

Ventura Unified School District

Declining Enrollment Committee Meeting 2

March 2, 2022

Presented by:
Dr. Roger Rice
Superintendent



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Agenda Review



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Data Already Provided

- 1. Enrollment Trends by state and Ventura County
- 2. VUSD Enrollment by
 - Year
 - School site
 - Grade span
 - Grade level
 - Exit Code
 - Student Cohort
 - Ethnicity



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Requests for Data / Information

1. Further Breakdown of students leaving VUSD
 - Students with IEPs
 - Low Socio-economic Status
 - County / School where students enrolled after leaving VUSD
 - Private School Enrollment Data
2. Survey Data re: students considering leaving VUSD



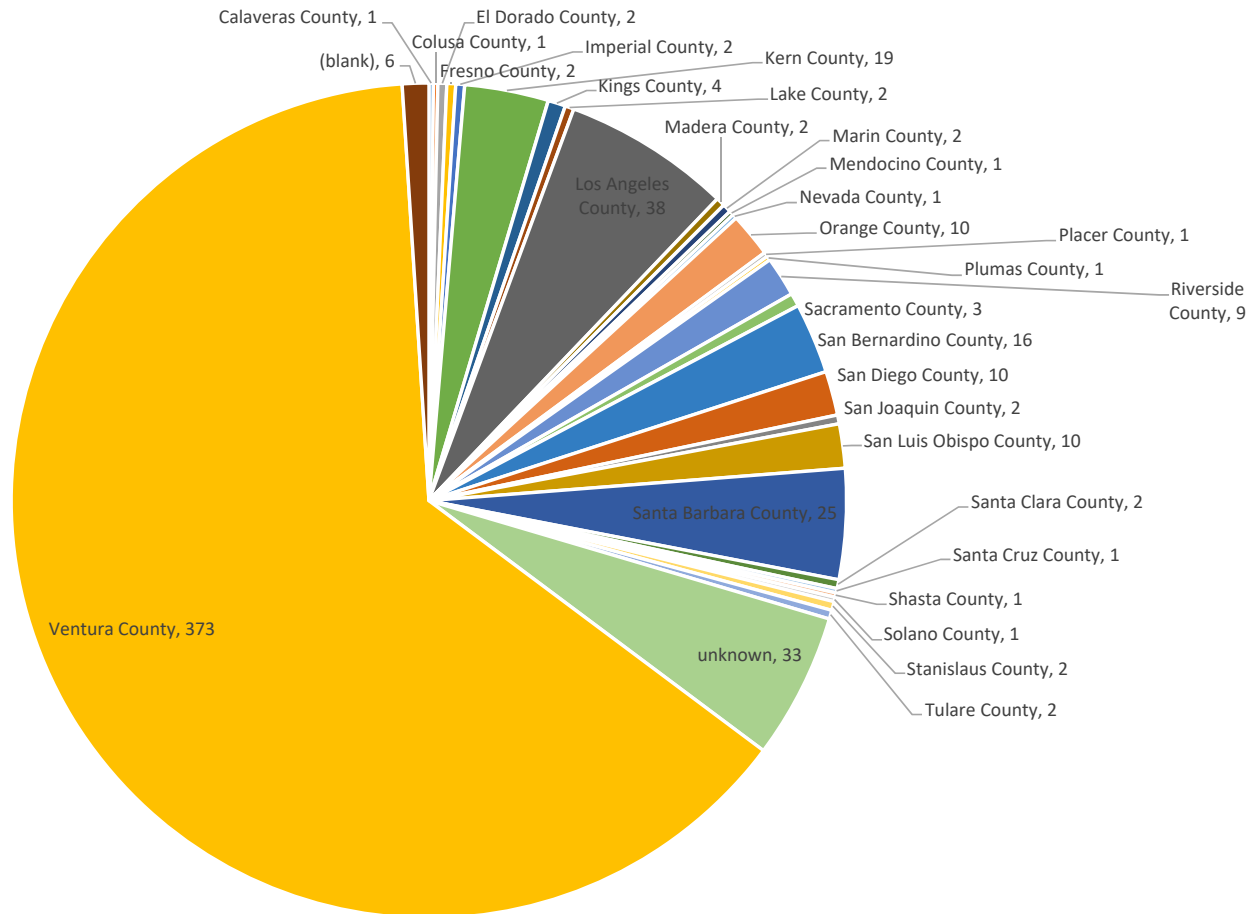
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Enrollment Trends - VUSD



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Where Did VUSD Students Land? – 2020-21



