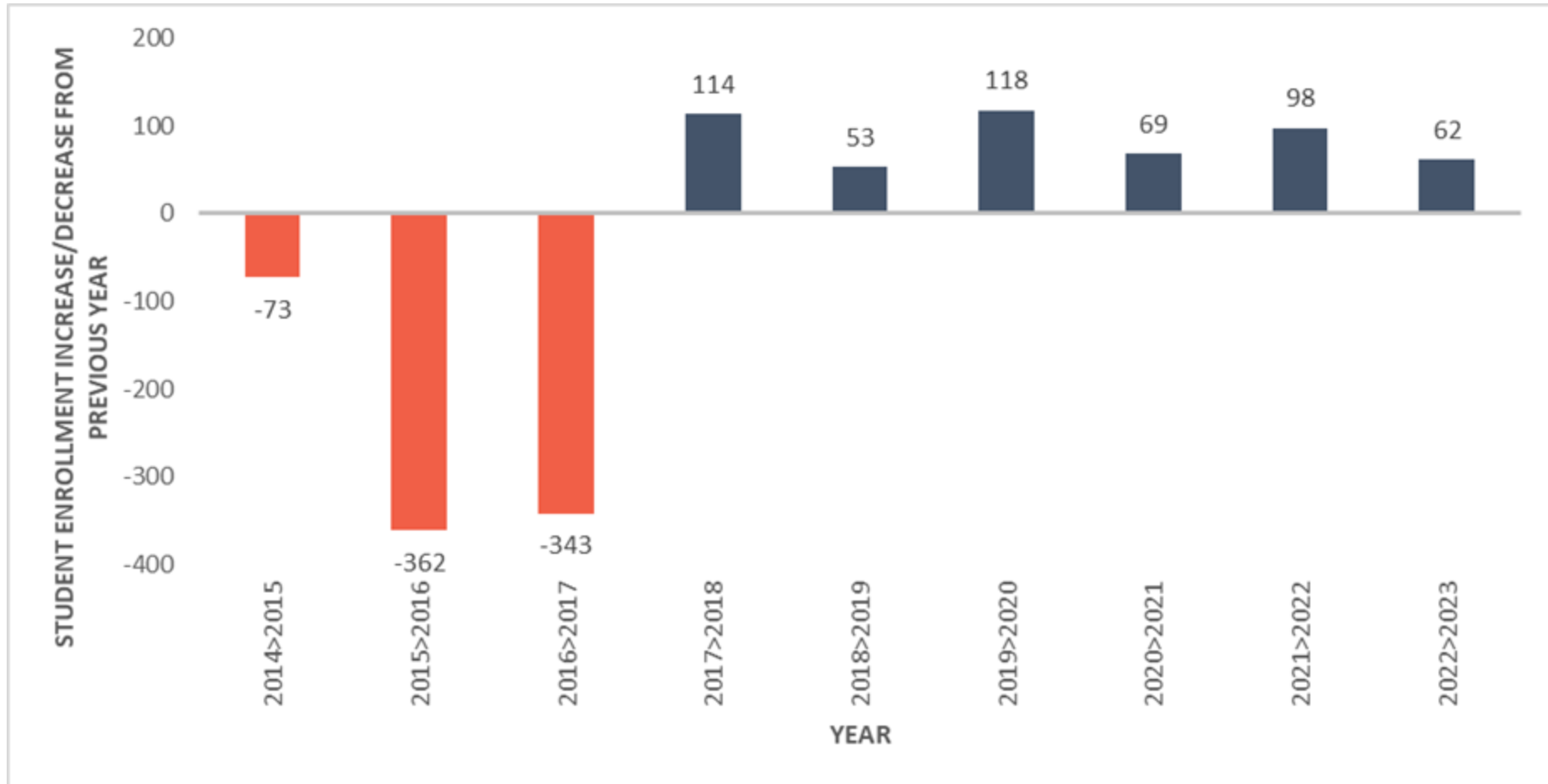
District and Community Demographics



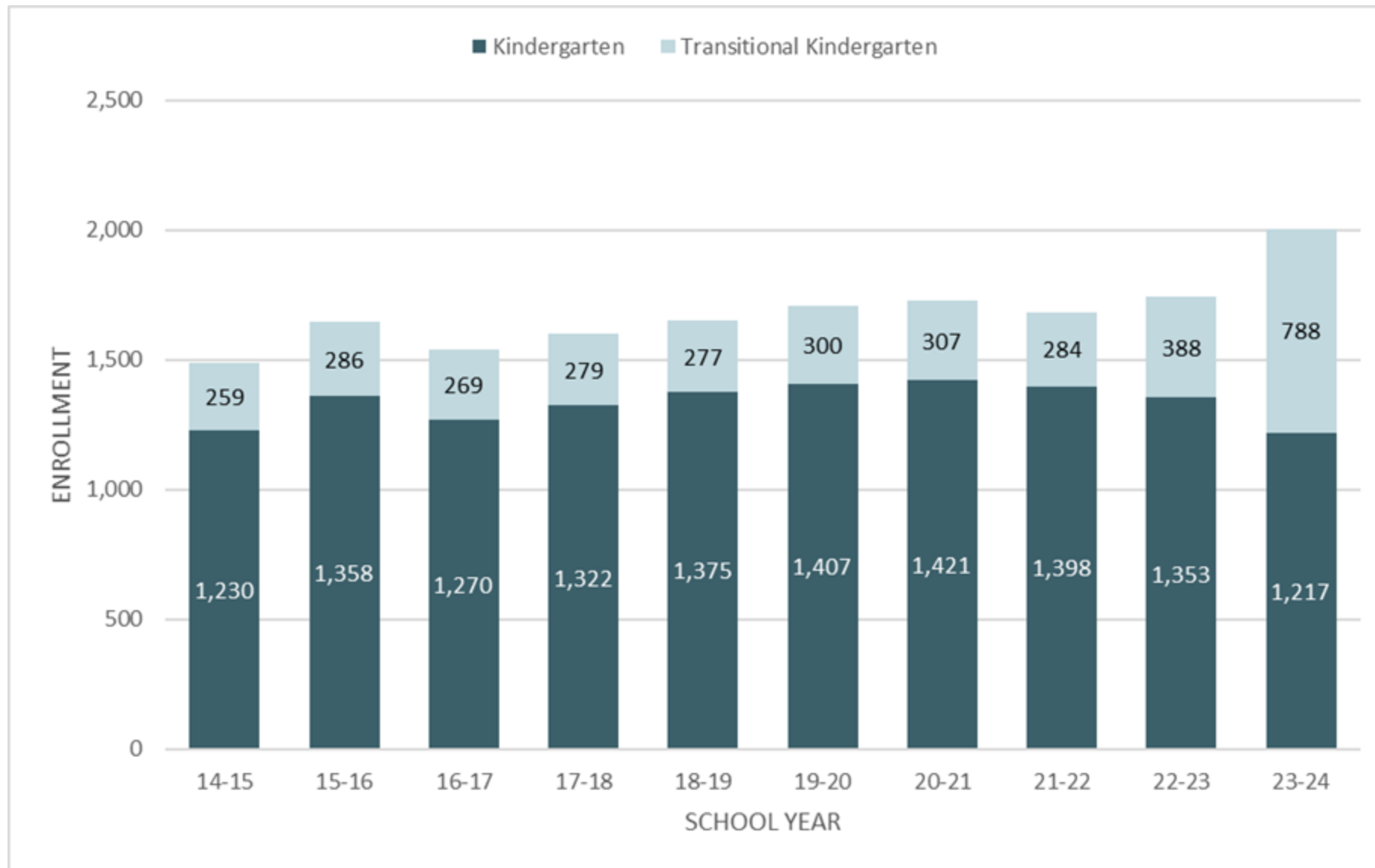
