



# SY 21-22 Enrollment Update

SHAC Meeting  
March 2, 2022

# Understanding student enrollment in Austin ISD

## What we know:

- The factors contributing to our declining enrollment are both out of our control (housing prices, birth rates, etc) and in our control (school quality, family orientation, etc)
- Charters continue to significantly impact our market share of AISD students
- Addressing our student leavers is a key strategy

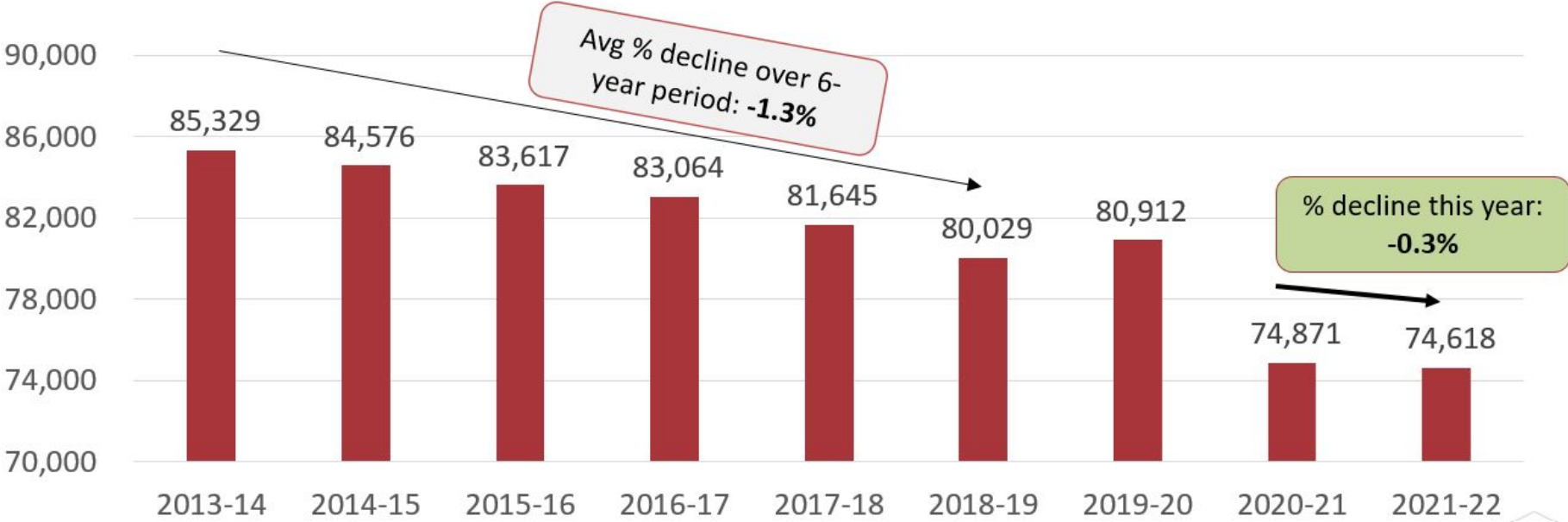
## Where we need to continue to build understanding:

- Why families are choosing schools outside Austin ISD and of their home attendance areas
- This matters because it impacts academic programming, operational decisions such as transportation, and political processes such as boundaries
- The balance of school quality, marketing/communications/engagement, and taking longer-term view of student enrollment



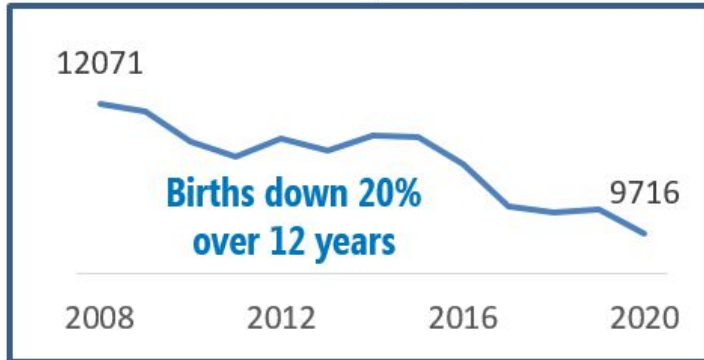
# Driving towards stabilizing enrollment post COVID drop in 20-21 and slowing the rate of decline

