



**Destination 2025 Monthly: November 2017**  
**Prepared by the Department of Research & Performance Management**

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**Key Findings**

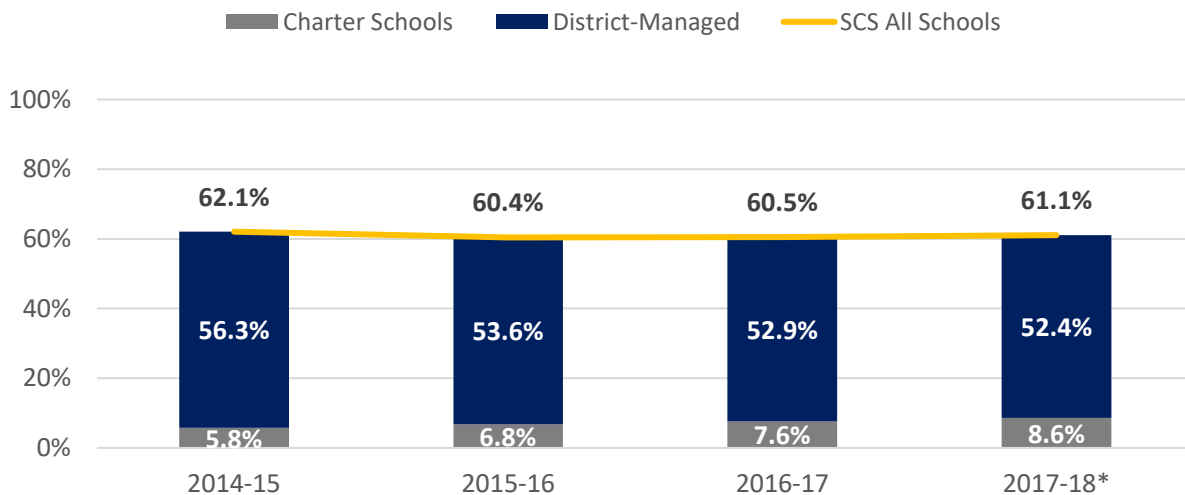
November’s key performance indicators (KPIs) are aligned to Priority 4 of Destination 2025: Expand High Quality School Options. The KPIs are the market share of school-aged students, change in student enrollment, percent of students attending their neighborhood/zoned school, and the percent of students enrolled in one of their top 2 transfer choices.

- As of the October 24, 2017 Census Annual Population Estimates, an estimated 61.1% of the school-aged population in Shelby County attend an SCS school (charters included).
- The District experienced a slight increase in enrollment when comparing 2017-18 40-day enrollment to 2016-17 40-day enrollment.
- As of October 2, 2017, the District’s 40<sup>th</sup> school day, 69.5% of students are attending their neighborhood/zoned school.
- As of October 7, 2017, 68% of students were granted a choice transfer to one of their top 2 choices.

**Estimated Market Share of School-Aged Population**

Using the 2017-18 40-day enrollment counts, an estimated 61.1% of the school-aged population is enrolled in Shelby County Schools. This is a slight increase from 2016-17.

**Figure 1: 2014-2017 SCS Market Share by School Type (using 40-day K-12 enrollment)**



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.

**Data captured 10/16/2017 9:55 AM.**

\*ACS 5-year estimates were not available at the time of this report, so Annual population estimates were used. This data was captured on **10/24/2017 7:48 AM**. See Appendix A for references.

