



Monthly Board KPIs: February 2022
Prepared by the Department of Research & Performance Management

Author: Ashton Toone

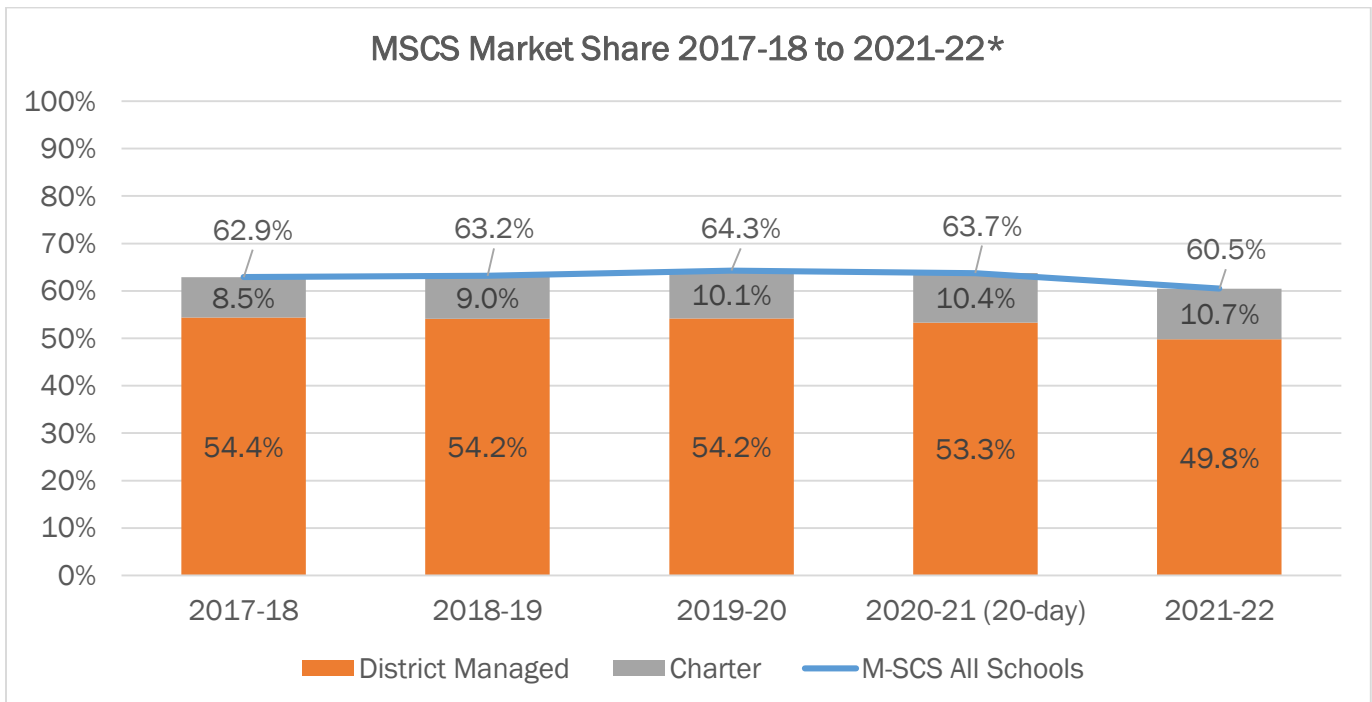
Key Findings

February’s Key Performance Indicators (KPIs) are aligned to District Strategic Priority 4: Expand High Quality School Options. The KPIs are the market share of school-aged students, change in student enrollment, percentage of students attending their neighborhood/zoned school, and the percentage of students enrolled in one of their top two transfer choices.

- Based on the 2019 Census 5-year Estimates and 2021-22 MSCS enrollment, an estimated **60.5%** of the school-aged population in Shelby County attend an MSCS school (charters included).
- The District experienced a decrease in enrollment when comparing 2021-22 40-day enrollment to 2020-21 40-day enrollment.
- As of January 3, 2022, **62.9%** of students are attending their neighborhood/zoned school.
- **92%** of students who applied for a general choice transfer were approved for one of their top two school transfer choices for the 2021-22 school year.
- **46.0%** of students who applied for an optional school were approved for one of their top two optional school choices for the 2021-22 school year.

Estimated Market Share of School-Aged Population

Using the 2021-22 40-day enrollment counts and 5-year census estimates* **60.5%** of the school-aged population is enrolled in Memphis-Shelby County Schools. This is a **3.2** percentage point decrease from 2020-21.