Total Student Enrollment for Austin ISD Since 2013-2014

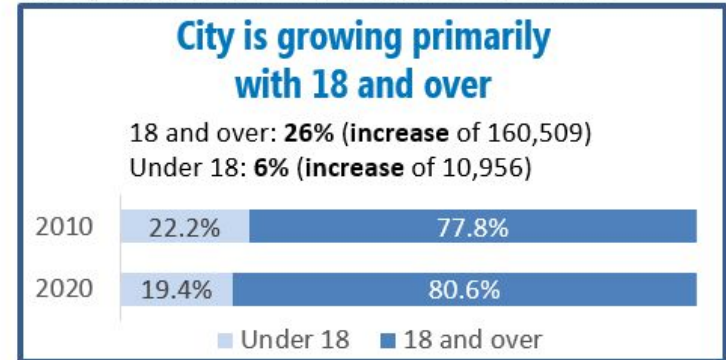


# Summary of student population factors

# of births to mothers with primary address in Austin<sup>1</sup>



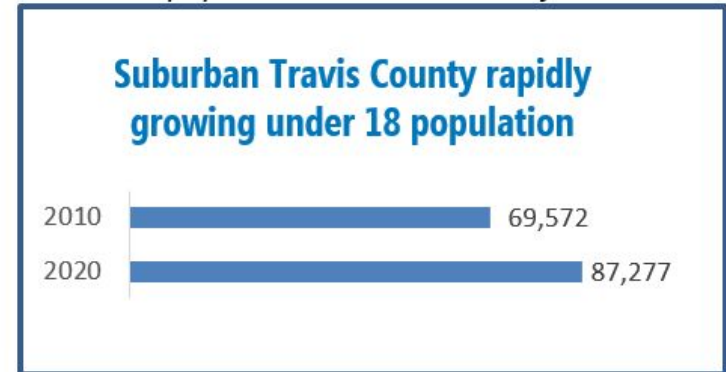
% of population under 18 in 2010 vs. 2020<sup>3</sup>



Average housing price by year<sup>2</sup>



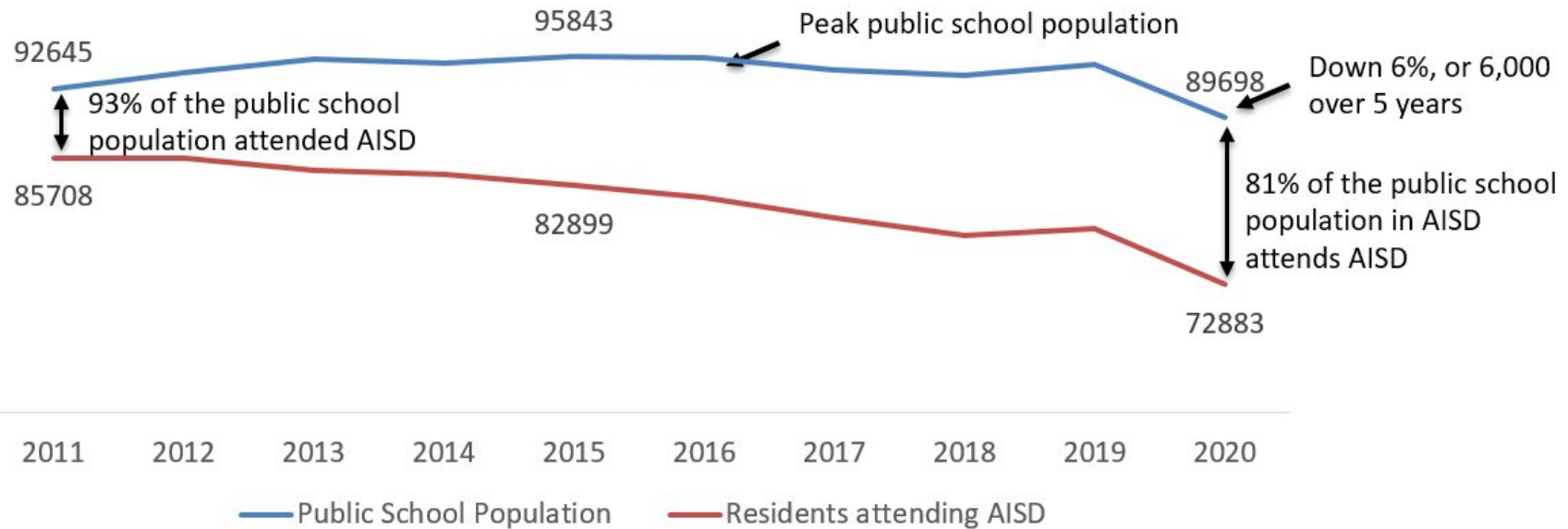
Under 18 population in Travis County outside of Austin<sup>3</sup>