Historical Enrollment Trends



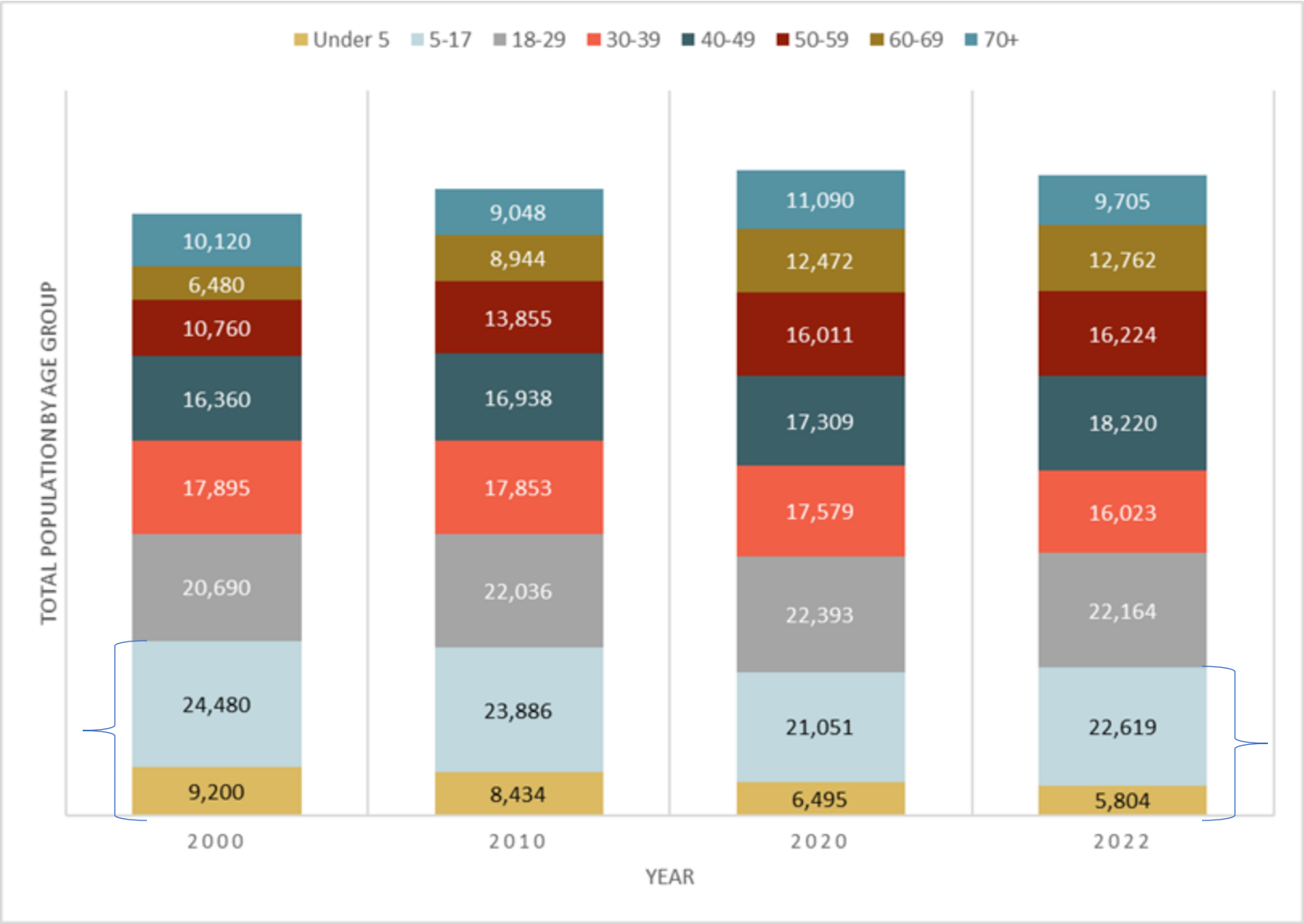
Annual Growth/Decrease



Kindergarten Enrollment Trends



