



PARAMOUNT UNIFIED SCHOOL DISTRICT

GREAT THINGS ARE HAPPENING IN PARAMOUNT SCHOOLS



Plans and Strategies to Increase Enrollment

Board of Education Meeting

December 9, 2019

Dr. Ruth Perez, Superintendent

Dr. Deborah Stark, Assistant Superintendent

Dr. Myrna Morales, Assistant Superintendent



Presentation Purpose

- Review district enrollment trends.

Describe plans for approaches that will:

- Communicate and market district programs.
- Develop new, high interest educational offerings.



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PREPARING STUDENTS FOR COLLEGE AND CAREERS

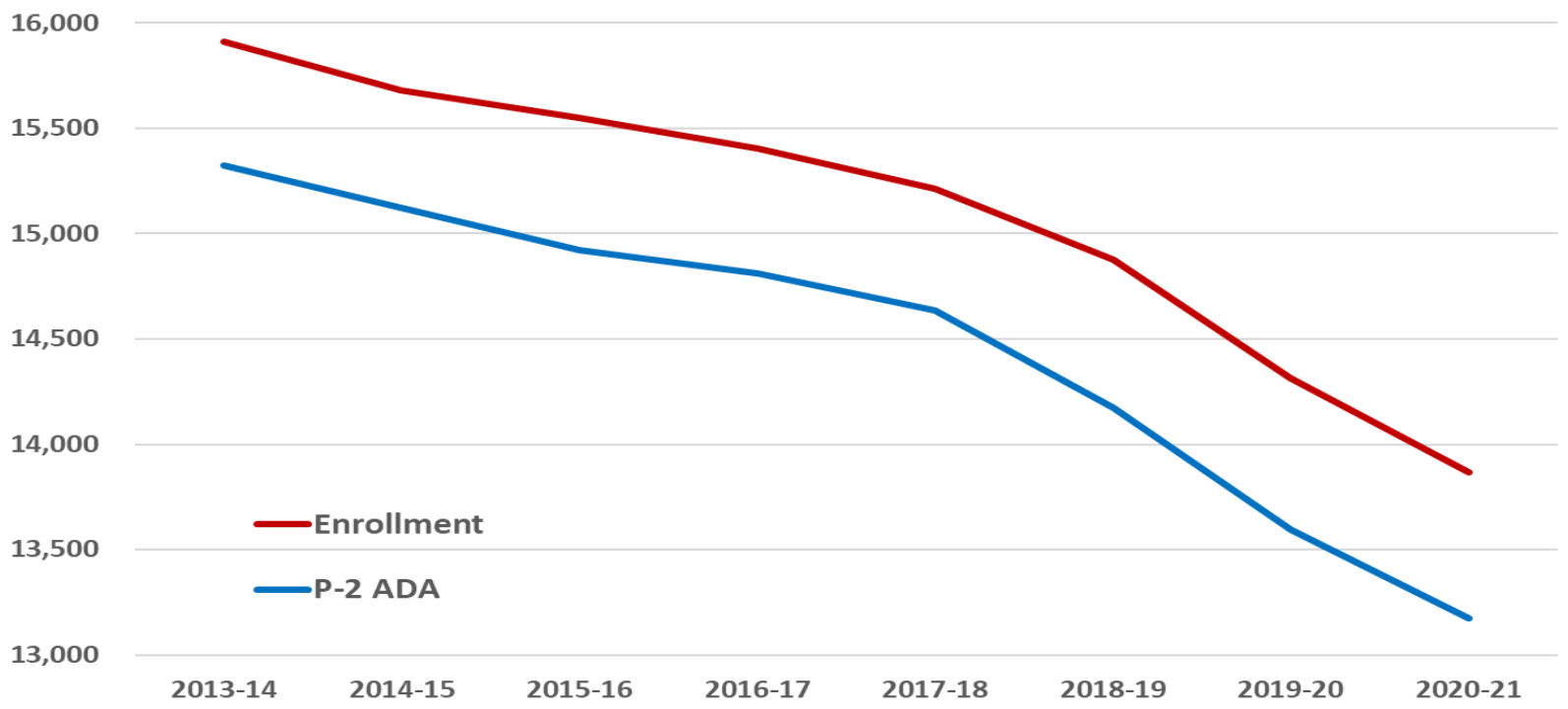
Enrollment Trends



The Need

Information on the district's declining enrollment was presented at the November 18th Study Session.