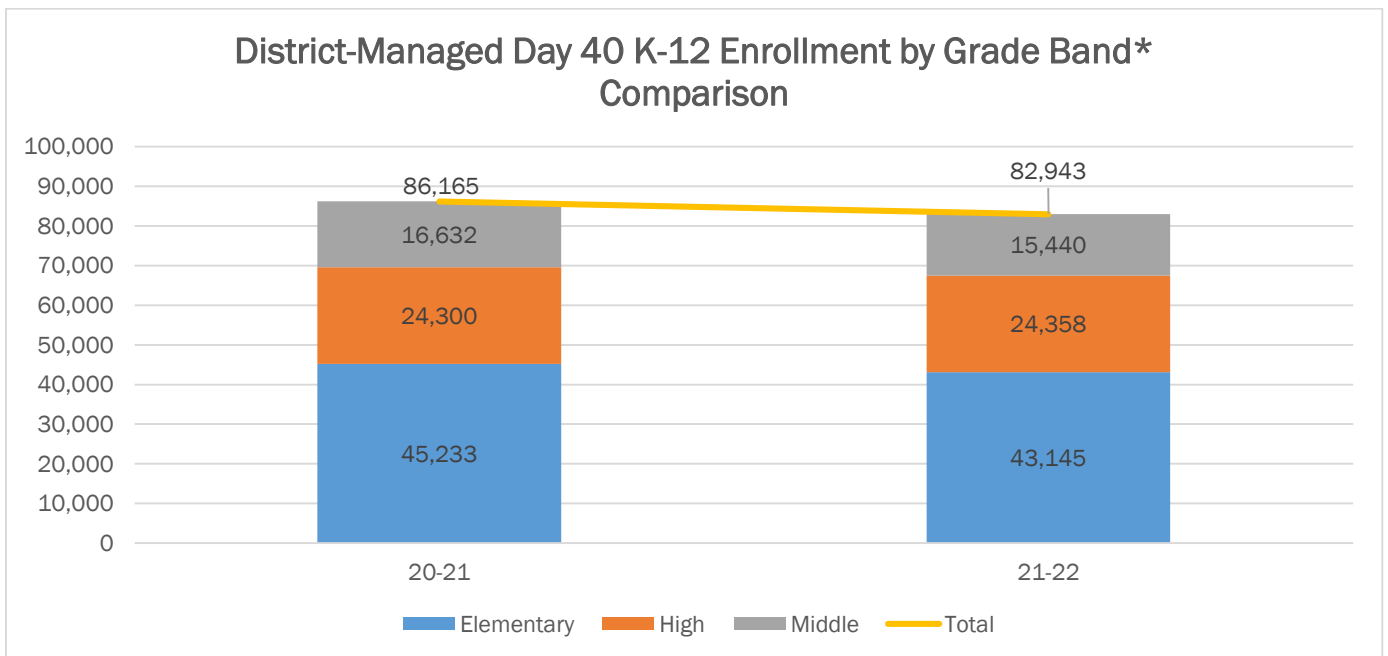
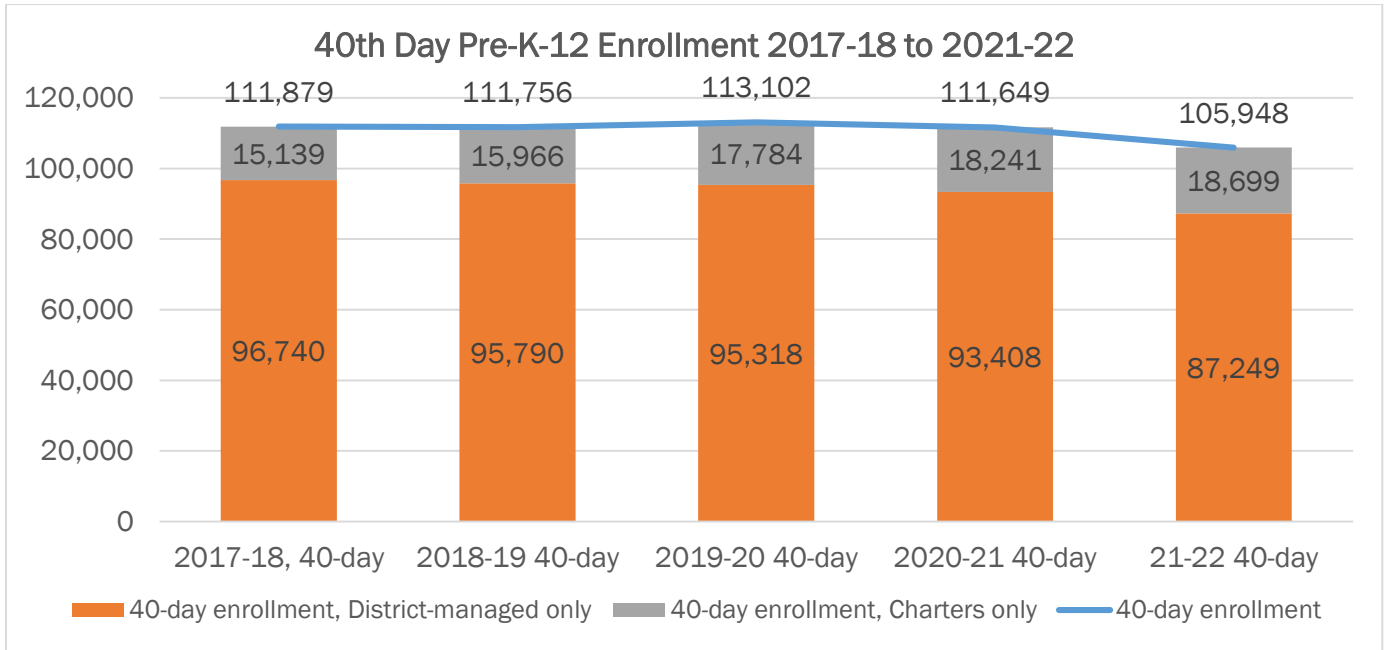
**Note: American Community Survey 5-year estimates are subject to change after the date of publication, which means market share is an approximation based on the best available data at a given time. Due to the pandemic, updated 2020 ACS estimates are not available by county and 2020-21 calculations have been adjusted to reflect the 2019 5-year estimate. See Appendix A for references.*