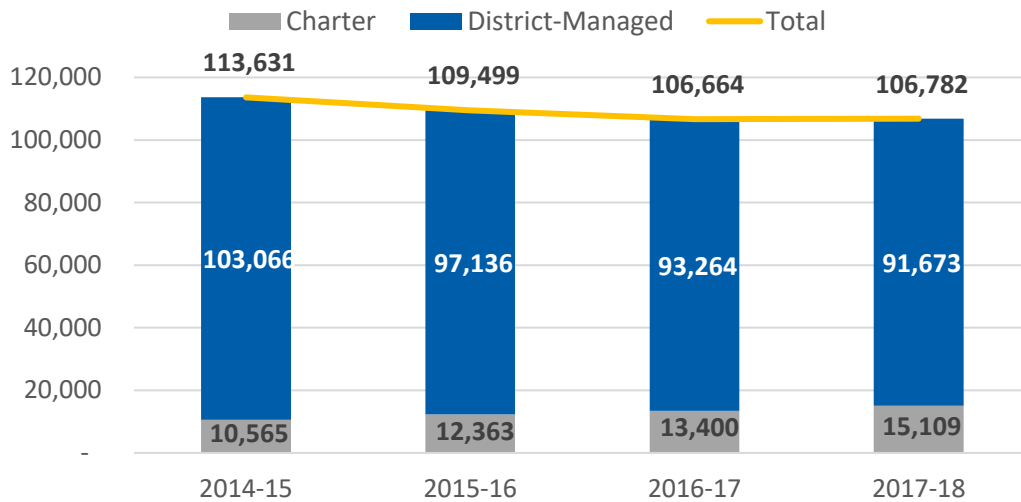


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**Change in Student Enrollment Over Time (40-day enrollment counts)**

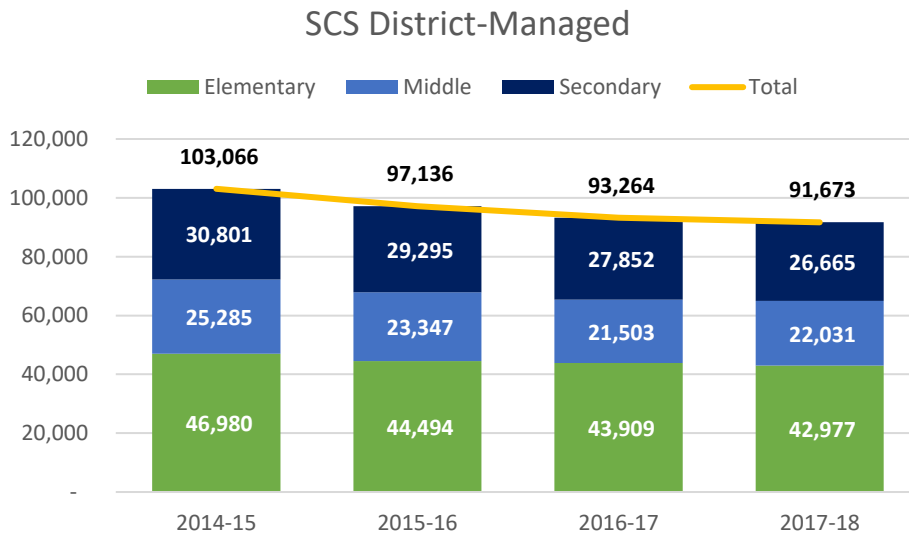
Using October 2, 2017 enrollment counts (40<sup>th</sup> day), Shelby County Schools experienced a slight increase (+118) in overall enrollment this year from 106,664 to 106,782 (includes charters). The increase may be attributed to the charter school sector. Over the past four years, district-managed schools have experienced an annual decrease in enrollment, while the charter school sector's enrollment has increased annually. See Appendices B and C for a list of schools with the highest and lowest enrollment percentage changes.

**Figure 2: SCS Overall Change in K-12, 40-day Enrollment Over Time**



Though overall enrollment counts decreased for District-managed schools, District-managed middle schools experienced an increase in student enrollment in 2017-18 compared to 2016-17.

