SCHOOL GROWTH

ENROLLMENT DATA ANALYSIS, FORECASTING & REPORTING

Presented by Tammy Barron & Scott Barron

SCHOOL GROWTH

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The School Growth Story

School Growth is an Atlanta-based education strategy company that was founded by Scott Barron in 2008. Recognizing the escalating dynamics and complexities within the entire K-12 market space, he focused on the engagement of high-quality talent throughout the organization and the leadership capacity to accelerate improvement as the best way to grow schools.

The impact of schools is multifaceted, with multiple stakeholders: Students, Parents, Families, Communities, Employers, States, Regions, & Countries. All of which contribute to the complexity of school design and the importance of schools that learn.

Today School Growth delivers three important service areas that address the full spectrum of K-12 schools. The global influence of this company continues to expand through outstanding results and referral partners. This trend will continue as more school leaders discover the powerful benefits of growing as a learning organization with increasing engagement.

Organizational Audit

Conduct an assessment of the school organization or specific key areas to ensure compliance with regulation and accreditation requirements and to benchmark against best practices for optimal results.

Professional Development

Inspiring learning experiences created through unique curriculum and delivered by master teachers to establish best practices in Enrollment, Talent, Planning, Communication, Faculty, Governance, Finance

Growth Services

Optimize school performance through implementation of best practices in School Design, Communication, Leadership Mentoring, Crisis Management, Safety & Security, Marketing & Branding, Strategic Planning, Recruiting, Fundraising

SCHOOL GROWTH®

PAISBOA Innovation Workshop

Springside Chestnut Hill Academy
Clarity Summit 2017
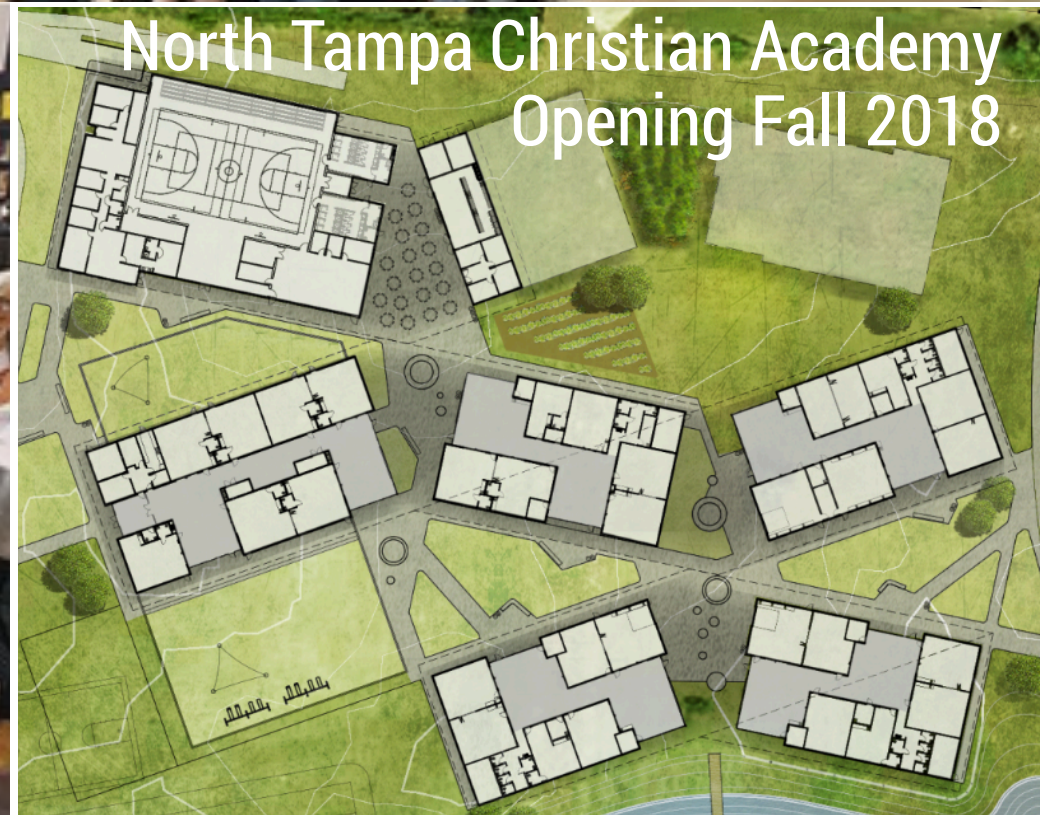
North Tampa Christian Academy
Opening Fall 2018

SCHOOL GROWTH

School Growth Design Framework™

Schools are complex organizations with inter-dependencies across the Four Domains of School Design. Understanding how each component and decision is connected enables greater clarity, accountability, and growth.