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Change in Student Enrollment Over Time (40-day enrollment counts)

Using October 4, 2021 enrollment counts (2021-22 40th day), Memphis-Shelby County Schools (including charter schools) experienced another decrease in overall enrollment this year from **111,649** to **105,948**. Following the trend of the past five years, district-managed schools experienced another decrease in enrollment, while the charter sector's enrollment has increased.

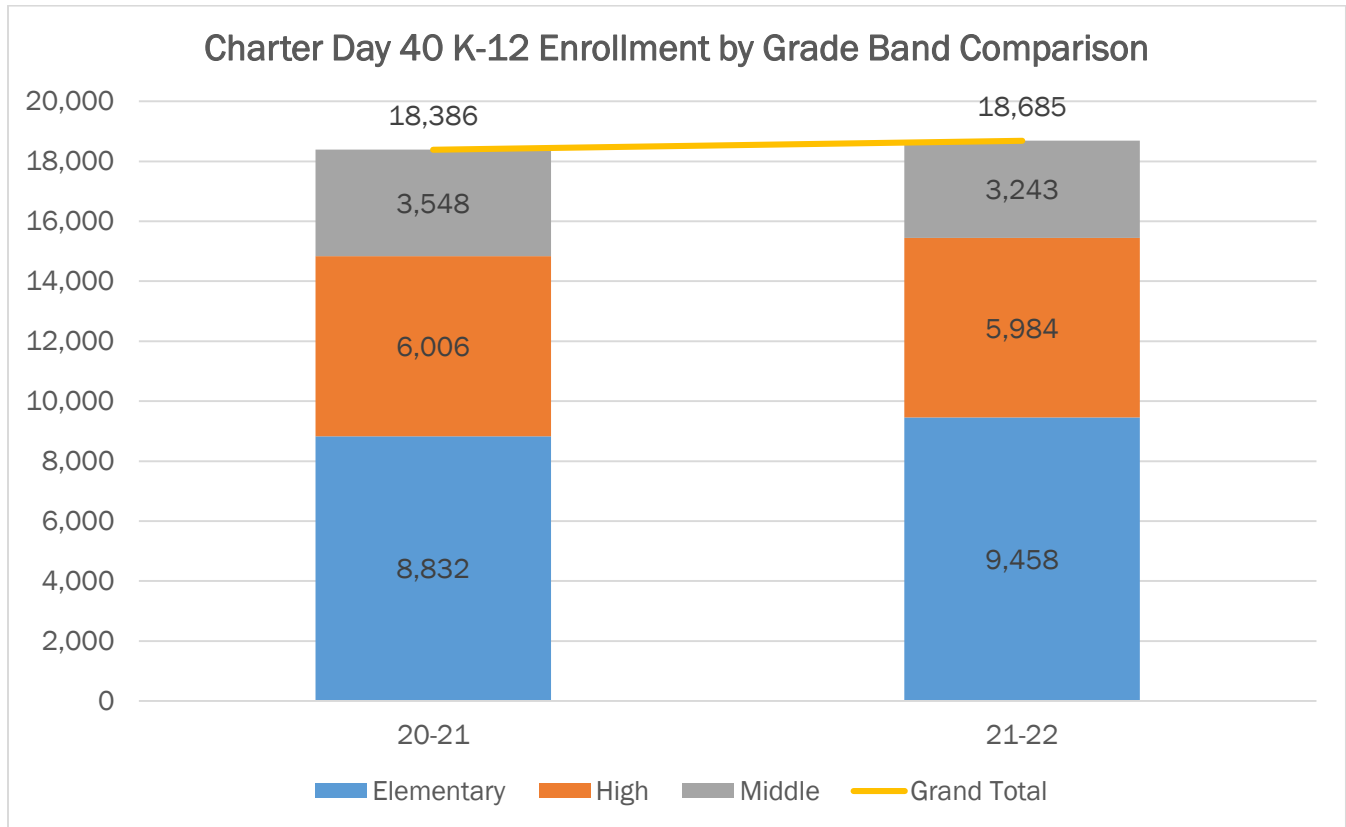


****K-8 schools are coded as elementary schools. Special case schools are excluded from K-12 enrollment counts. Due to the significant increase in enrollment at Memphis Virtual School for the 2021-22 school year, we have included their enrollment numbers in this analysis. See Appendix B for list of special case schools.**



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Repeating the trend of the previous school year, the charter sector's enrollment saw an overall increase across all grade bands when comparing 40-day enrollment counts from 2020-21 to 2021-22. However, unlike previous years, the charter elementary school grade band had the highest enrollment increase, with an additional **626** students enrolling in 21-22. Other grade bands experienced a **decrease** in enrollment.