**Figure 3: District-Managed Change in K-12 Enrollment Over Time by Grade Level**

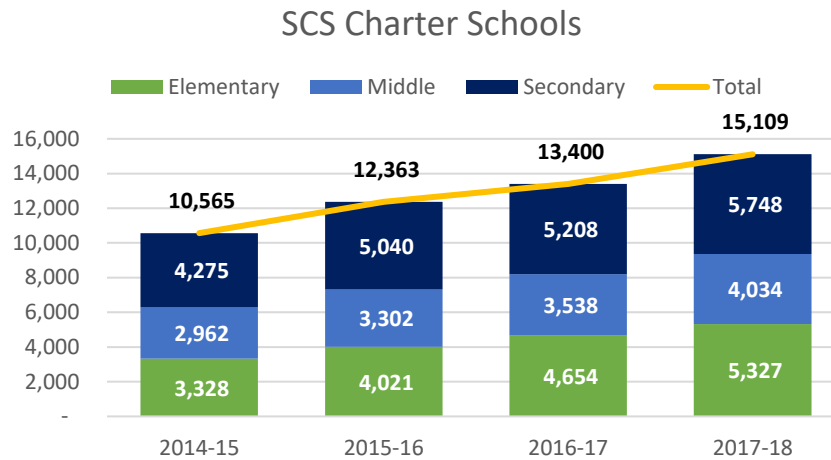




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The charter sector's enrollment has increased each year overall, and in each grade level from 2014-15 to the 2017-18 school year when comparing 40-day enrollment counts.

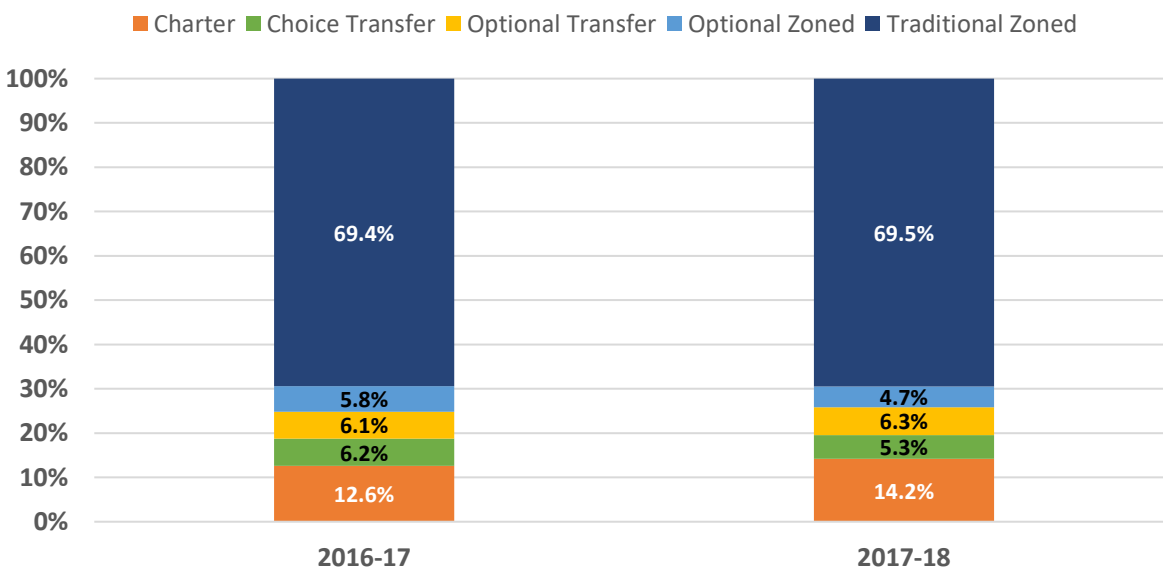
**Figure 4: Charter Sector Change in K-12 Enrollment Over Time by Grade Level**



**School Choice**

As of October 2, 2017 (40<sup>th</sup> school day), 69.5% of students in the District are attending their neighborhood/zoned school for 2017-18 compared to 69.4% in 2016-17. There was an increase in the percentage of students enrolled in charter schools, and a slight increase in the percentage of students enrolled as an optional transfer student. There was a slight decrease in the percentage of students who are attending a school as a general choice transfer student and the percentage of students zoned to and attending an optional school.