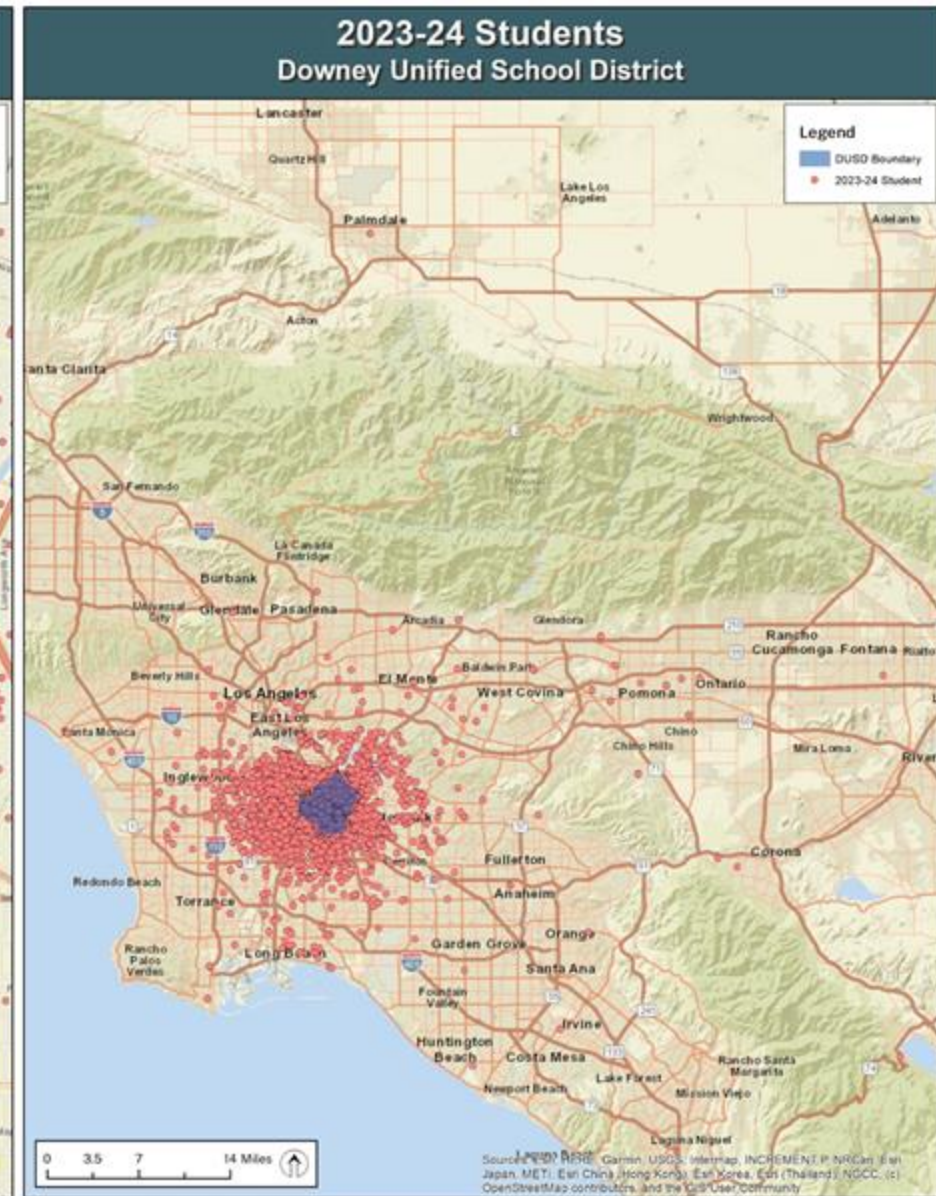
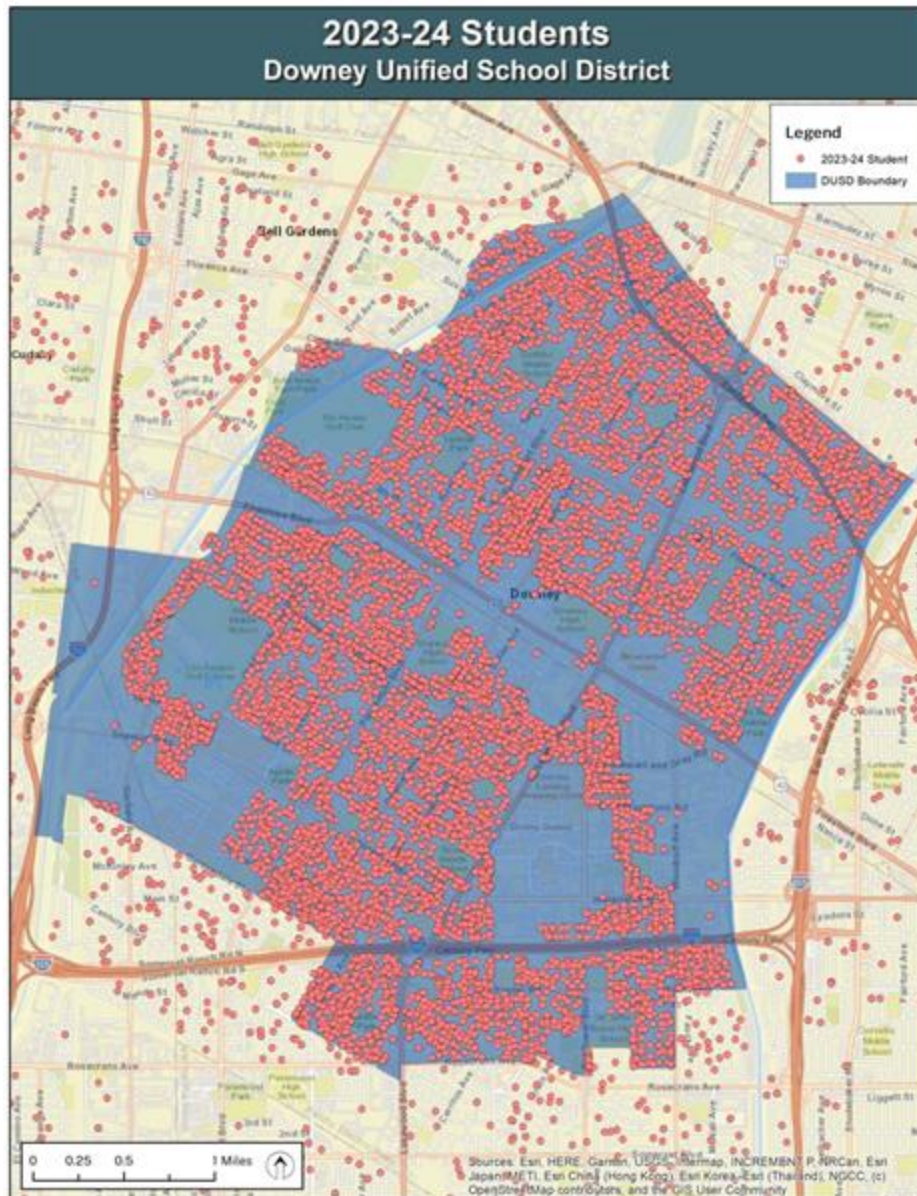
Total Population of Community