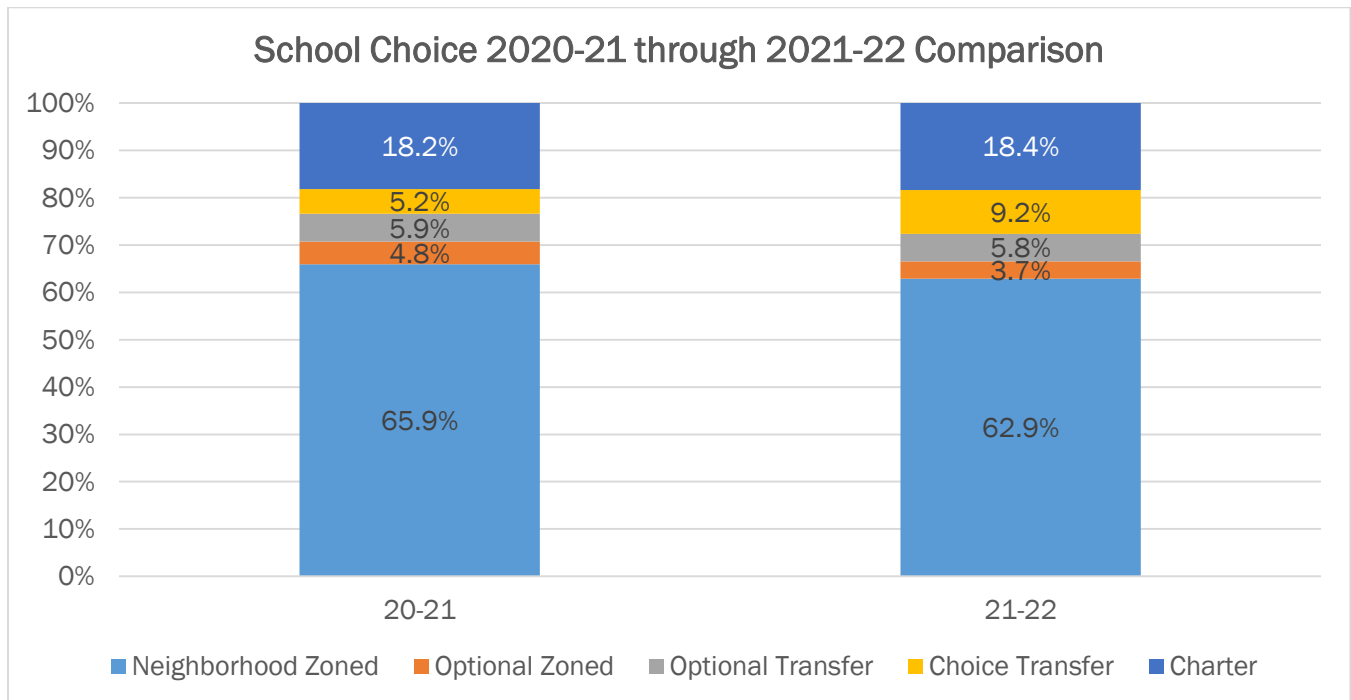


Monthly Board KPIs: February 2022

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School Choice

Using the 40-day enrollment report, **62.9%** of students in the District are attending their neighborhood/zoned school for the 2021-22 school year compared to **65.9%** in 2020-21. Both the charter and general choice sectors saw an increase in enrollment. However, the general choice transfer sector saw the greatest increase in its share of District enrollment – **4 percentage points** from **5.2%** in 2020-21 to **9.2%** in 21-22.