Sources: 1) Texas Vital Statistics 2) Zillow 3) U.S. Census Bureau



# The population of public school students living within AISD boundaries has declined 6,000 from the 2015 peak



This decline explains roughly half of AISD's enrollment declines, with the remainder explained by an increase in students living in AISD's boundaries choosing to attend other public school options, which has resulted in AISD's market share slipping to 81% from 93% in 2011.

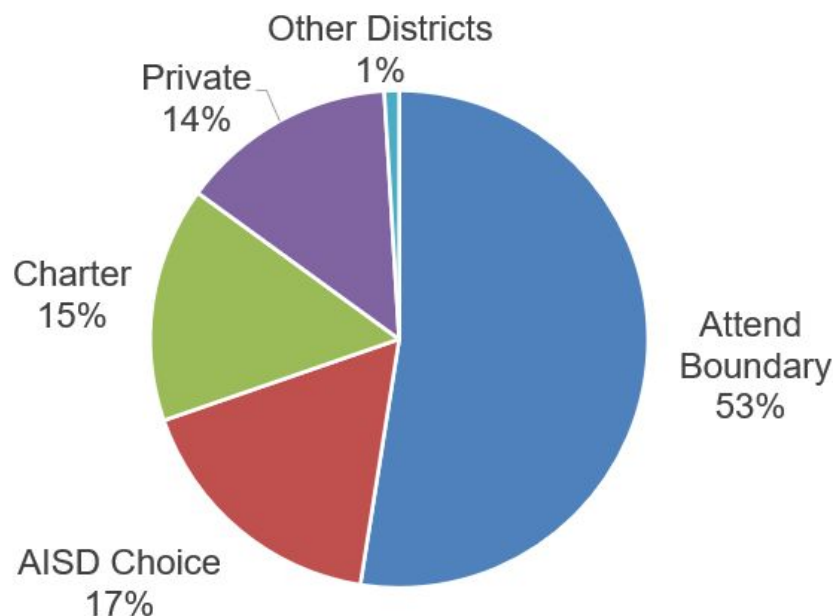
Source: TEA PEIMS Transfer File





# Close to half of Austin\* families are not attending their neighborhood school

## Key Insights



- An estimated 47% of students attend a school other than their boundary school. The most common alternative is another AISD school (in-district choice), followed by charters and private schools.
- Students of color are more likely to attend a charter school while white students are more likely to attend private school.