Interesting Numbers – 2020-21

Transfer out of California - 250

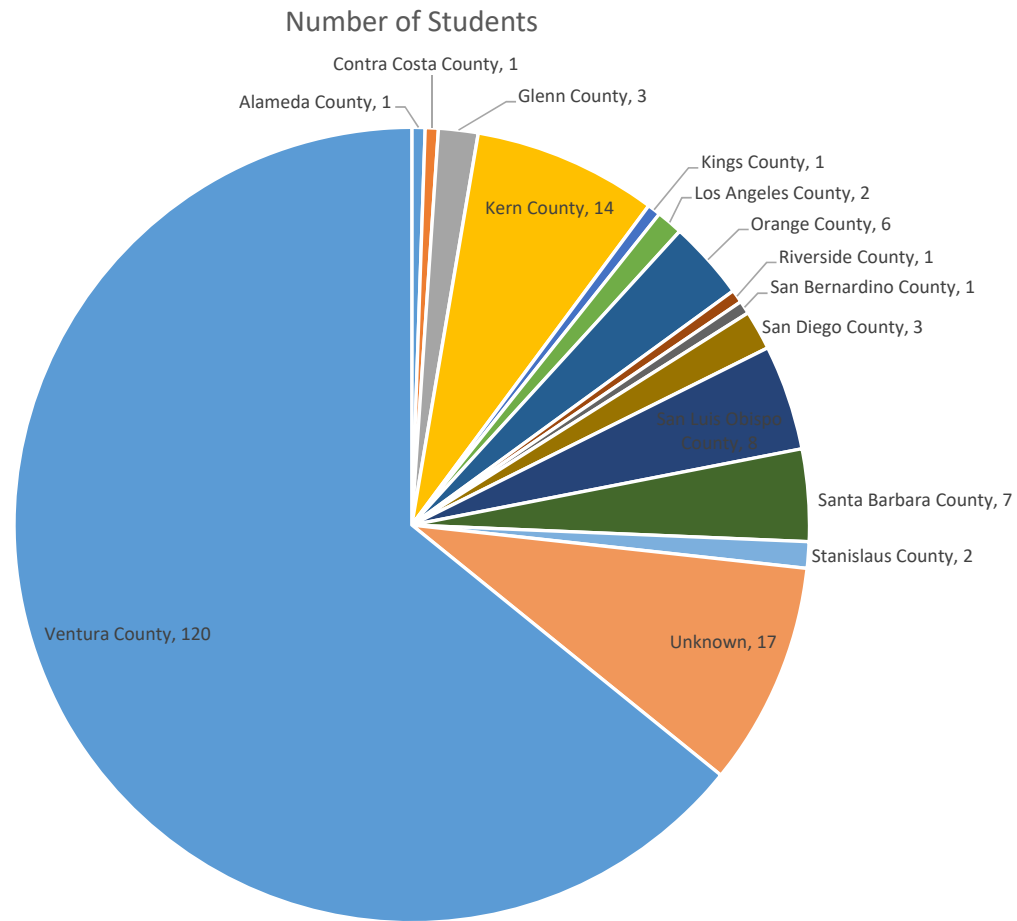
Vista Real Charter High School – 96

Home Schooled - 35

Local Private Parochial Schools

Our Lady of Assumption	18
Sacred Heart	15
Saint Bonaventure High School	10
St. Augustine Academy	3
Ventura Charter School of Arts	26
Ventura Christian Academy	13
Ventura County Christian School	35
Ventura Missionary Christian	25

Where Did VUSD Students Land? – 2021-22



Interesting Numbers – 2021-22

Transfer out of California - 82

Vista Real Charter High - 43

Home Schooled	16
Ventura Charter School of Arts	11

Local Private Parochial Schools

City Christian School	2
Holy Cross School	3
Our Lady of Assumption	2
Saint Bonaventure High School	4
Ventura Christian Academy	1
Ventura County Christian School	1
Ventura Missionary Christian	9

Stability Rates by Site and Student Groups

- **The Stability Rate is defined as the percentage of all public school students enrolled during the academic year (July 1 to June 30) who completed a “full year” of learning in one school.**

Review of Student Mobility Rates for “All” Vs.