Enrollment vs Attendance



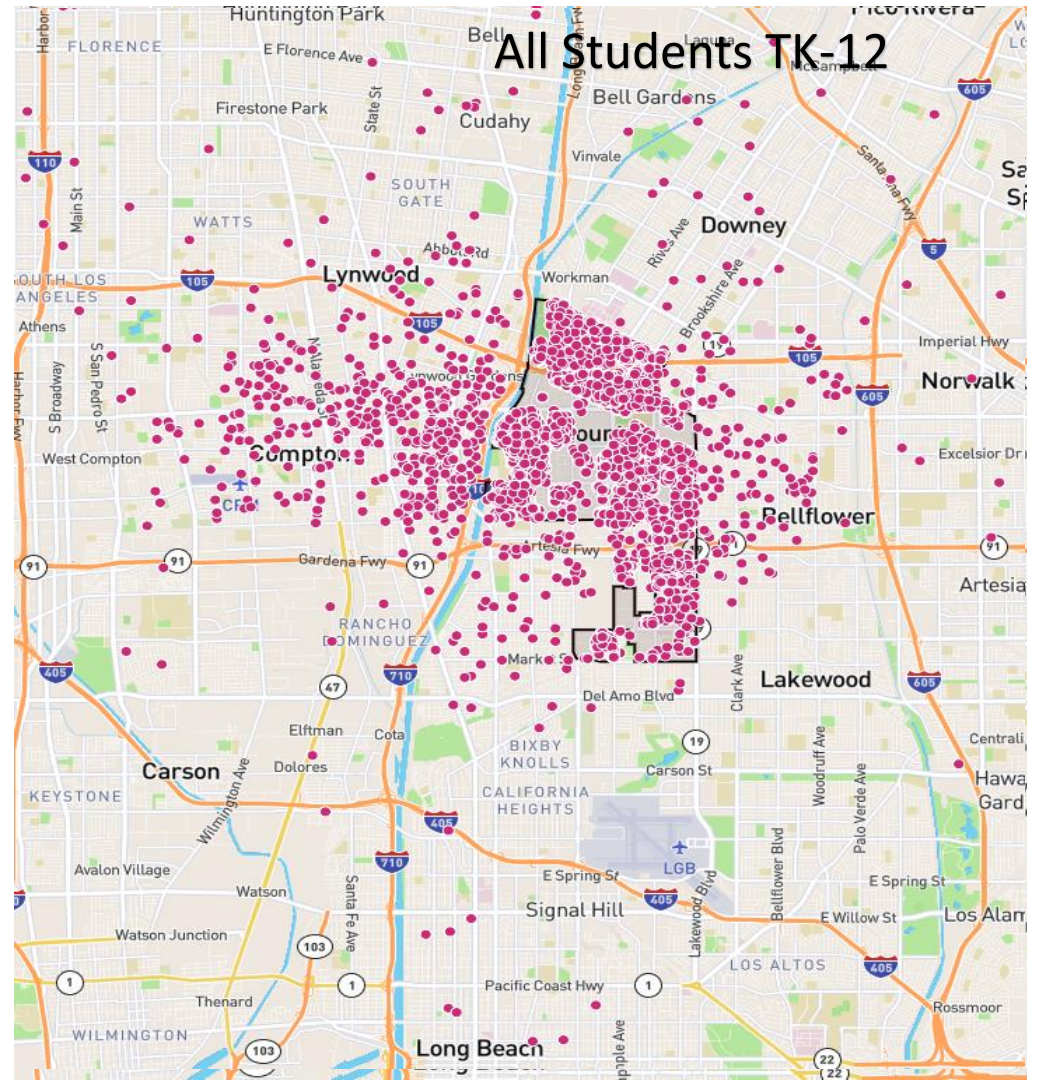
