



Keys to a Successful Boundary Change

PowerSchool Predictive Enrollment Analytics

Woodland Joint USD
October 2022



Agenda

- Introduction and Background
- Creating a timeline
- Defining the Goals and Criteria
- Developing a Team
- Committee Vs Internal Process
- Data Requirements
- Community Outreach

Introduction and Background



- 12 years, K12 Demographics and Enrollment consulting
- Involved with over 60 District boundary change processes
- Speaker on Enrollment and Boundary process at CASBO, NASBO, PASBO, NSBA, CSAB, NYASBO conferences



#1 leading provider of K-12 education technology solutions;
reaching 75% of students in North America

Over
13,000
school & district
organizations

7
out of
10
Top charter
management
organizations

45
million
students

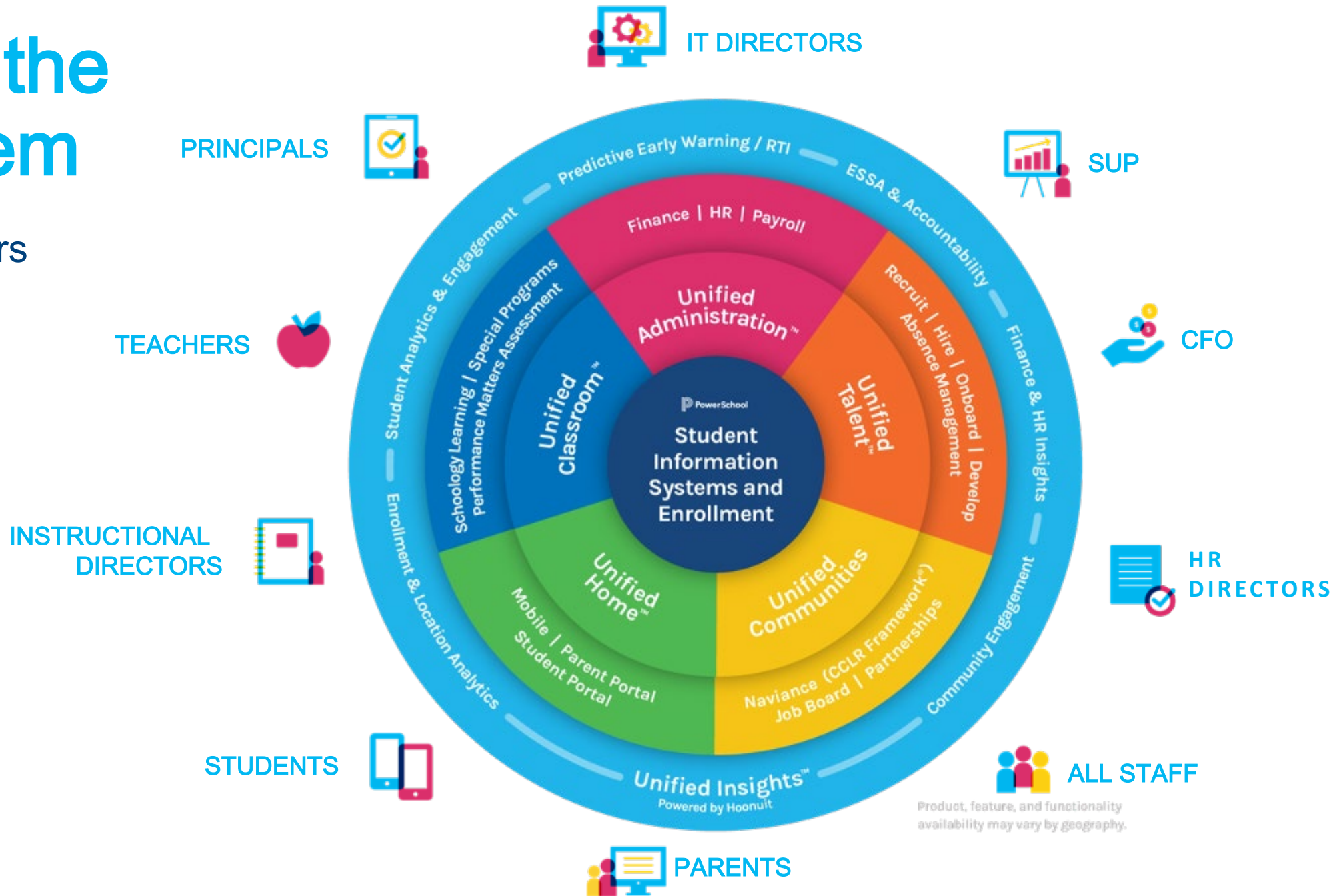