\*\*Families living within AISD boundaries



# AISD is attracting new students, recapturing former students, and losing currently enrolled students

**# New Students to AISD  
(21-22 SY)**

**10,762**

**# Students Returning to AISD  
(21-22 SY)**

**2,276**

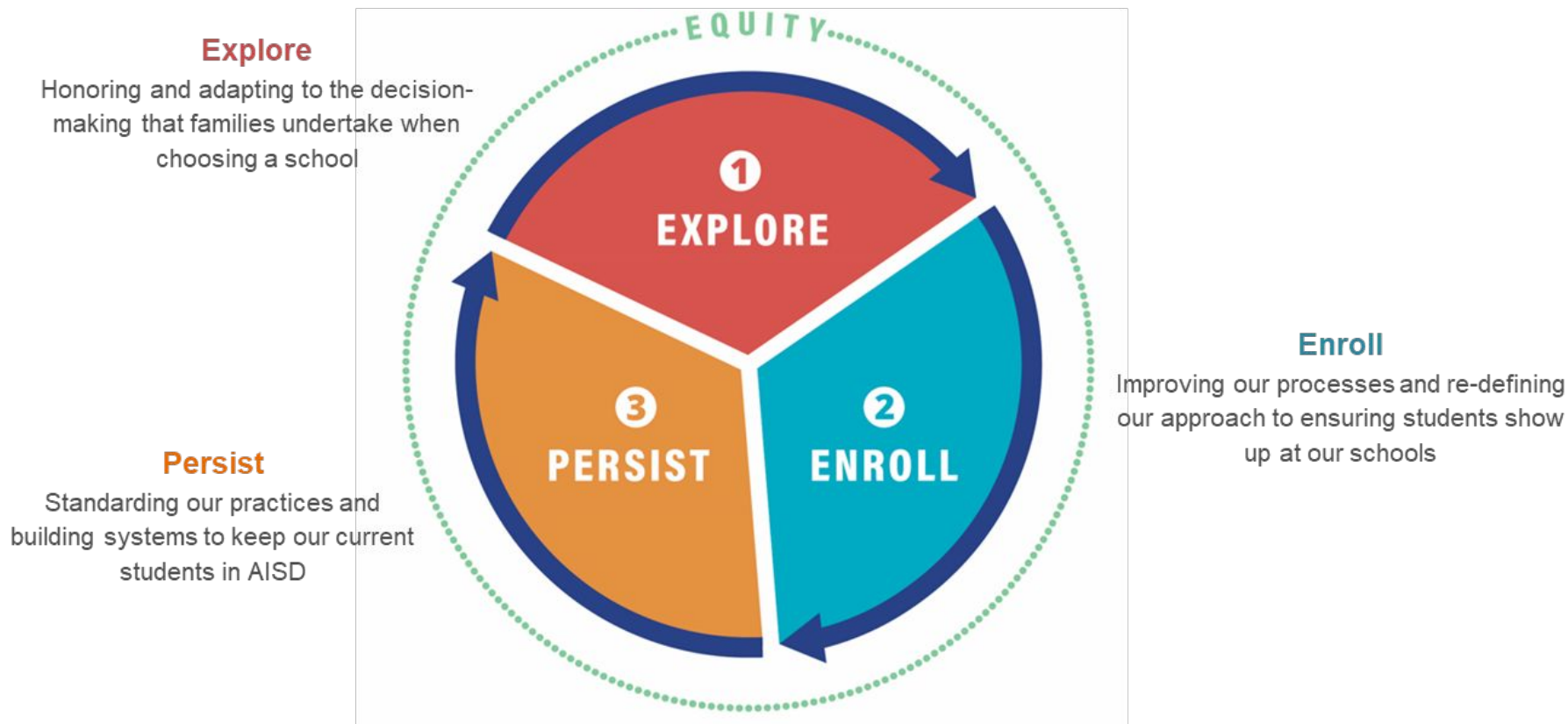
**# Student Leavers Since First Day  
of School, 8/17/2021**

**3,716**



# Our Student Enrollment Roadmap

## AISD Family Experience Framework





# OUR THEORY OF ACTION

## If we

- authentically demonstrate value of our schools and how they meet the specific needs of our current and prospective families, and
- design and implement family and student-centered enrollment and registration processes, and
- are true partners with our school leaders and staff in meeting our families' diverse and specific needs

**And if**, schools provide a high-quality education to all students in their community;

**Then** *students and families will choose and persist in Austin ISD*