- 1. SES Status by School**
- 2. Race Ethnicity Overall**
- 3. Grade Level Overall**
- 4. Student Groups**

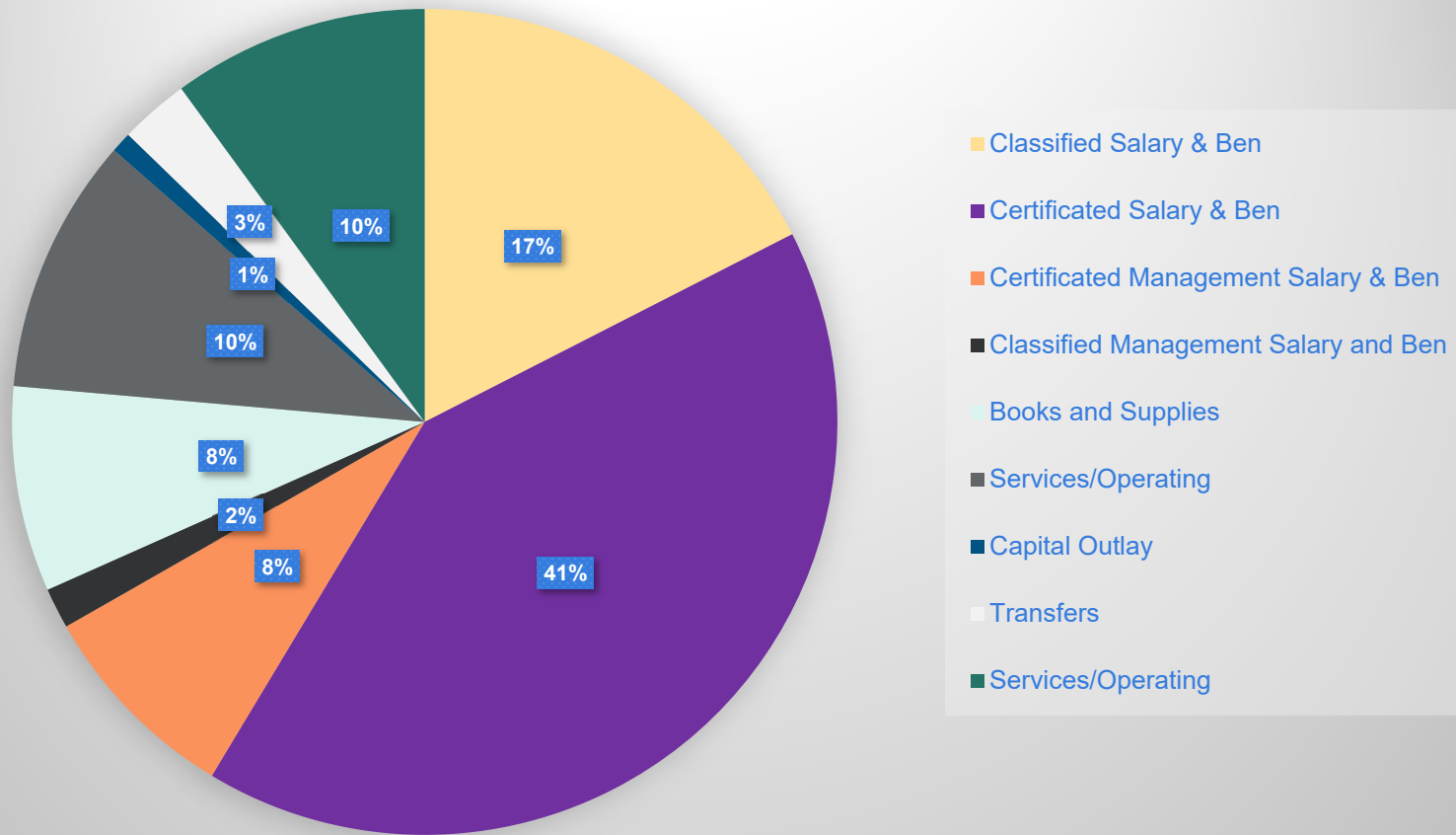
Posted at: <https://www.venturausd.org/Portals/4/Comprehensive%20stability%20rate%20data.pdf>