90
out of
100
Top districts

90+
countries &
territories



Unifying the Ecosystem

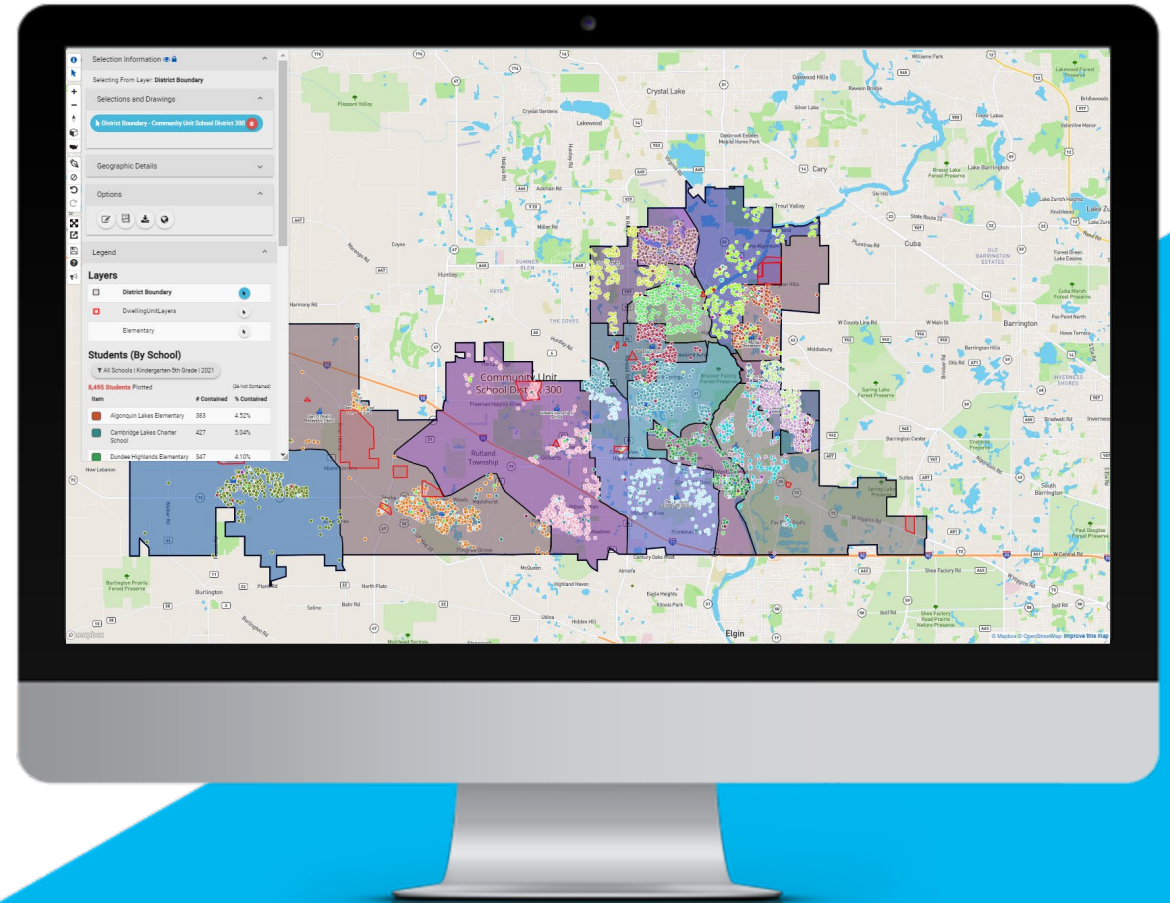
Engaging all users and decision makers in K-12



Introduction and Background

Predictive Enrollment Analytics

- 250 Districts Nationally
- 3.6 M Students
- 23 US States
- Houston ISD – 50 boundaries modified
- Experience
 - Opening / Consolidations
 - School Configuration Changes
 - Feeder pattern changes
 - Much more



Why Change Boundaries – Building a Case

- Boundaries or Attendance Zones are the tool Districts use to govern the size of Schools
- Ideally, there should be consensus between the Board and Staff
- Data needed to build your case
 - New Housing development
 - Current, accurate school capacities
 - Accurate long range projections