Spatial Analysis



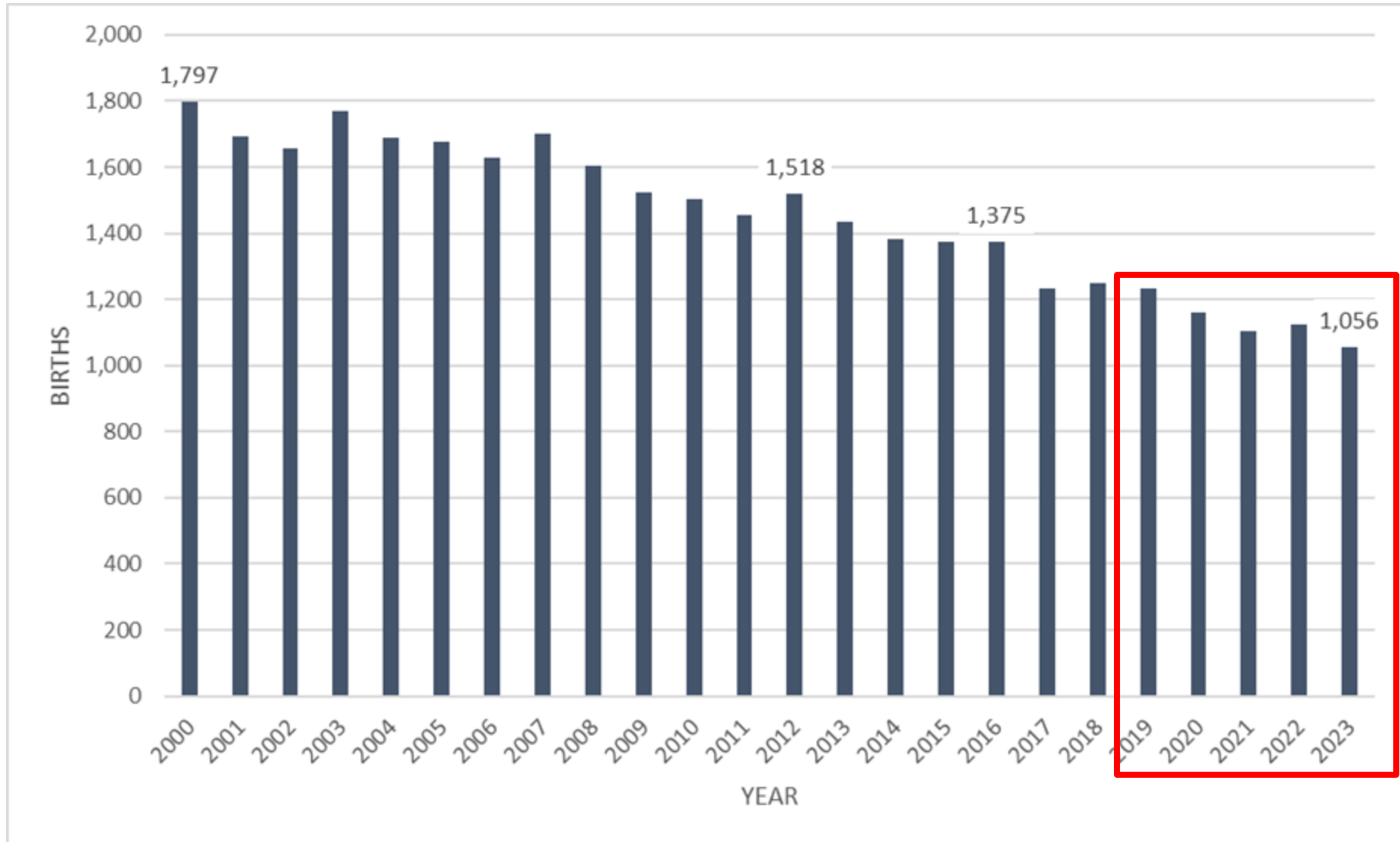
DUSD Students



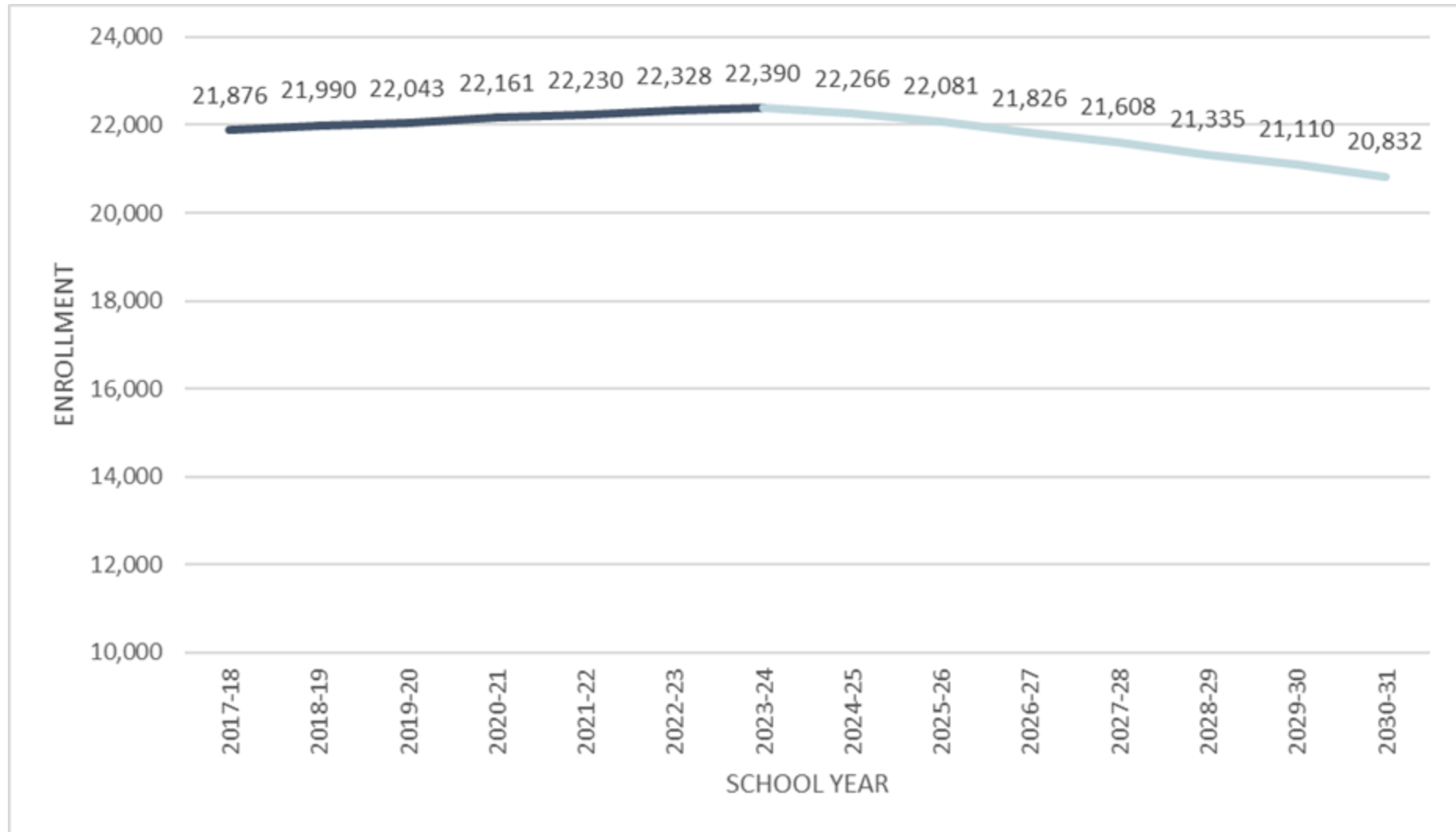
Enrollment Projections



Local Births



DUSD Moderate Enrollment Projection



DUSD Moderate Enrollment Projection

	Actual				Projected						
Grade	21-22	22-23	23-24		24-25	25-26	26-27	27-28	28-29	29-30	30-31
TK	284	388	788		805	822	879	858	940	984	1,021
K	1,398	1,353	1,217		1,256	1,180	1,120	1,141	1,061	1,108	1,103
1	1,410	1,438	1,405		1,251	1,291	1,213	1,151	1,173	1,090	1,138
2	1,394	1,461	1,489		1,455	1,296	1,338	1,256	1,191	1,214	1,128
3	1,430	1,406	1,469		1,503	1,469	1,308	1,349	1,267	1,201	1,224
4	1,548	1,460	1,460		1,520	1,555	1,520	1,353	1,395	1,310	1,242
5	1,506	1,566	1,490		1,491	1,551	1,588	1,551	1,381	1,424	1,337
6	1,698	1,671	1,685		1,622	1,622	1,688	1,727	1,687	1,502	1,549
7	1,663	1,763	1,704		1,736	1,672	1,672	1,740	1,780	1,739	1,548
8	1,791	1,732	1,771		1,728	1,761	1,695	1,695	1,764	1,804	1,763
9	2,000	2,018	1,908		1,977	1,929	1,967	1,891	1,891	1,968	2,013
10	1,985	1,980	2,016		1,906	1,975	1,927	1,964	1,888	1,887	1,964
11	2,023	1,980	1,950		1,998	1,888	1,957	1,908	1,945	1,869	1,869
12	2,100	2,112	2,038		2,017	2,068	1,953	2,024	1,973	2,011	1,933
TK-5	8,970	9,072	9,318		9,281	9,164	8,966	8,659	8,408	8,330	8,194
6-8	5,152	5,166	5,160		5,086	5,055	5,055	5,162	5,231	5,045	4,859
9-12	8,108	8,090	7,912		7,898	7,861	7,804	7,787	7,696	7,735	7,779
Total	22,230	22,328	22,390		22,266	22,081	21,826	21,608	21,335	21,110	20,832