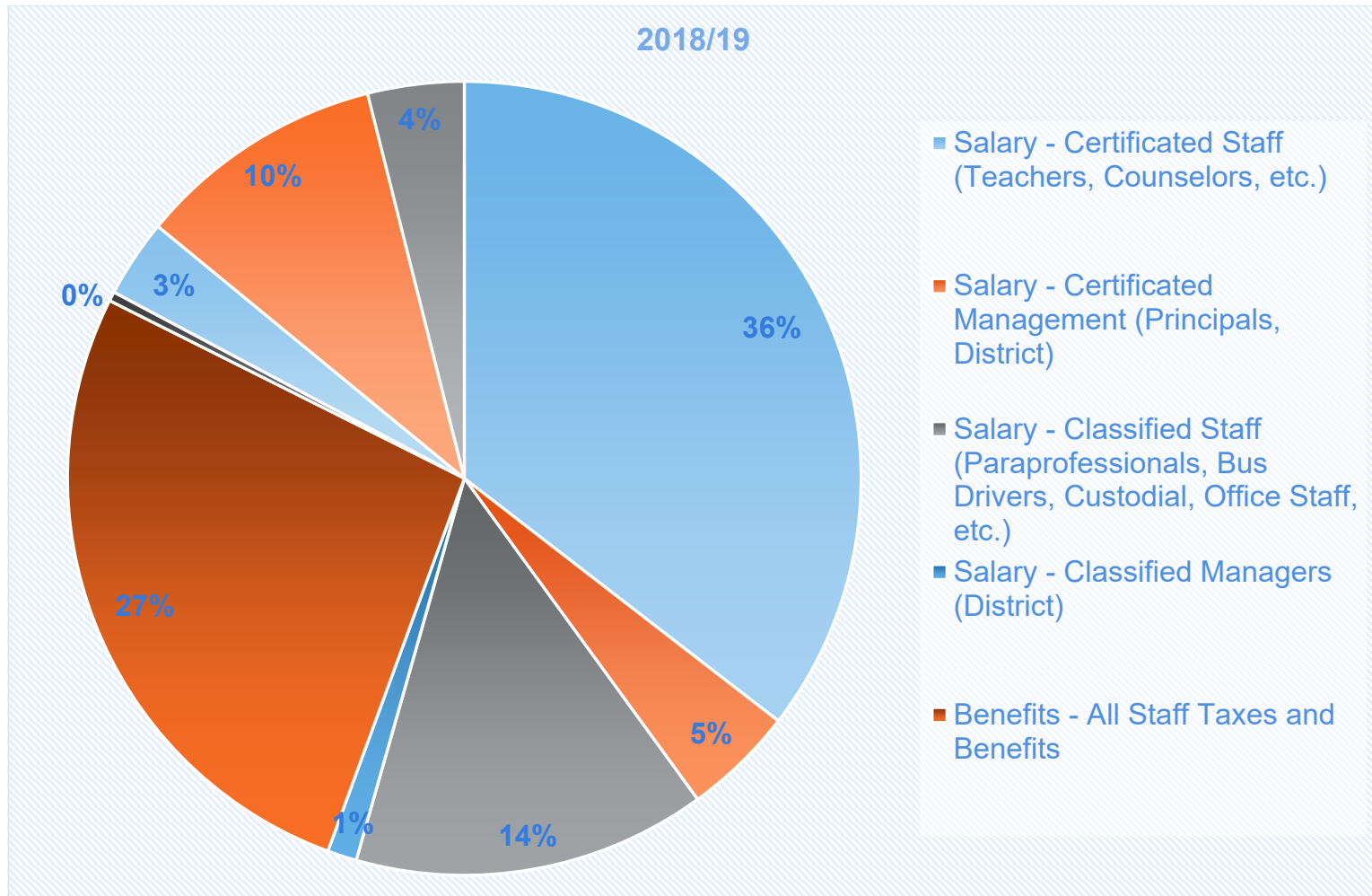
Relative Size of VUSD Elementary Schools