**Figure 5: School Choice 2016-17 and 2017-18 Comparisons (40-day enrollment)**

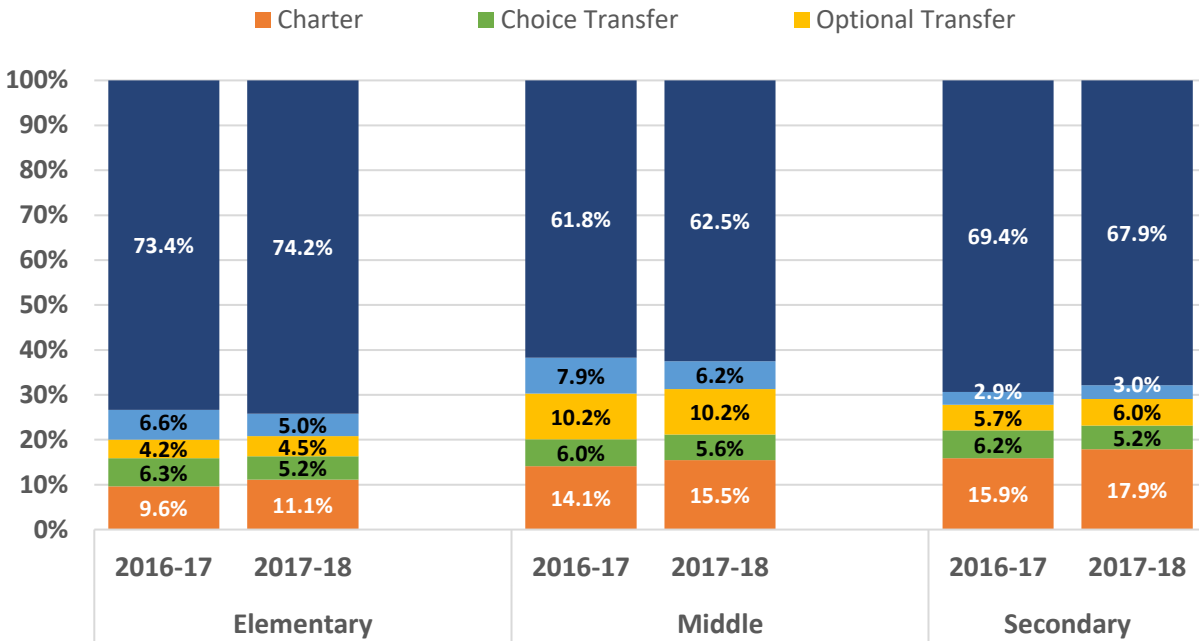




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Elementary schools have a higher percentage of students attending their traditional zoned school compared to the other grade levels for both 2016-17 and 2017-18, using 40-day enrollment counts.

**Figure 6: School Choice 2016-17 and 2017-18 Comparison by Grade Level (40-day enrollment)**



**Note:** For 2016-17, the optional student lists (transfers and zoned) and choice transfer student lists were obtained at the end of the school year. To compare with similar timed enrollment, the 40-day enrollment numbers were used to calculate percentages for both the 2016-17 and 2017-18 school year. For 2017-18, the optional student lists and choice transfer lists were obtained in October, shortly after the 40th day.

**General Choice Transfer**

Each year, families that participate in the General Choice Transfer process are given the opportunity to identify their top two school choices when applying online. Sixty-eight percent (68%) of students who applied were approved for one of their top two choices for the 2017-18 school year. A total of 2,548 students were denied a choice transfer. Of those, 2,050 (80.5%) are currently enrolled in an SCS school.