SCHOOL CONTEXT

Internal: Mission, Purpose, Goals, Value Proposition, Target Market, Values, Beliefs, Vision: Ideal Future, Story
External: Key Partners, Accreditation(s), Community, Campus Design

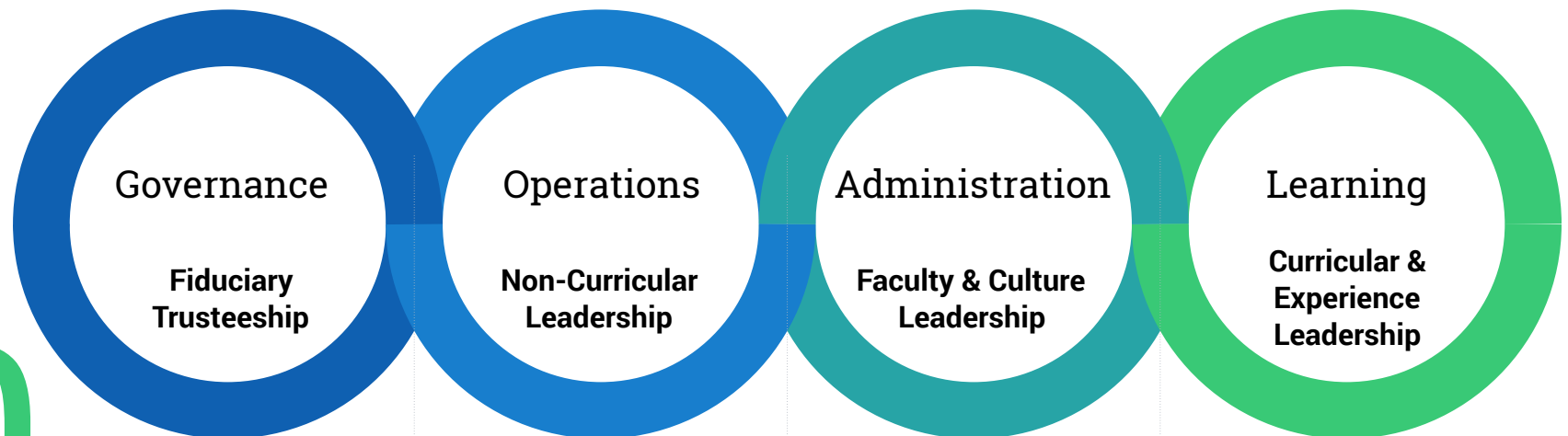| Governance	Operations	Administration	Learning
Fiduciary Trusteeship	**Non-Curricular Leadership**	**Faculty & Culture Leadership**	**Curricular & Experience Leadership**
School board, corporate structure, bylaws, mission, vision, strategic planning & execution, culture, executive leadership, …	Financial strategy, economies of scale, asset allocation & management, human resources, facilities, culture, enrollment, fundraising, …	Teacher selection, development, support, evaluation, organizational learning discipline, culture, communications, safety & security, …	Experience design, data assessment, student development, family relationship cultivation, discipline, culture, learning delivery, communications, …

Within each Domain are Key Drivers: Goals, People, Data, Rules, Processes, Systems, & Issues

SCHOOL GROWTH

Enrollment is Complex

Disruptions

Financial Aid

Parents

School Board

(Re)Enrollment Processes

Faculty

Onboarding

Communication

Recruiting

Administration

Reporting

Interviews

Changes

Brand/Marketing

DATA GOLDMINE

Integration

SCHOOL GROWTH

- Trend Analysis
- Forecasting
- Board Reporting
- School Audit
- Learning & Improvement