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District Budget 2021-2022





Exit Data Still to Collect

1. Students with IEP's
2. Further Breakdown of schools in CA where VUSD Students went

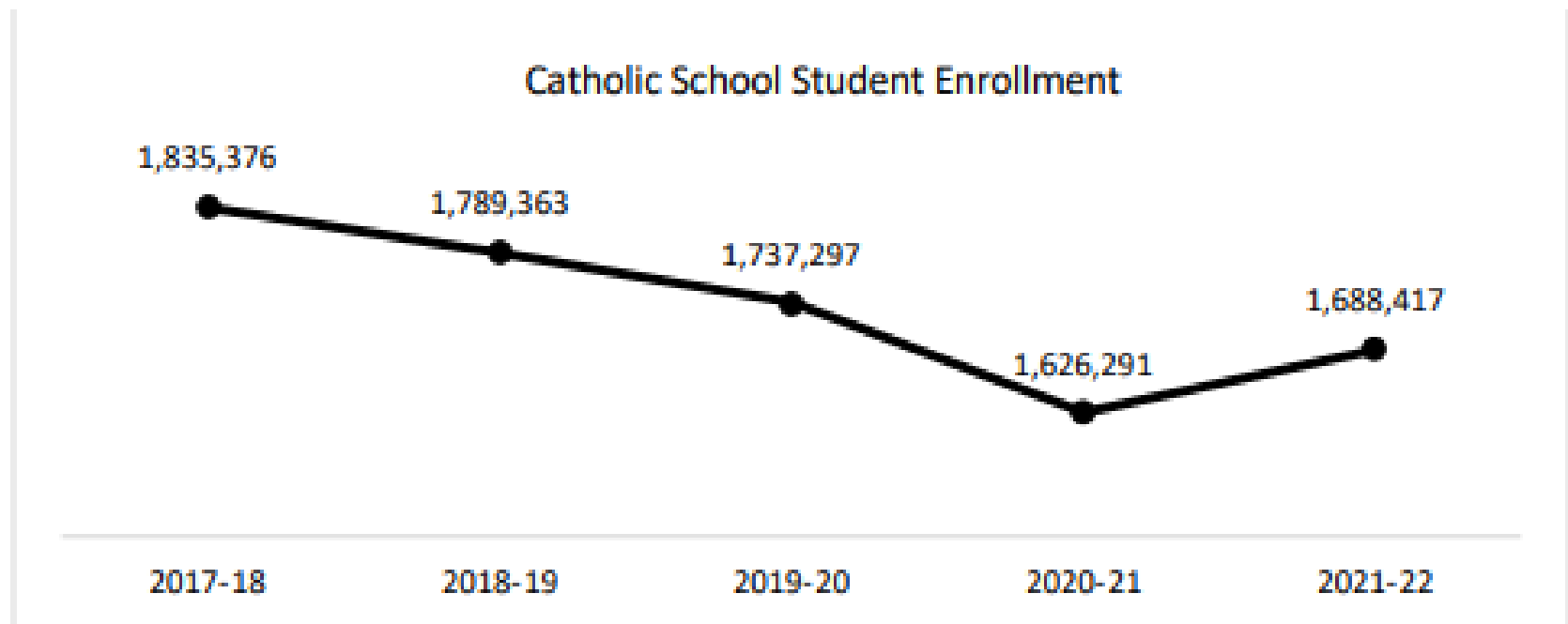


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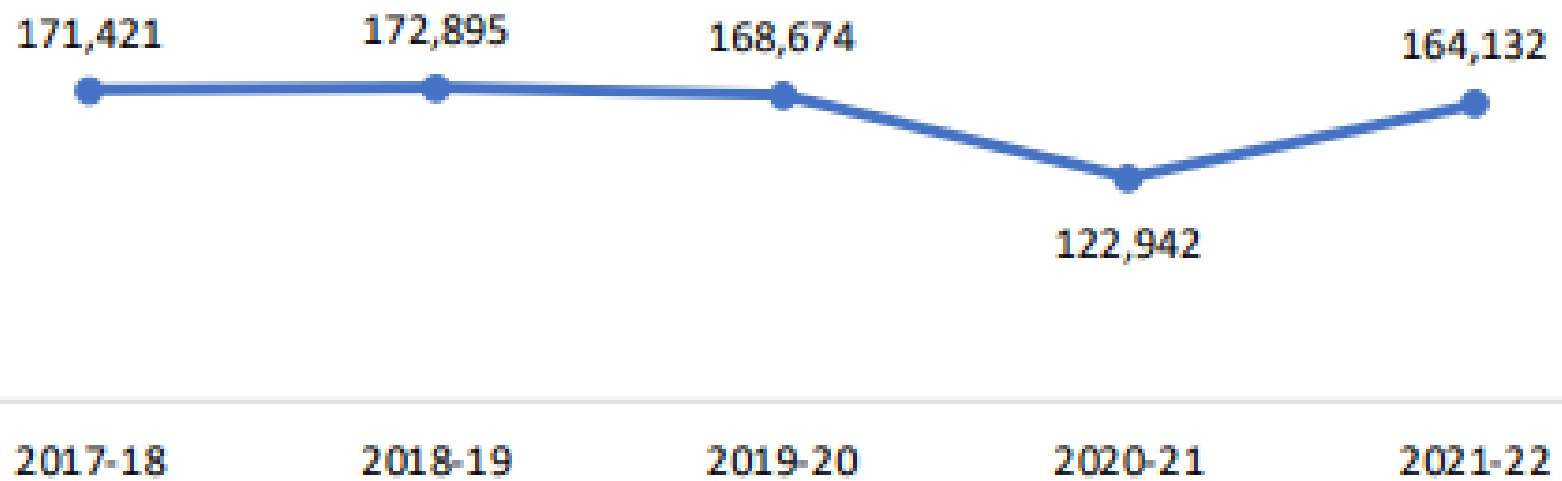
Catholic School Enrollment in California



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Pre-Kindergarten Enrollment



Housing Affordability



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Q42021	C.A.R. Traditional Housing Affordability Index							
STATE/REGION/COUNTY	Q42021	Q32021		Q42020		Median Home Price	Monthly Payment Including Taxes & Insurance	Minimum Qualifying Income
Southern California								
Los Angeles	21	19		23		\$797,890	\$3,700	\$148,000
Orange	17	18		22		\$1,150,000	\$5,340	\$213,600
Riverside	32	33		39		\$585,000	\$2,720	\$108,800
San Bernardino	42	43		48		\$450,000	\$2,090	\$83,600
San Diego	23	23		26		\$845,000	\$3,920	\$156,800
Ventura	24	25		27		\$849,000	\$3,940	\$157,600
Central Coast								
Monterey	19	20		18		\$850,000	\$3,950	\$158,000
San Luis Obispo	22	24		25		\$802,000	\$3,720	\$148,800
Santa Barbara	20	17		16		\$919,000	\$4,270	\$170,800
Santa Cruz	17	17		19		\$1,210,000	\$5,620	\$224,800