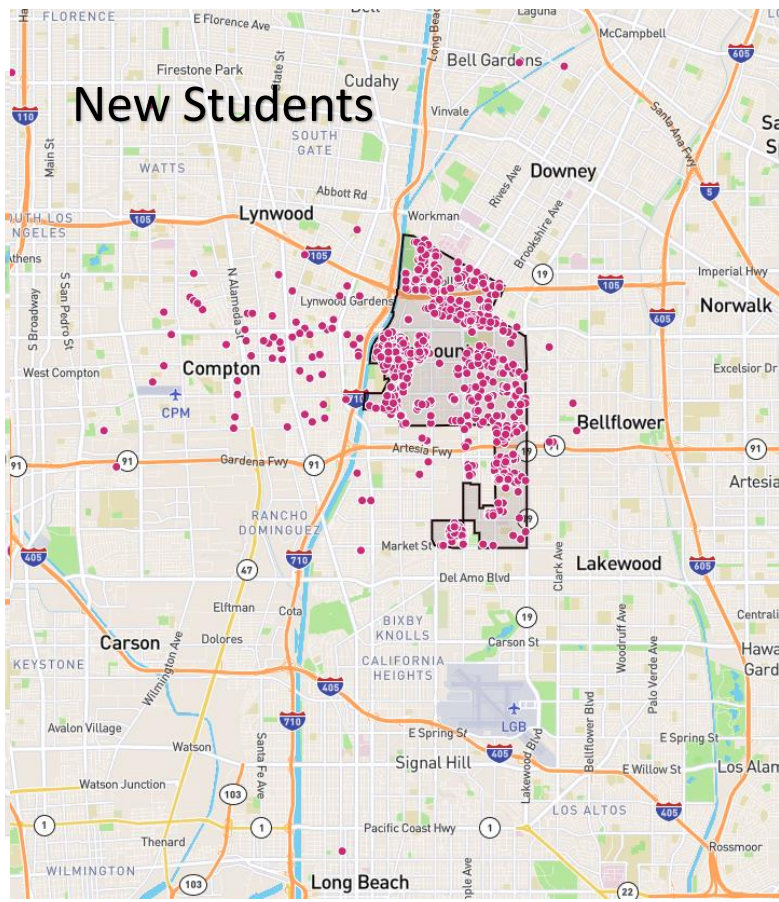