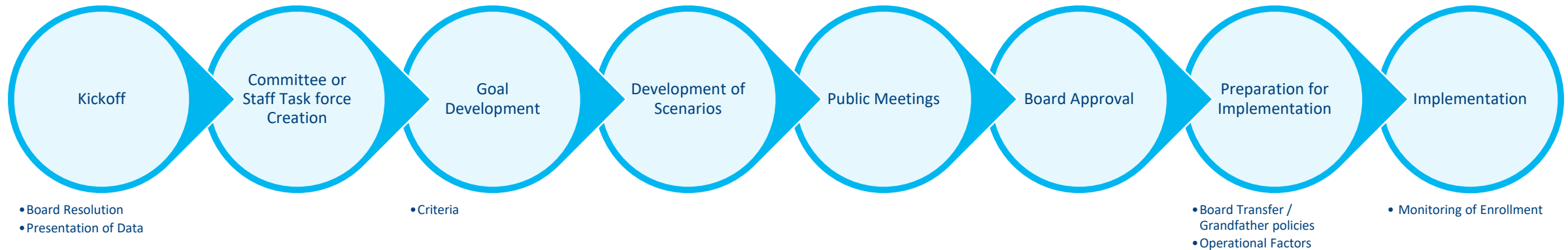
Gary D Wright Elementary School

Grade	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
K	126	129	126	131	135	153	170	184	197	201
1	134	137	141	147	138	156	173	188	201	205
2	133	142	141	152	151	156	173	188	201	207
3	123	139	140	156	156	169	172	187	201	207
4	130	129	142	142	160	173	185	185	199	206
5	136	133	131	159	145	174	186	196	195	203
Totals:	782	809	821	887	885	981	1,059	1,128	1,194	1,229
Pct Chg:	0%	3.5%	1.5%	8%	-0.2%	10.8%	8%	6.5%	5.9%	2.9%
Capacity:	875	875	875	875	875	875	875	875	875	875
Open Seats:	93	66	54	-12	-10	-106	-184	-253	-319	-354

Other Elementary School

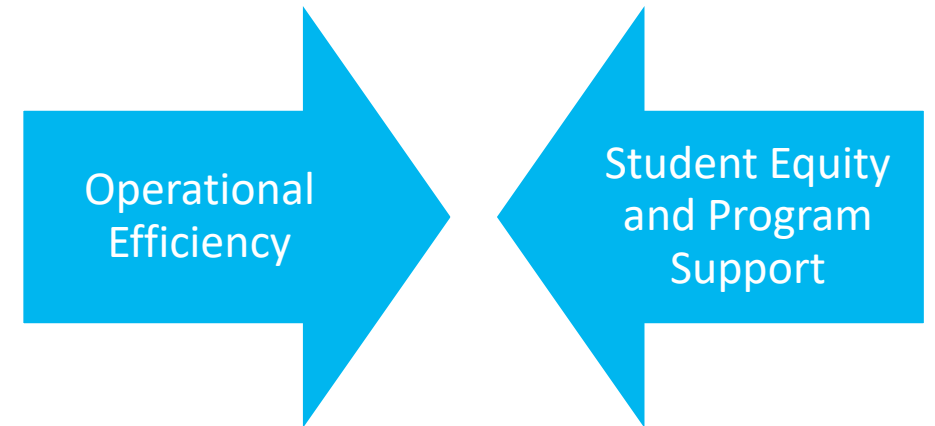
Timeline

- Determine the School year in which the boundary change will go into effect, then develop the calendar from there



Goals and Criteria Development

- Goal - Why are we changing boundaries?
 - Board resolution ?
 - Suggested this is a written goal
- Criteria – What factors are most important?
 - Compact, Contiguous boundaries
 - Balanced school sizes
 - Travel time to campus
 - School Facility condition and deferred maintenance
 - Man-made or natural geographic features
 - Example: Adopted ideal school sizes
 - ES– 500-700
 - MS – 700-1200
 - HS – 1000-2500



Committee VS Staff Approach

Committee	Staff
<ul style="list-style-type: none">• Pros<ul style="list-style-type: none">• Community / Staff Representation• Opportunities for community engagement• Cons<ul style="list-style-type: none">• Typically takes longer• Some members may need to be educated on operational processes• Calendar Constraints• Potentially more expensive	<ul style="list-style-type: none">• Pros<ul style="list-style-type: none">• Typically, can move faster• Staff is aware of operational details• Can be done during the working day• Cons<ul style="list-style-type: none">• Need for public presentations• Potential that community feels not represented / heard

Team Development

- District Staff point person
- Consider an outside leader / facilitator
- Cross Departmental Collaboration is essential
 - Business / Fiscal
 - HR
 - Facilities
 - Student Transportation

Data you will need

- Accurate, real-world school capacity data
- Intra / Inter -District transfer data
- Up-to-date, new housing development data
- Enrollment projections
- Geo-spatial boundary editing tool
- Viable Boundary Scenarios
 - Suggested minimum of 2
 - Suggested maximum of 4

Community Outreach

- Communicate, communicate, communicate !
- Consider a board update during the process
- Surveys?
- Community Forums
- Board Presentations



Predictive Enrollment Analytics

February 2022

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Short Demo of Predictive Enrollment Analytic Capabilities





Questions