Enrollment by School and Grade

ENROLLMENT REPORT - CBEDS

AS OF: 10/2/2024

[----- 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	10/4/2023	10/2/2024	PRIOR	PROJ	PROJ	% CHANGE	TOTALS
Alameda	1	38	84	97	127	121	345	109	109	218	563	701	686	-15	723	-37	-5.12%	811
Carpenter	7	96	123	107	106	135	348	118	103	221	569	641	795	154	817	-22	-2.69%	795
Gallatin	1	61	107	92	130	129	351	104	134	238	589	751	758	7	723	35	4.84%	788
Gauldin	1	38	66	72	80	95	247	94	90	184	431	540	536	-4	537	-1	-0.19%	608
Imperial	4	78	134	131	154	113	398	0	0	0	398	626	614	-12	665	-51	-7.67%	651
Lewis	3	51	94	108	103	119	330	130	130	260	590	790	738	-52	736	2	0.27%	776
Old River	0	0	0	0	0	0	0	246	262	508	508	560	508	-52	500	8	1.60%	539
Price	1	59	85	107	118	111	336	124	124	248	584	755	729	-26	725	4	0.55%	756
Rio Hondo	3	48	105	104	115	153	372	134	127	261	633	812	789	-23	784	5	0.64%	838
Rio San Gabriel	0	43	105	91	120	109	320	108	120	228	548	704	696	-8	700	-4	-0.57%	747
Unsworth	0	24	81	74	91	97	262	109	104	213	475	622	580	-42	600	-20	-3.33%	633
E W Ward	0	39	70	61	68	83	212	90	71	161	373	510	482	-28	493	-11	-2.23%	528
E W Ward - VA	0	0	0	0	0	0	0	7	8	15	15	54	15	-39	25	0		15
Williams	0	87	152	140	145	168	453	0	0	0	453	649	692	43	686	6	0.87%	734
TOTALS	21	662	1206	1184	1357	1433	3974	1373	1382	2755	6729	8715	8618	-97	8714	-96	-1.10%	9219

[----- Regular & RSP Enrollment COUNTS -----]												PRIOR	CURRENT	CUR-PROJ			TOTALS	
GRADE	6th	7th	8th	6 - 8								10/4/2023	10/2/2024	Change	PROJ	PROJ	% CHANGE	TOTALS
Doty MS	394	418	415	1227								1242	1227	-15	1245	-18	-1.45%	1304
Griffiths MS	389	387	404	1180								1197	1180	-17	1245	-65	-5.22%	1261
Sussman MS	390	404	360	1154								1134	1154	20	1205	-51	-4.23%	1204
Stauffer MS	385	419	430	1234								1250	1234	-16	1245	-11	-0.88%	1323
Woodruff Academy-MS	0	0	1	1								1	1	0	0	1		2
TOTALS	1558	1628	1610	4796								4824	4796	-28	4940	-144	-2.91%	5094

[----- Regular & RSP Enrollment COUNTS -----]												PRIOR	CURRENT	CUR-PROJ			TOTALS	
GRADE	9th	10th	11th	12th	9 - 12							10/4/2023	10/2/2024	Change	PROJ	PROJ	% CHANGE	TOTALS
Downey HS	1040	957	924	866	3787							3713	3787	74	3726	61	1.64%	4011
Warren HS	892	831	882	799	3404							3254	3404	150	3480	-76	-2.18%	3607
Columbus CS	0	0	83	137	220							290	220	-70	225	-5	-2.22%	331
Columbus-Diploma Access	0	0	18	23	41							45	41	-4	0	41		41
Woodruff Academy-HS	1	8	0	0	9							11	9	-2	0	9		12
TOTALS	1933	1796	1907	1825	7461							7313	7461	148	7431	30	0.40%	8002

[----- Regular & RSP Enrollment COUNTS -----]												PRIOR	CURRENT	CUR-PROJ			TOTALS	
GRADE	TK	KN	1st	2nd	3rd	4th	5th	6th	7th	8th	9th 10th 11th 12th	10/4/2023	10/2/2024	Change	PROJ	PROJ	% CHANGE	TOTALS
Independent Study	0	0	0	0	0	0	0	0	1	0	2 1 3 6	12	13	1	0	13		13
Home Instruction	0	0	0	0	2	0	1	0	1	1	0 2 2 5	20	14	-6	0	14		14
TOTALS	0	0	0	0	2	0	1	0	2	1	2 3 5 11	32	27	-5	0	27		27