Internal Data

- Historical Enroll
- Historical Retention
- Financial Aid
- Advancement
- Finance & Payment
- Transcript Release Reqs
- Exit Interviews

External Data

- Funnel Data
- Historical inquiries
- Feeder schools
- Siblings not applying
- Test scores
- Apps & Acceptances
- Demographics

HISTORICAL ENROLLMENT

Grade	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017*YTD
PreK	54	61	58	55	48	40
K	44	41	53	44	43	35
EYC	98	102	111	99	91	75
1st	61	59	48	51	43	36
2nd	57	59	50	46	56	40
3rd	52	63	60	56	43	54
4th	63	51	68	61	67	43
5th	52	68	58	66	59	64
ELEM	285	300	284	280	268	237
6th	34	55	65	56	63	58
7th	33	25	37	60	50	44
8th	21	27	24	35	56	43
Middle	88	107	126	151	169	145
9th					31	32
10th						26
11th						
12th						
Upper					31	58
Total	471	509	521	530	559	515

PreK-9 Enrollment Trend
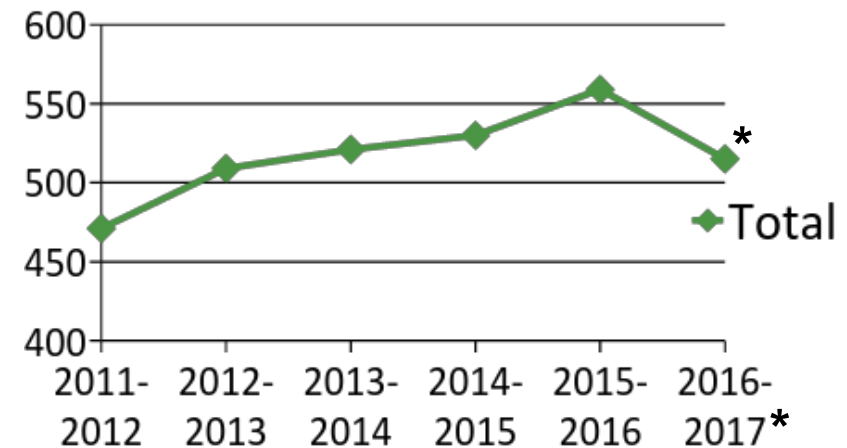
RETENTION HISTORY

Grade	2012-2013		2013-2014		2014-2015		2015-2016	
K	4/41	90%	8/53	85%	8/44	82%	9/43	79%
K	4/41	90%	8/53	85%	8/44	82%	9/43	79%
1st	12/59	80%	6/48	87%	4/51	92%	6/43	86%
2nd	7/59	88%	4/50	92%	8/46	83%	3/55	95%
3rd	4/63	94%	3/60	95%	3/56	95%	3/42	93%
4th	3/51	94%	4/68	94%	10/61	84%	6/67	91%
5th	7/68	90%	6/58	90%	10/66	85%	7/59	88%
ELEM	33/300	89%	23/284	92%	35/280	88%	25/266	91%
6th	12/55	78%	8/65	88%	10/56	82%	19/61	69%
7th	4/25	84%	6/37	84%	3/60	95%	10/50	80%
8th					12/35	65%	27/57	53%
MS	16/80	80%	14/102	86%	25/151	83%	56/168	67%
9th							4/30	87%
10th								
11th								
12th								
US							4/30	87%
Total	53/421	87%	45/439	90%	68/475	86%	94/507	81%

Historical Retention History
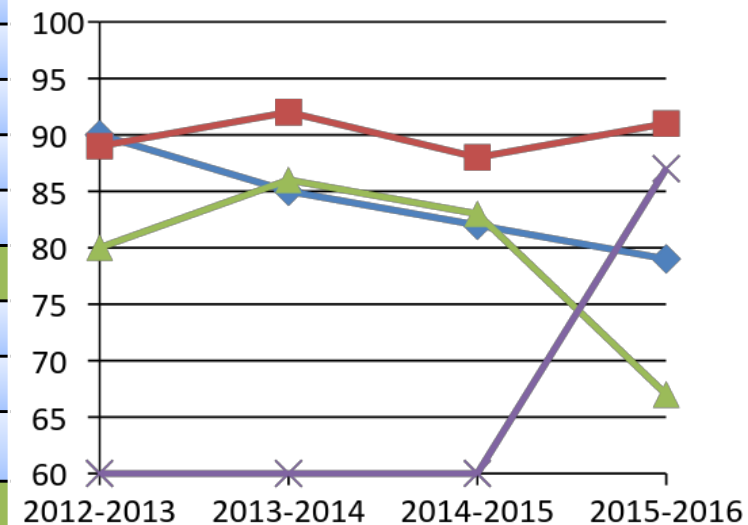
2015 - 2016
Enrollment
Not
Progressed