**Table 1: 2017-18 General Choice Transfer Summary**

10,521	Total number of choice transfer seats in the District
8,318	Number of students who applied for a choice transfer
5,628	Number of students granted a choice transfer for 2017-18
<b>67.7%</b>	<b>Percent of students granted a choice transfer for 2017-18</b>



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**Table 2: 2017-18 General Choice Transfer Denied/Waitlist Summary**

142	Student applications withdrawn (many were accepted into an optional program)
2,548	Number of students denied a choice transfer for 2017-18
2,050	Number of students denied a choice transfer and remained with the district
<b>80.5%</b>	<b>Percent of students denied a choice transfer and remained with the District</b>

### Recommendations

As the District continues to compete with Municipal school districts, private schools, and State-run charter schools, we must enhance our communication with parents about school choice, look at the types of schools in our portfolio and work to offer new models that are in demand, and work to increase the number of seats at our high performing optional schools and/or choice transfer schools.

The School Performance Framework, which will go live in early 2018, will allow parents to view academic growth, academic achievement, college & career readiness, and school climate information 24/7 on our website. Schools will be able to add highlights about their school and list extracurricular activities and other academic programs that may make their school stand out on the school profile which will include the school performance information.



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## **Strategic Regional Analysis Introduction**

This year, Strategy & Performance Management will publish its first Strategic Regional Analysis (SRA). The SRA will be a key planning document that supports priority 4 of Destination 2025, to expand high-quality options. The document details the current state of enrollment, capacity/utilization, school choice, advanced academic options, school focus (STEM, Arts, etc.), and school performance by region. The findings in the report (factual, quantitative data), will allow us to identify gaps in each area that may require intervention by the District. This document is meant to assist District administrators and District partners in planning for new schools, school restructures, and school closures.