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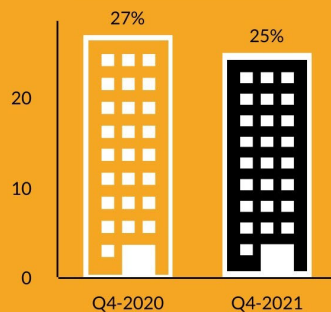
California Housing Affordability Q4 2021

HAI

25%

of California households
could afford to purchase a
median-priced home*

HAI YTY Growth



*existing single-family detached home

Price

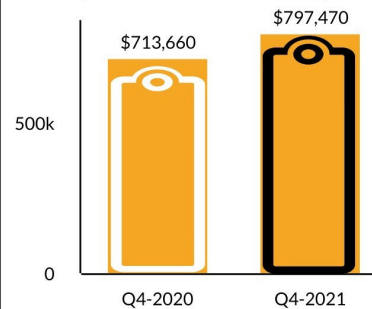
\$797,470

median-priced home*

YTY: +11.7%



Price YTY Growth



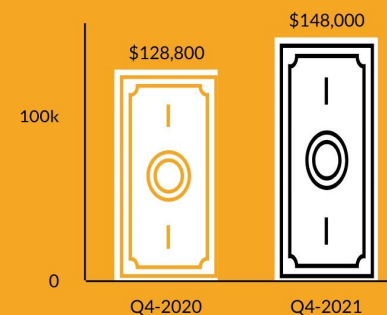
Income



\$148,000

minimum income
required to make
monthly payments
of \$3,700 @ 30-
year fixed-rate
mortgage of 3.28%.

Income YTY Growth



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Past & Current Marketing Vehicles

- Information Nights- district and schools
- Websites
- Social media posts and paid advertising
- ParentSquare
- Press releases/media contacts
- Paid advertising
 - Radio
 - Newspaper
 - Online stations (Pandora, Spotify, etc.)
- Banners at school sites
- District, school, program advertising
- Spanish and English targeted messaging
- Posters, flyers & brochures
- Advertising in City Summer Recreation Guide

Post-COVID Marketing Vehicles

- Movie theater advertising
- Bus advertising
- Van wraps
- Expand real estate advertising
- In-person presentation by staff & Board
 - Neighborhood council
 - Community organizations
 - Local preschools/daycares
- Targeted communications
- Expand YouTube presences
- Chamber grand openings
- Internal staff marketing
- Banners near pier
- Big belly ads
- Etc.



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Exit Interview Draft

1. I exited my student(s) from VUSD, and plan to enroll them in the following program:

- a) Home school
- b) Independent Study
- c) Charter School
- d) Religious/Parochial School
- e) Out state
- f) Another Public School in California

g) Name of school/program and state, county _____

2. The biggest reason I exited my student(s) is:

- a) Current or pending COVID safety mandates
- a) VUSD does not offer the program I need for my student(s)
- b) Philosophical and/or political disagreement with VUSD's instructional program
- c) Cost of living / housing in Ventura County
- d) Job-related transfer
- e) Family reasons
- f) Other



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Potential Survey of Current Parents

Please take a few minutes to respond to the following questions. Your responses will help VUSD's Declining Enrollment Committee craft a set of recommendations for the VUSD Board of Education.

1. I am planning to re-enroll my student(s) for the 2022-23 school year.
_____ Yes _____ No _____ Undecided

For those indicating No or Undecided in #1 above, they would be asked to respond to the following 2 items.

2. If I exited my student(s) from VUSD, I would most likely enroll them in the following program:

- a) Home school
- b) Independent Study
- c) Charter School
- d) Religious/Parochial School
- e) Out state
- f) Another Public School in California