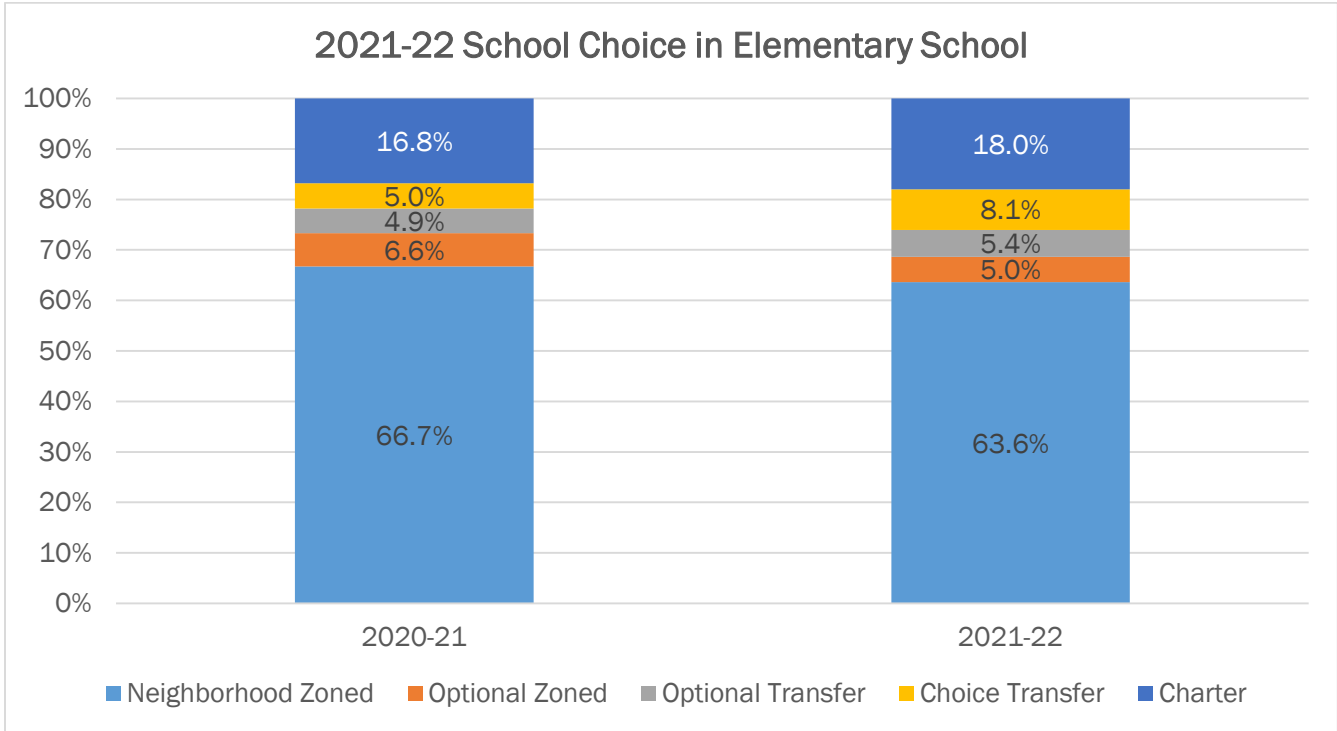




Monthly Board KPIs: February 2022

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The elementary grade band saw an increase across charter, choice transfer, and optional transfer sectors. With **18.0%** of students attending a charter school, up from last year's **16.8%**, the elementary grade band has the second highest percentage of students enrolled in the charter sector. There was a decrease in the neighborhood zoned and optional zoned sectors, from **66.7%** and **6.6%** respectively in the 2020-21 school year to **63.6%** and **5.0%** in the 2021-22 school year.