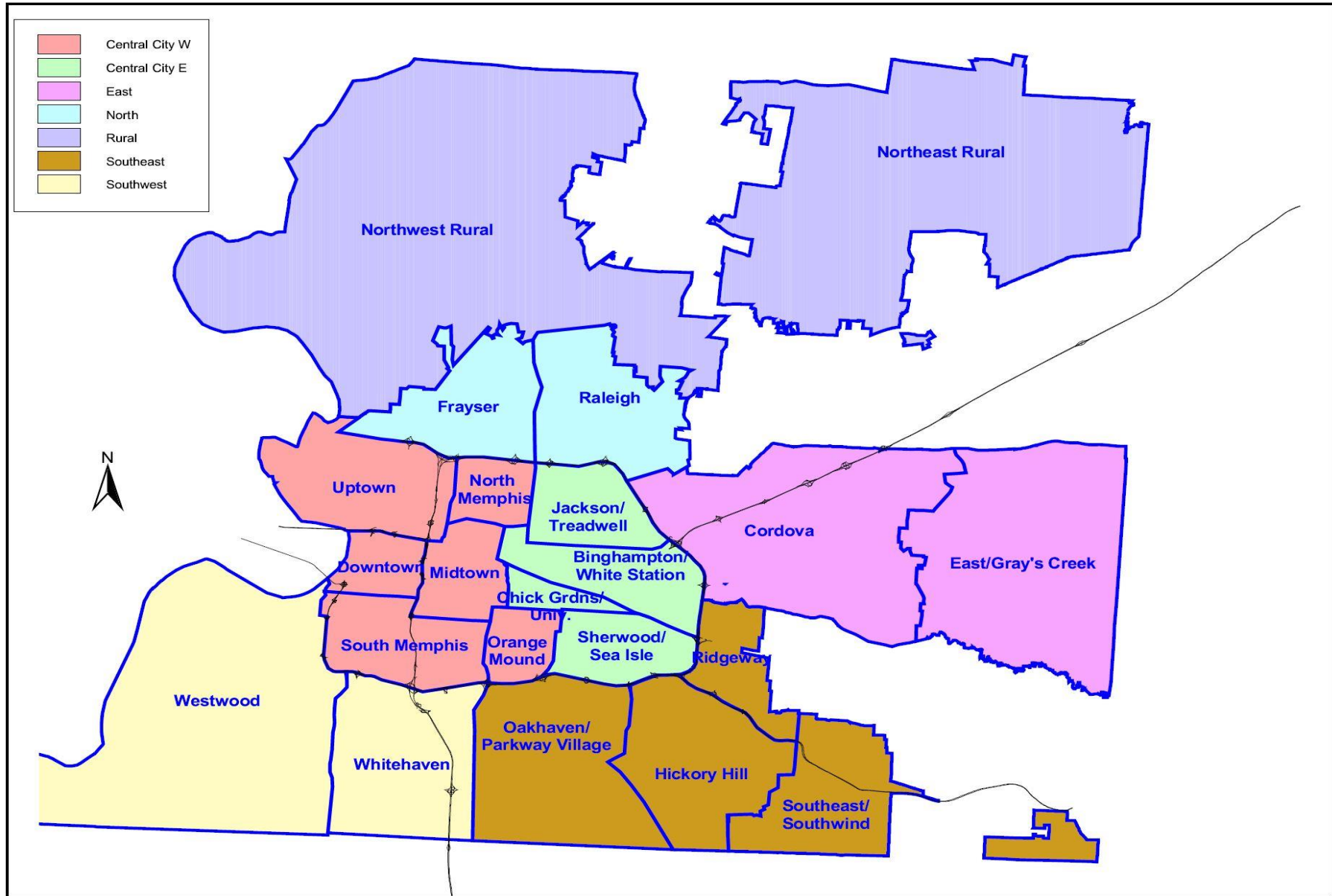
### **Regions**

For the purposes of collaborating and data sharing with the City of Memphis in its ongoing city-wide planning efforts, SCS sought to align district sub-regions closely with the planning districts used by the City. City districts were altered for the purposes of SCS planning when locations of schools, school zones, or residents dictated an altered sub-region boundary. Additionally, the City's districts only include the City of Memphis, so sub-regions were added for the unincorporated portions of the county included in SCS boundaries. This report will mainly report on the larger regions identified below: Central City W, Central City E, East, North, Rural, Southeast, and Southwest. The map on the following page displays the regions and sub-regions that make up each larger region.



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**Appendix A: Census Data References**

Survey Year	Used with SCS 40-day Enrollment Year	Description	Link	Date Downloaded
2013	2014-15	ACS Demographic and Housing Estimates, 2009-2013 ACS 5-year Estimates Shelby County, Tennessee	<a href="https://factfinder.census.gov/bkmk/table/1.0/en/ACS/13_5YR/DP05/0500000US47157">https://factfinder.census.gov/bkmk/table/1.0/en/ACS/13_5YR/DP05/0500000US47157</a>	10/16/2017
2014	2015-16	ACS Demographic and Housing Estimates, 2010-2014 ACS 5-year Estimates Shelby County, Tennessee	<a href="https://factfinder.census.gov/bkmk/table/1.0/en/ACS/14_5YR/DP05/0500000US47157">https://factfinder.census.gov/bkmk/table/1.0/en/ACS/14_5YR/DP05/0500000US47157</a>	10/16/2017
2015	2016-17	ACS Demographic and Housing Estimates, 2011-2015 ACS 5-year Estimates Shelby County, Tennessee	<a href="https://factfinder.census.gov/bkmk/table/1.0/en/ACS/15_5YR/DP05/0500000US47157">https://factfinder.census.gov/bkmk/table/1.0/en/ACS/15_5YR/DP05/0500000US47157</a>	10/16/2017
2016	2017-18	Annual Estimates of the Resident Population for Selected Age Groups by Sex for the United States, States, Counties, and Puerto Rico Commonwealth and Municipios: April 1, 2010 to July 1, 2016 Shelby County, Tennessee	<a href="https://factfinder.census.gov/bkmk/table/1.0/en/PEP/2016/PEPAGESE/X/0500000US47157">https://factfinder.census.gov/bkmk/table/1.0/en/PEP/2016/PEPAGESE/X/0500000US47157</a>	10/24/2017





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**Appendix B: 2017-18 schools with the highest percentage increase in enrollment using 40-day counts.**

Alternative schools were not included in the ranking for this chart.