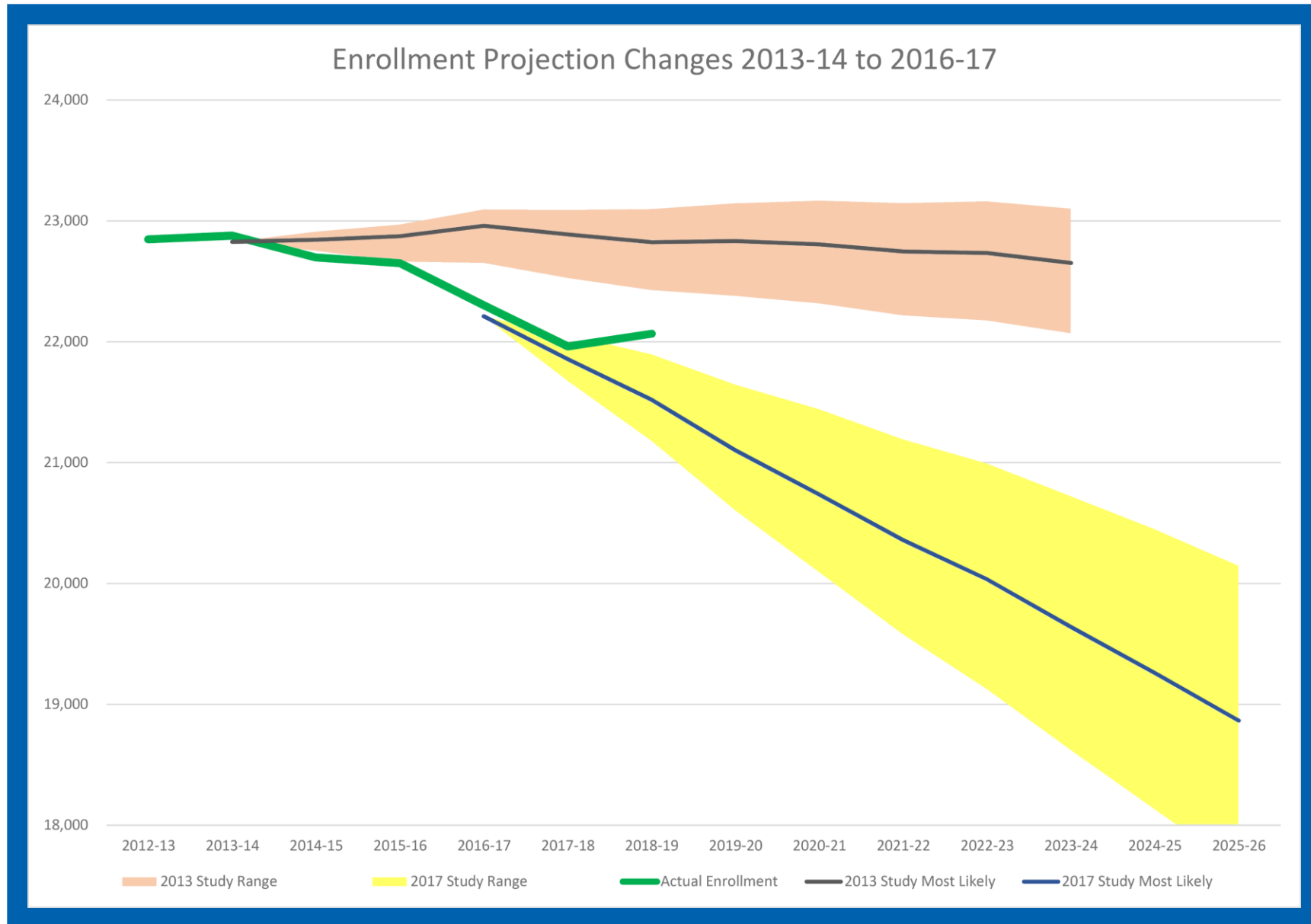
20884	20902	18	21085	-183	-0.87%	22342
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2024/25 Projections vs. CBEDS Actuals (10/2/24)

Grade	Projected	Actual	Difference
Tk	805	728	-77
K	1256	1283	27
1	1251	1274	23
2	1455	1426	-29
3	1503	1511	8
4	1520	1472	-48
5	1491	1459	-32
6	1622	1661	39
7	1736	1725	-11
8	1728	1706	-22
9	1977	2042	65
10	1906	1908	2
11	1998	2011	13
12	2017	1962	-55
TK-5	9281	9153	-128
6-8	5086	5092	6
9-12	7898	7923	25
Total	22266	22349	83



Enrollment





2018-19 Board Goal

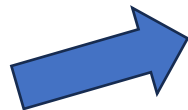
9. In an effort to attract and retain achieving students, DUSD will amplify marketing resources, provide tours of campuses and strengthen public communications of Downey Unified achievements in order to **increase student enrollment to 23,000 by 2020-21.**

Reflecting on our journey: 1st of 4 meetings held that year



Enrollment Growth Committee

April 15, 2019



Our Kids Deserve The Best...

Already in Place





Survey of Staff

Coding	Quantity
Marketing/Advertising	79
Before/After School Care	50
Facility Improvements	41
Dual Language Immersion	35
Expand Extracurricular	29
Increase Elementary Art and Music	27
IB/Early College	16
Increase CTE	14
Early Childhood/Pre-School	13
Reduce Class Size	13
Magnet School	11
More Technology (1:1)	11
Expand GATE	8
Increase School Safety	8
Customer Service Training	7
More parent education/communication	7
On-line Flexible Options	6
Improve/make easier permit process	5
Provide transportation (outside)	5
Interventions	4
Foreign Language at Middle School	4
More 0 and 7 period offerings	3
More electives	3
Increased Social Emotional Support	3
Coding classes	2
Increase Summer School	1
Transition all Elementary to Tk-5	1

Top Four Key Concepts

1. **Child Care**
2. **Marketing**
3. **Program Offerings**
4. **Facilities**





Current | Potential Programs

- **Alternative Programs – International Bac/ Language Schools**
- **Career Technical Education (CTE)**
- **JROTC**
- **Early College**
- **Hybrid Programs**



Innovative Programs

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

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.

Review of Enrollment Growth Progress

- Committee is made up of 45 teachers, site and district administration and school board members.
- Committee members met four (4) times this year 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.





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



Next Steps for the Enrollment Growth Committee

- The Committee members will begin narrowing down the new ideas/programs.
- The committee will identify three to five areas to focus on.
- Our goal is to introduce new ideas and programs at the beginning of the 2025-2026 school year.

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



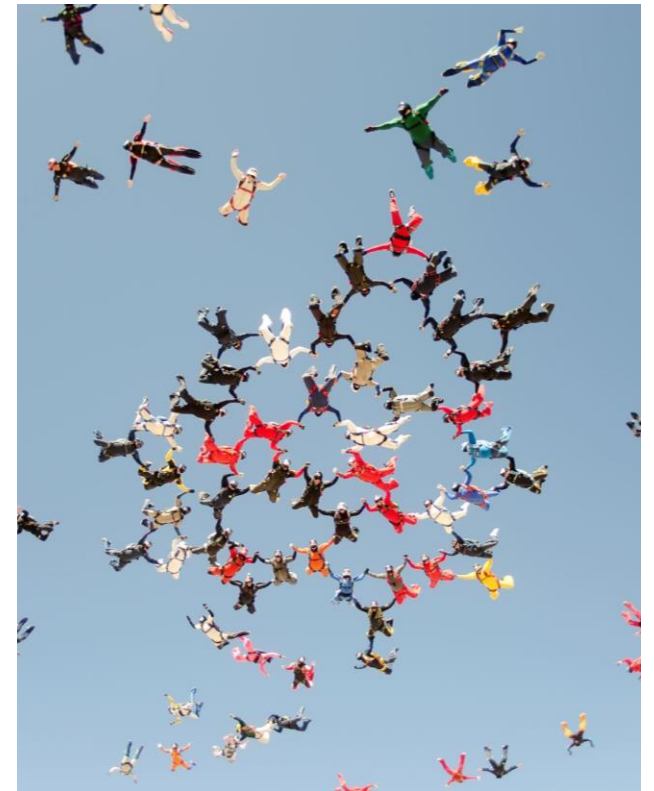
Category 2: Academic Programs and Completions

- Academic Decathlon for MS and HS
- *Elementary GATE/AVID Programs*
- CTE/Trade Ideas for Middle Schools Wood/Welding/Cooking/Print Shop
- Student entrepreneurial endeavors
- Math Competitions between the middle schools (this could include more students and more math focused students than Academic Decathlon)
- Enrichment- Math Olympiads, Science Experiments-we can tie this to MS GATE lunch or afterschool enrichment