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ELEMENTARY SCHOOL OVERVIEW

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Historical Enrollment

Grade	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017*YTD
PreK	54	61	58	55	48	40
K	44	41	53	44	43	35
EYC	98	102	111	99	91	75
1st	61	59	48	51	43	36
2nd	57	59	50	46	56	40
3rd	52	63	60	56	43	54
4th	63	51	68	61	67	43
5th	52	68	58	66	59	64
ELEM	285	300	284	280	268	237

Retention History

Grade	2012-2013	2013-2014	2014-2015	2015-2016
K	90%	85%	82%	79%
K	90%	85%	82%	79%
1st	80%	87%	92%	86%
2nd	88%	92%	83%	95%
3rd	94%	95%	95%	93%
4th	94%	94%	84%	91%
5th	90%	90%	85%	88%
ELEM	89%	92%	88%	91%

Applications

	2014-2015				2015-2016				2016-2017 YTD*			
	APP	ACCEPT	ENROLL	YIELD	APP	ACCEPT	ENROLL	YIELD	APP	ACCEPT	ENROLL	YIELD
PreK	47	45	41	91%	28	28	23	82%	33	32	26	81%
K	23	23	17	74%	30	30	15	50%	23	18	10	55%
EYC	70	68	58	85%	58	58	38	66%	56	50	35	70%
1st	9	9	7	78%	12	12	7	58%	8	5	2	40%
2nd	6	6	6	100%	10	10	6	60%	11	7	3	43%
3rd	13	13	7	54%	5	5	5	100%	8	4	2	50%
4th	10	10	9	90%	16	15	12	80%	13	6	4	66%
5th	8	6	2	33%	7	7	6	86%	11	6	3	50%
ELEM	46	44	31	70%	50	49	36	73%	51	28	14	50%

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MIDDLE SCHOOL OVERVIEW

Applications

	2014-2015				2015-2016				2016-2017 YTD*			
	APP	ACCEPT	ENROLL	YIELD	APP	ACCEPT	ENROLL	YIELD	APP	ACCEPT	ENROLL	YIELD
6th	10	8	7	78%	12	11	11	100%	21	12	6	50%
7th	8	8	8	100%	8	7	7	100%	6	4	2	50%
8th	5	5	4	80%	2	2	2	100%	3	3	3	100%
MS	23	21	19	90%	22	20	20	100%	30	19	11	58%

Retention History

Grade	2012-2013	2013-2014	2014-2015	2015-2016
6th	78%	88%	82%	69%
7th	84%	84%	95%	80%
8th			65%	53%
MS	80%	86%	83%	67%

Historical Enrollment

Grade	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017*YTD
6th	34	55	65	56	63	58
7th	33	25	37	60	50	44
8th	21	27	24	35	56	43
Middle	88	107	126	151	169	145

ENROLLMENT FUNNEL

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Target Market

Continuum of Engagement

- Inquiry
- Visitor
- Applicant
- Interviewee
- Accepted Candidate
- Enrollee
- Onboarded Family

APPLICANT TREND

	Applicants for 2014-2015	Applicants for 2015-2016	Applicants for 2016-2017 YTD*
PreK 3- 3 Day	9	6	
PreK3- 2 Day	1	0	
PreK 3- 5 Day	22	7	21 (PreK 3)
PreK 4- 3 Day	3	4	
PreK 4- 5 Day	12	11	12 (PreK 4)
K	23	30	23
EYC	**70**	**58**	**56**
1st	9	12	8
2nd	6	10	11
3rd	13	5	8
4th	10	16	13
5th	8	7	11
ELEM	**46**	**50**	**51**
6th	10	12	21
7th	8	8	6
8th	5	2	3
MS	**23**	**22**	**30**
9th		25	26
10th			3
11th			
12th			
US		**25**	**29**
Total	**139**	**155**	**166**