Grade Level	School Type	School Name	2016-17 K-12 40-day Enrollment	2017-18 K-12 40-day Enrollment	Enrollment Change (2017-18 - 2016-17)	Percentage Change
Middle	C	Memphis Business Academy	378	450	72	19.0%
Middle	C	Memphis Grizzlies Preparatory Charter School	272	326	54	19.9%
Middle	R	Douglass K8	351	422	71	20.2%
Elementary	R	Bruce Elementary	364	442	78	21.4%
Elementary	R	Vollentine Elementary	259	315	56	21.6%
Elementary	C	Aurora Collegiate Academy	277	337	60	21.7%
Elementary	R	Magnolia Elementary	235	290	55	23.4%
Middle	R	Cummings K8	416	517	101	24.3%
Secondary	C	Freedom Preparatory Academy-Charter School	635	791	156	24.6%
Elementary	C	Vision Prep	229	288	59	25.8%
Middle	C	KIPP Memphis Collegiate Middle School	265	341	76	28.7%
Middle	C	Memphis Rise Academy	332	439	107	32.2%
Elementary	C	Power Center Academy Elementary School	396	534	138	34.8%
Elementary	C	Leadership Preparatory Charter School	129	196	67	51.9%
Secondary	C	DuBois High School of Leadership & Public Policy	92	143	51	55.4%
Elementary	C	Memphis STEM Academy	75	122	47	62.7%
Elementary	C	Aspire East Academy	105	186	81	77.1%
Middle	C	Nexus STEM Academy	99	201	102	103.0%
Elementary	C	Freedom Preparatory Academy Elementary School	56	207	151	269.6%



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**Appendix C: 2017-18 schools with the highest percentage decrease in enrollment using 40-day counts.**

Alternative schools were not included in the ranking for this chart.

Grade Level	School Type	School Name	2016-17 K-12 40-day Enrollment	2017-18 K-12 40-day Enrollment	Enrollment Change (2017-18 - 2016-17)	Percentage Change
Secondary	R	East High	511	373	-138	-27.0%
Elementary	R	LaRose Elementary	366	296	-70	-19.1%
Secondary	C	City University School of Independence	21	17	-4	-19.0%
Elementary	R	Oak Forest Elementary	488	399	-89	-18.2%
Secondary	R	Bolton High	1348	1114	-234	-17.4%
Secondary	R	Kirby High	1103	912	-191	-17.3%
Middle	R	Geeter Middle	337	279	-58	-17.2%
Elementary	R	Dunbar Elementary	288	239	-49	-17.0%
Secondary	R	B. T. Washington High	590	493	-97	-16.4%
Elementary	R	Sharpe Elementary	355	297	-58	-16.3%
Secondary	C	DuBois High School of Arts & Technology	229	195	-34	-14.8%
Middle	C	Memphis Academy of Health Sciences	325	280	-45	-13.8%
Secondary	R	Trezevant High	653	565	-88	-13.5%
Elementary	C	DuBois Elementary/Arts & Technology	282	244	-38	-13.5%
Middle	R	Riverview K8	502	439	-63	-12.5%
Elementary	R	Bethel Grove Elementary	256	224	-32	-12.5%
Middle	R	Highland Oaks Middle	785	693	-92	-11.7%
Elementary	R	Winchester Elementary	612	542	-70	-11.4%
Middle	C	DuBois Middle School of Arts & Technology	184	164	-20	-10.9%
Elementary	R	Levi Elementary	497	443	-54	-10.9%