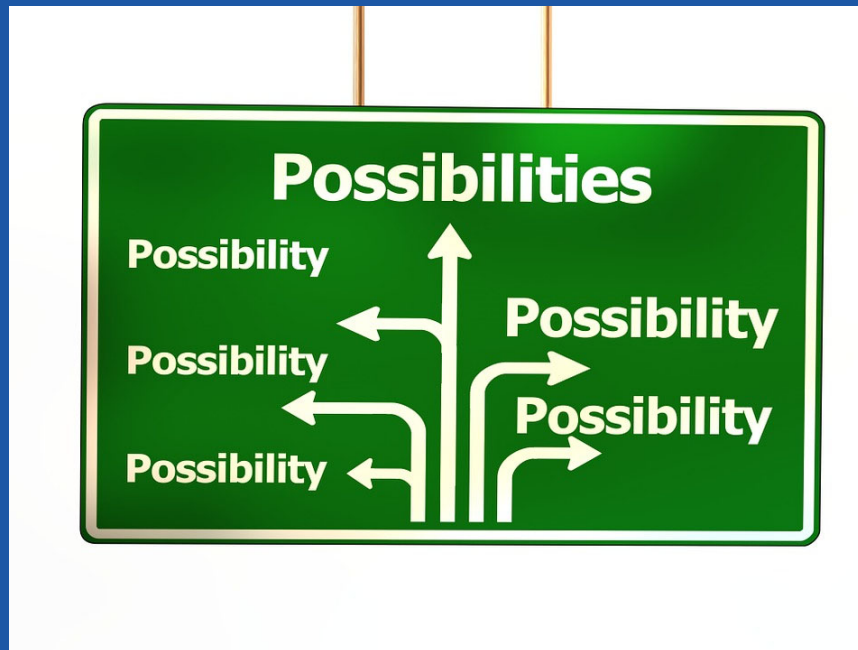
3. The biggest reason I would exit my student(s) is:

- a) Current or pending COVID safety mandates
- a) VUSD does not offer the program I need for my student(s)
- b) Philosophical and/or political disagreement with VUSD's instructional program
- c) Cost of living / housing in Ventura County
- d) Job-related transfer
- e) Family reasons
- f) Other



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POTENTIAL OPTIONS AND STRATEGIES



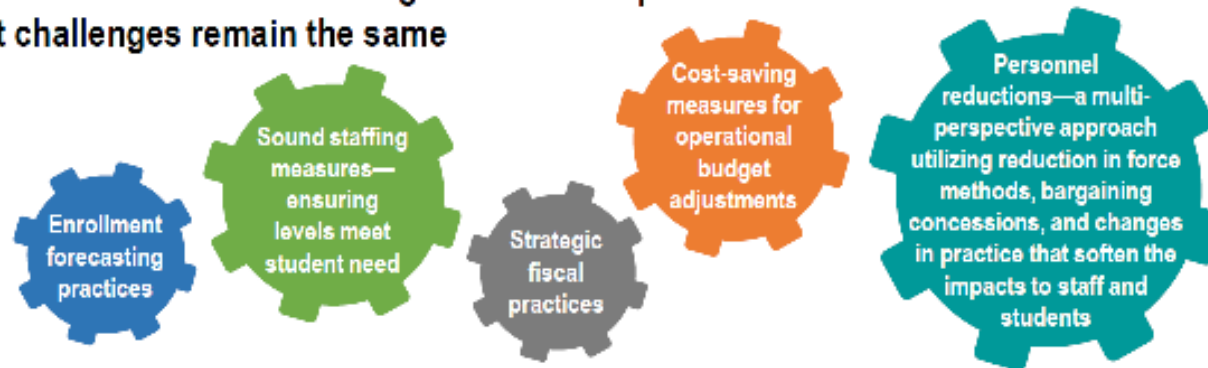


New Challenges—New Approach?

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- ❖ The challenges brought on by the pandemic are unprecedented—the outcomes of long-term school closures are still unfolding, and it is difficult to strategize a response in an environment of unknowns
- ❖ Though the obstacles are nothing LEAs have experienced before—the methods to address budget challenges remain the same



Addressing budget shortfalls through a strategic and collaborative approach creates a wholistic approach. This also minimizes impacts to one particular service area.

Potential Options and Strategies

Increasing Efficiencies:

Minimize Energy Costs

Strategic Use of Categorical Funding

Cutting Costs:

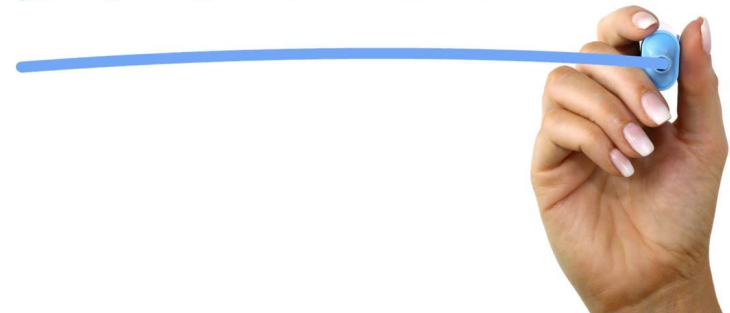
Staff Reductions

Certificated

Classified

Management

EFFICIENCY



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Feedback and Questions

Reduce or Cut Costly Programs

Ex. Transportation, special programs, athletics

Reduce the Number of School Sites VUSD Operates

Adjust Boundaries to Maximize Staffing Efficiency



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Options/Strategies Moving Forward