Bar chart: TOTAL EYC, TOTAL ES, TOTAL MS, TOTAL US
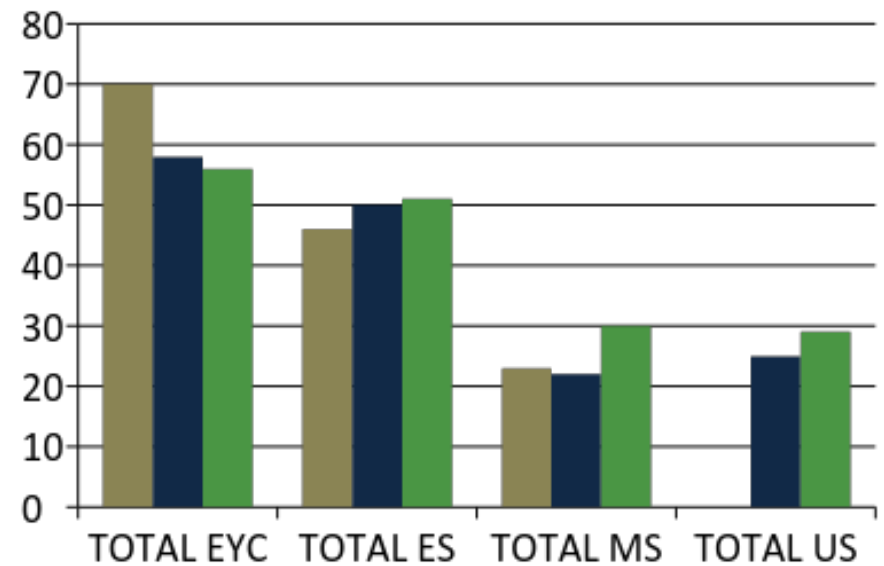
- APPLICANTS 2014-2015
- APPLICANTS 2015-2016
- APPLICANTS 2016-2017

Still in Progress

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INQUIRY TREND TEMPLATE

	2012-2013	2013-2014	2014-2015	2015-2016
JK	40	39	35	24
K	38	22	15	15
EYC	78	61	50	39
1st	41	52	36	35
2nd	25	26	38	13
3rd	21	28	26	17
4th	37	30	35	23
5th	44	23	24	30
ELEM	168	159	159	118
6th	53	46	66	57
7th	42	25	44	26
8th	44	35	56	28
MS	139	106	166	111
9th	68	79	89	79
10th	29	40	49	28
11th	25	29	33	26
12th	13	18	12	3
US	135	166	183	136
Total	520	492	558	404

	2012-2013	2013-2014	2014-2015	2015-2016
JK				
K				
EYC				
1st				
2nd				
3rd				
4th				
5th				
ELEM				
6th				
7th				
8th				
MS				
9th				
10th				
11th				
12th				
US				
Total				

SCHOOL GROWTH TRAINING AND SERVICES

Talent & Team

- Optimize Talent & Team
- Building Faculty Engagement
- Effectively Dealing with Difficult People & Situations
- Hire Well, Fire Well
- In Pursuit of Unique Genius
- Leadership Coaching/ Mentoring
- Talent Recruiting

Communication

- The Laws of the Grapevine: Communication habits to build relationships & trust
- Social Media Strategies to Build Engagement
- The Integrated Communication Plan

Enrollment

- Optimize Enrollment
- Enrollment Blitz
- Target Market Research & Assessment
- Branding & marketing expert

Finance & Funding

- Optimize Finance & Operations
- Optimize Financial Aid
- The Consultative Business Officer
- Right-sourcing for Optimal Growth
- Better Fundraising Strategies
- Building Donor Engagement
- Systems Selection & Implementation
- School Operations Management

Strategy & Growth

- Strategic Planning
- Innovation Planning
- Advanced Campus Safety & Security
- Optimizing School Design
- School Design & Development

School Board

- Optimizing the School Board
- Institutional Assessment
- Building Board Engagement
- Board Retreat
- Board Coaching/Mentoring
- Succession & Legacy Planning

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