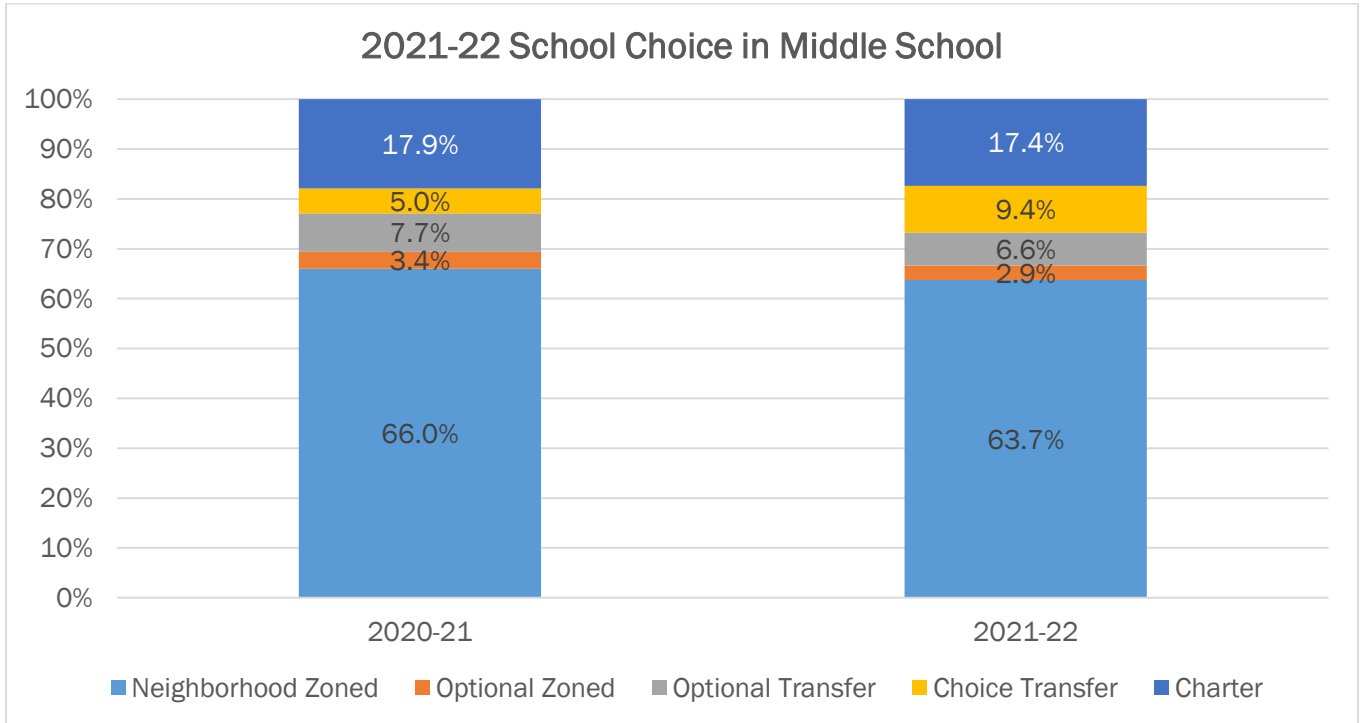




Monthly Board KPIs: February 2022

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The middle school grade band has the highest percentage of students attending their neighborhood zoned school although there was a decrease from **66.0%** to **63.7%** for the 21-22 school year. Similar to the elementary grade band, there was 4 percentage point increase in students taking advantage of the choice transfer option from **5.0%** in 20-21 to **9.4%** in 21-22.