Reduce or Cut Costly Programs

Ex. Transportation, special programs, athletics

Reduce the Number of School Sites VUSD Operates

Adjust Boundaries to Maximize Staffing Efficiency



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Attracting/Retaining More Students

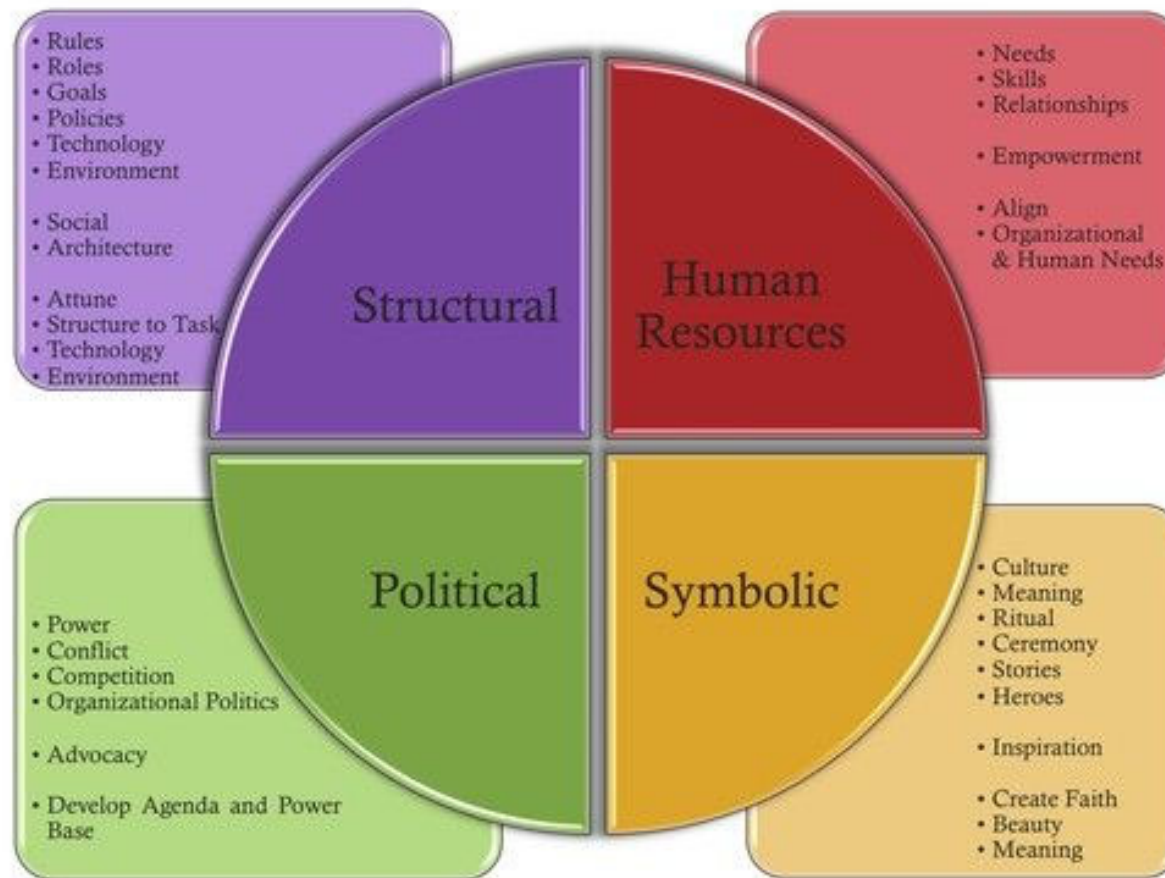
1. Increased School Choice
 - a. School of Choice
 - b. Intra-District Transfers
 - c. Inter-District Transfers
2. Compelling Programs
 - a. K-8 Small Learning Communities (Sunset, Lemon Grove, ATLAS)
 - b. Two-Way Immersion (Montalvo, Will Rogers, Anacapa, Ventura HS)
 - c. AVID
 - d. FLEX Program
 - e. Career Technical Education
 - A-G CTE courses
 - Increased CTE pathways
 - Sa'Aliyas Ranch
 - f. Arts and Music



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Next Steps: Developing Common Understanding

1. The Four Frames – Different lenses through which to see and evaluate our decisions.
2. Begin with the end in mind
3. Respect and value the diversity of perspective and opinions in the room



Questions and Discussion