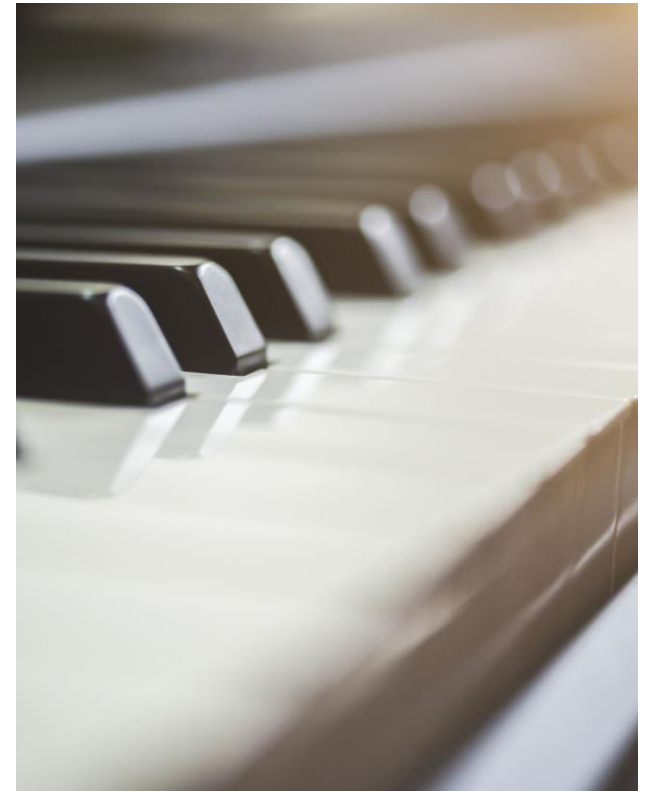
Category 3: CTE and Specialized Programs

- **Create Unique CTE programs (help get released from other districts)**
- **Align pathways from Elementary to High School - promote on social media/advertise**
- **Secure professionals/tradespeople to provide apprenticeship opportunities to students**
- **Introduce career exploration programs at the elementary level**
- **List what CTE & Specialized Programs the surrounding Districts offer**
- **Offering Skills USA competition at MS levels**



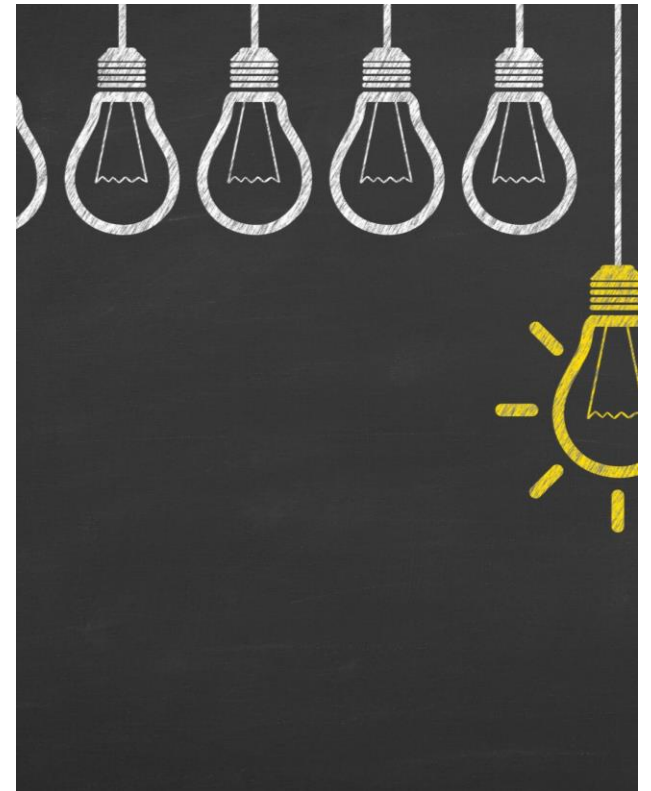
Category 4: Arts and Performing Arts

- Expansion of visual and performing arts at elementary level
 - Wild about the Arts competition by grade level with large award ceremony
 - plays/musicals
- Incorporate Dance in elementary and middle school
- Elementary Cheer Squad
- Increase community events to showcase existing programs & use in marketing to reach external stakeholders
- Expand & highlight community partnerships (Stay Gallery, Downey Symphony, Downey Theater, The Music Center)



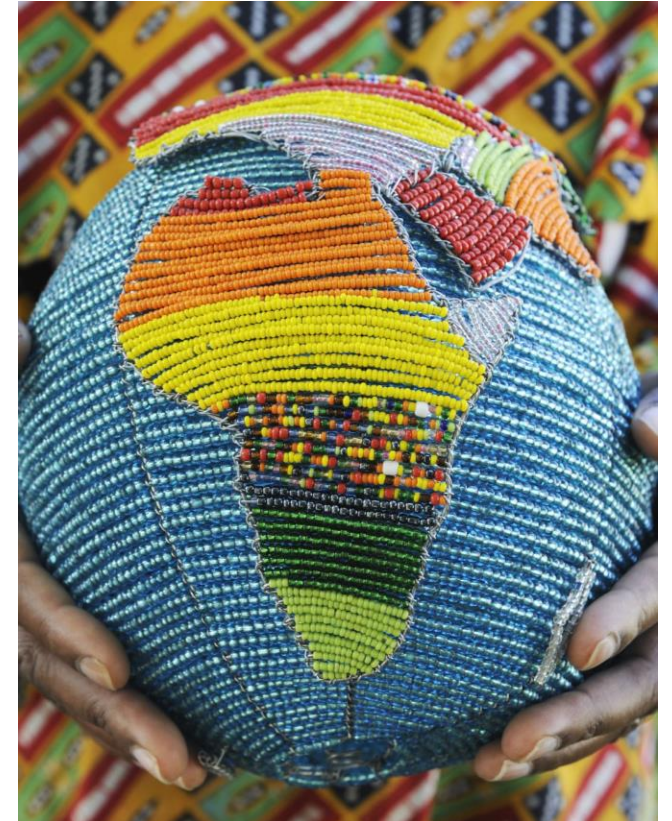
Category 5: Technology and Innovation

- **Marketing 1:1 iPads across our district**
- **Growing Unified Sports! Using So Cal Special Olympics Unified Sports Marketing Team to Spread the Word**
- **Joining the State-Wide VEX IQ Elementary School Championship**
- **CTE for elementary that compliments the robust CTE pathways at the secondary**
- **Middle School Tech Squad, Student Leadership Teams**