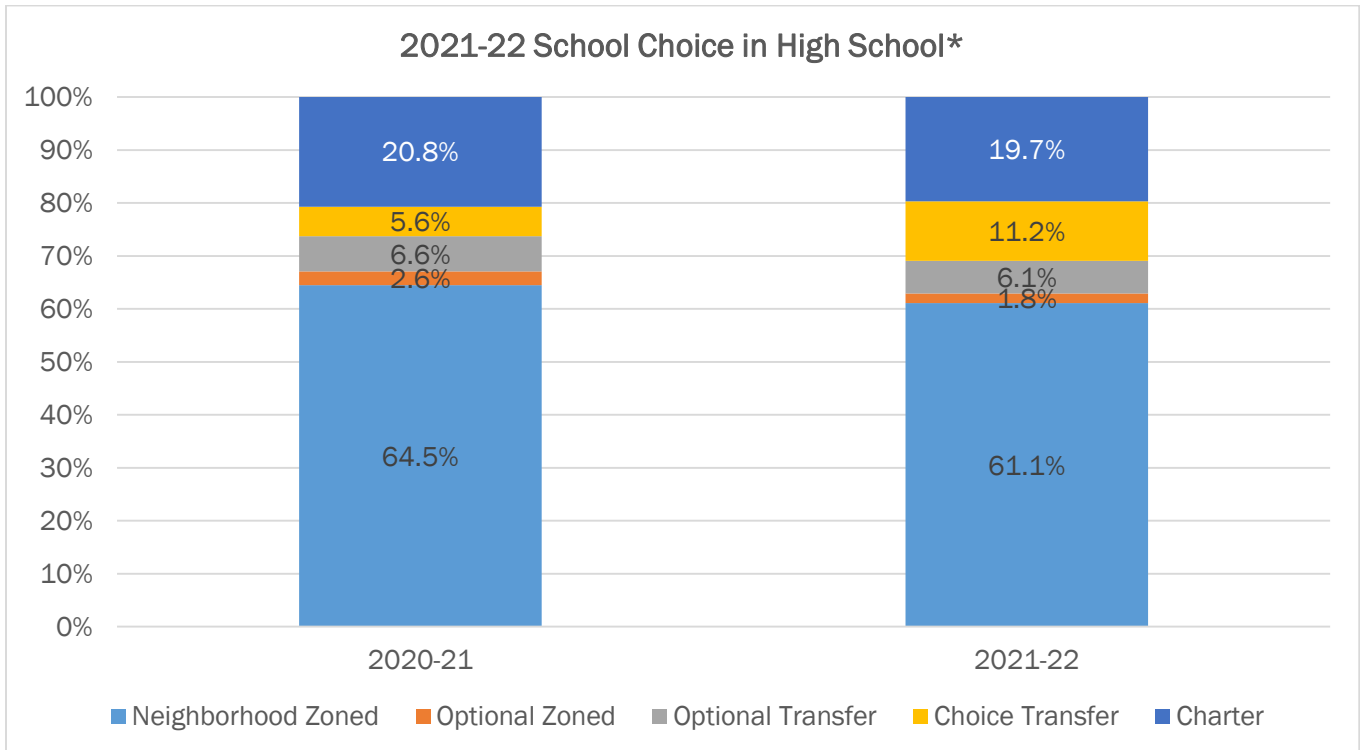




Monthly Board KPIs: February 2022

Prepared by the Department of Research & Performance Management

For the second consecutive year, the high school grade band has the highest percent (**19.7%**) of students attending a charter school. There was a decrease across all sectors aside from the general choice transfer option. The high school grade band had the highest increase from **5.6%** in 20-21 to **11.2%** in 21-22 - more than 5 percentage points.



*K-8 Optional schools are included in the elementary counts for optional/optional zoned enrollment.

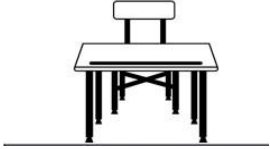




Monthly Board KPIs: February 2022
Prepared by the Department of Research & Performance Management

General Choice Transfer

Each year, families participating in the General Choice Transfer process are given the opportunity to identify their top two school choices when applying online. **92%** of the students applying for choice transfers were approved/accepted to one of their top two (2) choice transfer options for the 2021-22 school year, a 24 percentage point increase from the 20-21 school year. The total number of applications received increased from 8,127 in 20-21 to 9,526 in 21-22.

Table 1: 2021-22 General Choice Transfer Summary*

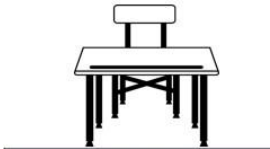


		
15,604	9,526	8,771 - 92%
New general choice transfer seats available at 136 schools for the 21-22 school year.	Number of new unique student applications received for the 21-22 available seats.	Number and percent of unique student applicants that were granted a general choice transfer for 21-22.

**The numbers above do not include renewal applications – the students who were approved in prior years. In prior years, systems were not in place to accurately and efficiently capture the number of approved general choice transfer students who enrolled in their approved transfer placement.*

Optional School Choice

Each year, families that participate in the Optional Schools process are given the opportunity to identify their top two school choices when applying. Approximately **46.0%** of students who applied were approved for one of their top two (2) optional school choices for the 2021-22 school year, down from 49.3% in 2020-21. The total number of applications received decreased from 7,018 in 20-21 to 5,922 in 21-22.

Table 2: 2021-22 Optional Schools Application Summary

		
5,627	5,922	2,725 - 46.0%
New optional school transfer seats available* at 46 schools for the 21 -22 school year.	Number of new unique student applications^ received for the 21-22 available seats.	Number and percent of unique student applicants that were granted an optional placement for 21-22. 2,338 students were approved for their first choice.

