



# THE STUDENTS GONE?

Public school leaders from New Hampshire to California are bracing for a harsh reality: many of their students won't return next year. Or the year after.

Amid shifting demographics and a surge in school choice and competition, our latest infographic explores the challenges facing K-12 schools—and what school leaders are doing to make families choose to stay.

## TECTONIC SHIFTS

**2.6M**

Number of students who attended charter schools in 2014<sup>1</sup>

**62%**

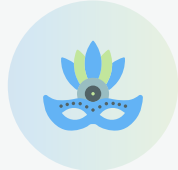
Charter school enrollment growth from 2010 to 2015<sup>1</sup>

**160**

Districts in which at least 10% of students enroll in charters<sup>1</sup>

## URBAN DISTRICTS HIT HARD

Percentage of students enrolled in charters.



**93%**

NEW ORLEANS PARISH SCHOOLS<sup>1</sup>



**53%**

DETROIT PUBLIC SCHOOLS<sup>1</sup>



**44%**

DISTRICT OF COLUMBIA PUBLIC SCHOOLS<sup>1</sup>

## RURAL SCHOOLS TOO



**73%**

IN WISCONSIN, 73% OF RURAL DISTRICTS LOST STUDENTS (2013-2014)<sup>2</sup>

**“IF YOU HAVE DECLINING ENROLLMENT, YOU HAVE DECLINING FUNDING.”**

Sarah Kemp, Researcher, Applied Population Laboratory

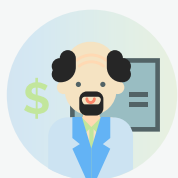
## REAL ECONOMIC IMPACT

Fewer students mean fewer resources for key programs.



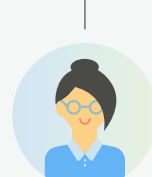
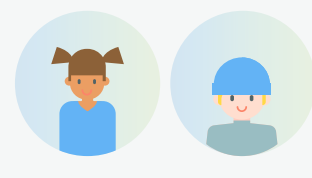
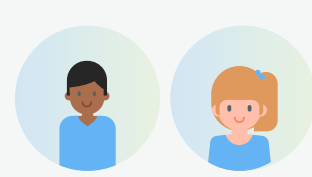
**\$11,392**

AVERAGE COST PER FULL-TIME STUDENT<sup>3</sup>



**\$45,483**

AVERAGE TEACHER SALARY<sup>4</sup>

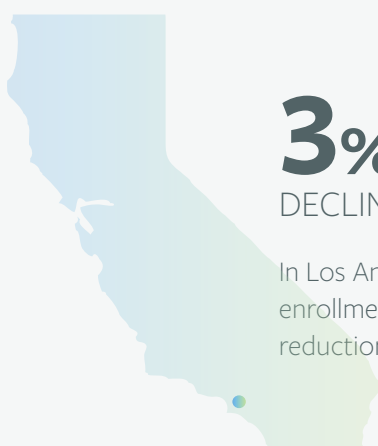


**4**

LOST STUDENTS

**= 1**

TEACHER



**3%**

DECLINE

**=**

**\$150M**

REVENUE REDUCTION

In Los Angeles Unified School District 3% enrollment decline = \$150 million revenue reduction<sup>5</sup>

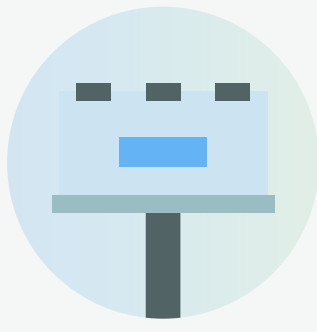
**1,700**

Number of LAUSD administrators and support staff who received potential layoff notices in 2017<sup>5</sup>

## WHAT SCHOOLS ARE DOING ABOUT IT

To stay competitive, many public schools are reshaping their image.

### BRAND MATTERS



**\$850k**

Amount Austin Independent School District spent on marketing to recruit and retain students<sup>6</sup>

### MORE THAN SIGNS AND BILLBOARDS

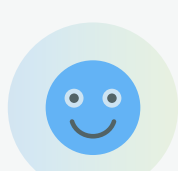
Austin and other districts are also focused on improved customer service.



WANT TO KEEP STUDENTS AND PARENTS FROM LEAVING?

The National School Public Relations Association says:

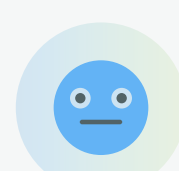
- **Follow up.** Make sure you get back to parents and students.
- **Be accessible.** Make sure it's easy to find the right people.
- **Be positive.** Send notes or article clippings to share good news.
- **Be personal.** Build strong face-to-face relationships with families.



**47%**

Of charter school parents “very satisfied” with community engagement<sup>7</sup>

THE GAP IS REAL



**34%**

Of public school parents “very satisfied” with community engagement<sup>7</sup>

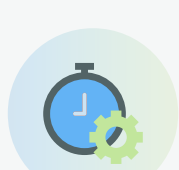
### HERE'S HOW TO FIX IT

Ask these questions:



**1**

When families need you, can they reach you?



**2**

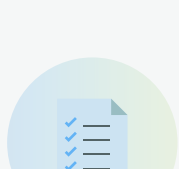
How long does it take you to follow up?



**3**

Are your responses accurate, complete and courteous?

### PROVIDE BETTER 'CUSTOMER' EXPERIENCES



- Create district-wide standards
- Train your entire staff
- Give parents and others a way to rate you



Dr. Gerald Dawkins, Former District Superintendent, SVP K12 Insight

**“IF YOUR SCHOOL OR DISTRICT FAILS TO OFFER PARENTS AND FAMILIES A QUALITY EXPERIENCE, THEY'LL ENROLL ELSEWHERE.”**

### GET SERIOUS ABOUT CUSTOMER SERVICE

Want to learn how better service can help your district stay competitive this year? K12 Insight works with more than 400 school systems. We're happy to share what we've learned.

Call us at **703-542-9600** or visit us at **www.k12insight.com**.



**Sources**

1. National Alliance for Public Charter Schools
2. Wisconsin Public Radio
3. U.S. Census

4. Glassdoor
5. LA School Report
6. Spectrum News, Austin
7. Rice University