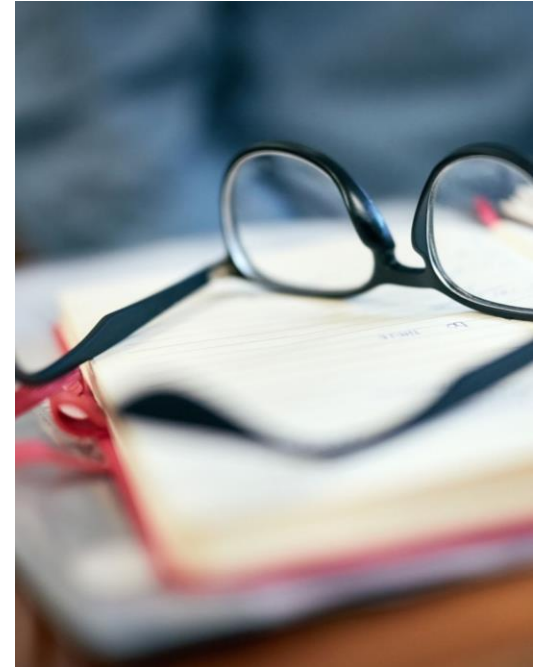
Category 6: Language and Cultural Programs

- Add dual language options north of Firestone
- Recognize cultural celebration months and weeks districtwide (e.g., Hispanic Heritage, Black History)
- Promote Seal of Bi-Literacy by doing a TK-12 pathway
- Community & Culture District event to highlight current programs
- Add language enrichment as part of Arts
- Provide English classes for parents like CBET when we had it (and other classes based on their interest/need)
- A summer exchange program with a sister city or something fun like that



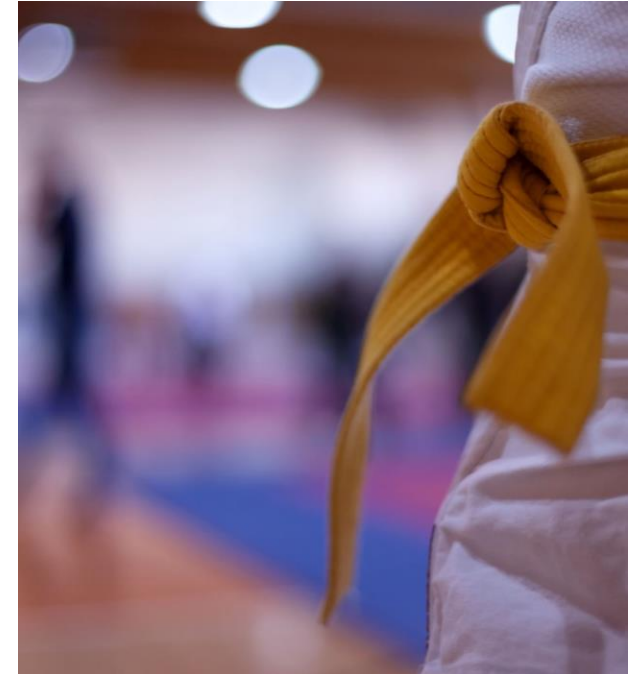
Category 7: Student Services and Support

- **Expand Inclusive programs TK-12**
- **Review student loss data (who are we losing?, why are they leaving our district?, number of students, etc.)**
- **Continue to develop and focus on strong academic interventions TK-12 that support student performance improvement goals**
- **Create and circulate a survey to families within our district to identify their specific needs and areas where additional support would be helpful.**
- **Advertisement vehicle – wrap**
- **Immunization fair/clinic for incoming students - TK, Kinder**



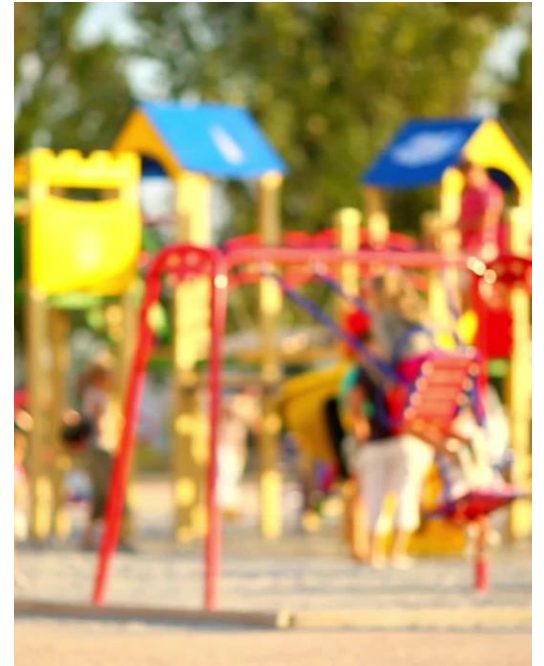
Category 8: Extracurricular Activities and Sports

- Pay staff to create extracurricular activities such as clubs, Olympiads, and decathlons
- High School through Elementary Drumline Competition
- Expand the arts to all levels (drama, instruments, additional music classes, glee, varieties of dance, etc.) *w/professional instructors.*
- Elementary Dance Squad
- Elementary Drum line
- Elementary Drama Club
- High School- Fashion classes
- High School- ComedySports Improv
- Expand the arts to all levels (drama, instruments, more music classes, glee, variety of dance, etc.) *w/professional instructors.*



Category 9: Early Childhood and Elementary Programs

- **Add TK/Kinder night- On a Saturday**
- ***Elementary GATE/AVID Programs***
- **4th Grade Sacramento Trip**
- **More parent-inclusive school events/more sensory-sensitive events**
- **More parent-inclusive school events/more sensory-sensitive events**



Group 10: Community and Parent Engagement

- Family Night for Students Coming from Private Schools/ “Red Carpet” Tours
- Internships within District level departments, professional day where parents and students are invited to meet specialized professions (Career Fair?)
- Invitation to get students to come to district from private schools and hold a special evening to promote program
- Family Centers ready for families to utilize (beautiful and welcoming environments that can host trainings, classes)
- Internships within District level departments, professional day where parents and students are invited to meet specialized professions (Career Fair?)
- Attend Community Head Start Type Program for a Family Night Event
- Invitation to get students to come to district from private schools and hold a special evening to promote program
- Define Portrait of Graduate - <https://www.battelleforkids.org/portrait-of-a-graduate/>



Enrollment Growth Suggestions Underway

*Accelerated math
pathway*

*AVID Excel @ 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

Prioritization – Spend a Dot Activity

- Each participant will get 4 dots
- You can put your dots on 4 different ideas or all on one idea
- Vote for programs/ideas will get us the biggest “bang for the buck” – **keep and attract students**
- We will take back the “winners” and begin working on timelines for implementation.



Results of Enrollment Committee Prioritization

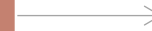
Topic	Votes
Elementary CTE Pathways	15
Enrichment (Math/Science Olympiads etc.)	12
More Advertising/Marketing of CTE	11
Elementary GATE/AVID	11
TK/K Expo – Nights/Saturday	10
MS Tech squad	9
VAPA Expansion at ES	7
Communicate programs through outreach	6
Increase community showcase events	5
Immunization Fair/Clinic for TK/K	5

Next Steps

Continue to refine list
with additional input
from administration
and school board



Finalize list



Create an
implementation plan
to present to the
board

Questions

- Thank you