**The total number of new optional seats fluctuates each year based on the number of students who are zoned to an optional school.*

^The numbers above do not include renewal applications – the students who were approved in prior years.



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Charter School Expansion Summary

2021-2022

- 9 charter schools expanded by adding a new grade level in accordance with their original application (Natural Expansion)

2022-2023

- 7 charters will add a new grade level through natural expansion
- 2 charters will increase their overall cap on enrollment beyond their initial application as approved by the Board
 - 3 total charters approved to increase their enrollment beyond their initial application over the past 2-years.

District Strategies

Below are current strategies the district plans to implement in response to declining market-share along with department achievements in retaining student enrollment.

Student Equity, Enrollment & Discipline (SEED)

- Launched Online Registration earlier: January 10, 2022
- Provide more program offerings for parents through General Choice transfers (Memphis Medical District, Middle College, Hollis F. Price and Mt. Pisgah High)
- Provide on-site registration support at the four ASD schools
- Target 5th grade students zoned for ASD (middle) with direct marketing campaign
- Provide on-site registration assistance at FedEx hub, Nike and Amazon warehouses, and Juvenile Court through Summer, 2022
- Provide live virtual sessions for parents to register/enroll

Student Recruitment

- 901 Retain, Reclaim: Weekly withdrawal monitoring to understand why students are exiting and to relay additional MSCS school options available to reclaim families.
- Feeder Pattern Push Window: Preview Day for transitioning grades (PreK, Grades 5 and 8)
- "It's Done 901" Campaign: Empowering each school to retain students and encourage early registration.
- MSCS School Ops. Survey (PreK, Grades 5 and 8)
- Collaborate with District departments such as Truancy, SEED, Homeless and Displaced, Student Affairs to decrease student dropout occurrences.
- Community Childcare Providers Symposium/Survey Distribution (PreK recruitment)

Optional Schools

- Re-implementing in-person recruitment events and activities.
- Leveraging the SEM Advancement Act to provide increased access to advanced courses to middle and high school students.
- Over the past two years, there have been 37 National Merit Semi-finalists in MSCS Optional programs
- John P. Freeman, William H. Brewster, Maxine Smith, Whitehaven Elementary, East T-STEM are all STEM Designated Schools from the Tennessee Department of Education.
- There are five Optional students who are candidates for the U. S. Presidential Scholars Program.



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Appendix A: Census Data for Estimates

US Census Data (Shelby County)	2016 ACS, 5YR	2017 ACS, 5YR	2018 ACS, 5YR	2019 ACS, 5YR	2019 ACS, 5YR
Total Population	936,990	937,847	937,005	936,374	936,374
Under 5 Years	67,684	67,140	66,676	66,253	66,253
18+ Years	698,020	700,242	700,758	701,193	701,193
Ages 5 - 17	171,286	170,465	169,571	168,928	168,928
15 - 19 Years	65,545	64,295	63,264	62,215	62,215
Per Year Average (estimates)	13,109	12,859	12,653	12,443	12,443
50% of 18 Year Olds (estimate)	6,555	6,430	6,326	6,222	6,222
Total School Age Estimate (5-18)	177,841	176,895	175,897	175,150	175,150

MSCS Enrollment Data (K-12)	2017-18 40-day	2018-19 40-day	2019-20 40-day	2020-21 40-day	2021-22 40-day
40-day enrollment	111,879	111,756	113,102	111,649	105,948
40-day enrollment, Charters only	15,139	15,966	17,784	18,241	18,699
40-day enrollment, District-managed only	96,740	95,790	95,318	93,408	87,249

Market Share Percentages	2017-18	2018-19	2019-20	2020-21	2021-22
MSCS All Schools	62.9%	63.2%	64.3%	64.4%	60.5%
District Managed	54.4%	54.2%	54.2%	53.8%	49.8%
Charter Schools	8.5%	9.0%	10.1%	10.5%	10.7%



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Appendix B: Special Case Schools – These schools have been excluded from KPI reporting for enrollment by grade band and school choice.

- Adolescent Parenting Program
- Airways Achievement Academy ES
- Airways Achievement Academy MS
- Avon School
- Early Childhood Programs
- G.W. Carver College & Career Academy
- Gordon Achievement Academy ES
- Gordon Achievement Academy MS
- Hope Academy
- Ida B. Wells Academy
- Newcomer International Center
- Northeast Prep Academy
- Northwest Prep Academy
- Ridgeway Early Learning Center
- Shrine School
- The Excel Center