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Student Locator

Where are our students coming from?



Pre K – 12th Grade (2019)

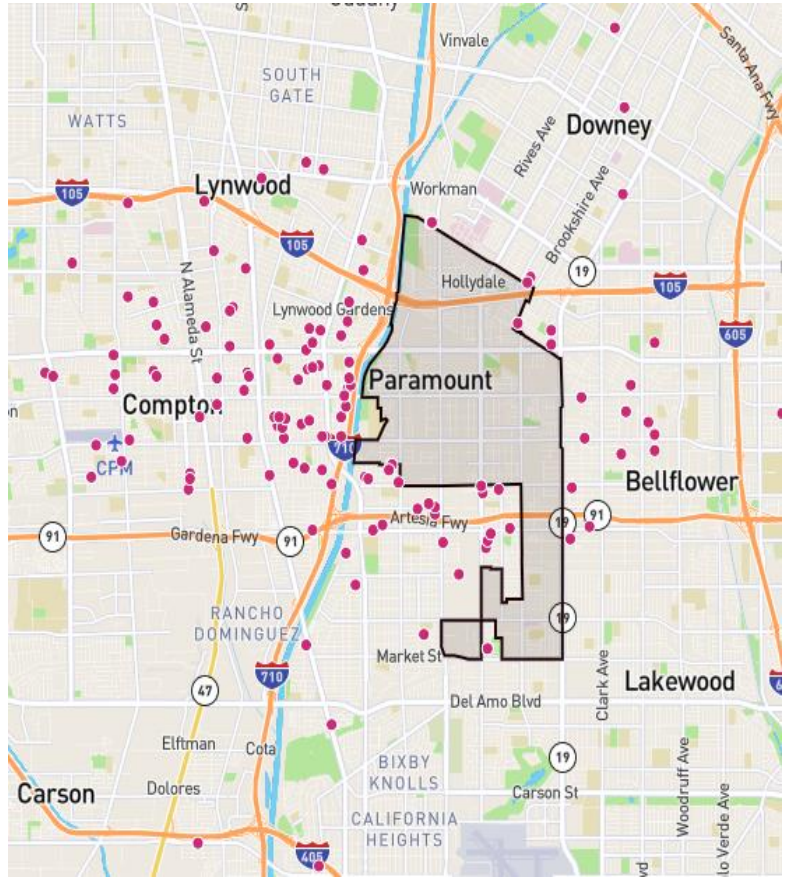


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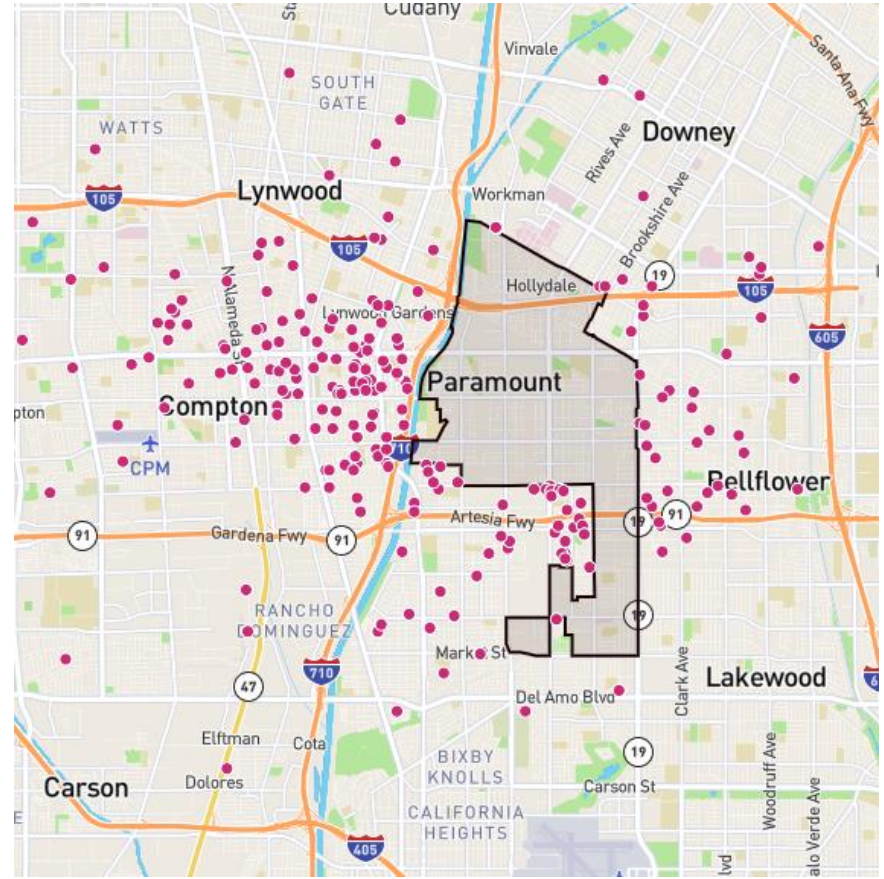
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Student Locator

Where are our students coming from?



Pre K – 1st Grade (2019)



8th and 9th Grade (2019)



The Need – Absenteeism Reduction

Enrollment	Percent	P2 Attendance	Difference from Average	Funding Change
14,300.00	95.0%	13,585.00		
	95.5%	13,656.50	Annual average attendance 95.5%	
	96.0%	13,728.00	71.50	\$ 865,295.86
Percentage Goal	97.0%	13,871.00	214.50	\$ 2,595,887.58
	98.0%	14,014.00	357.50	\$ 4,326,479.30
	99.0%	14,157.00	500.50	\$ 6,057,071.02



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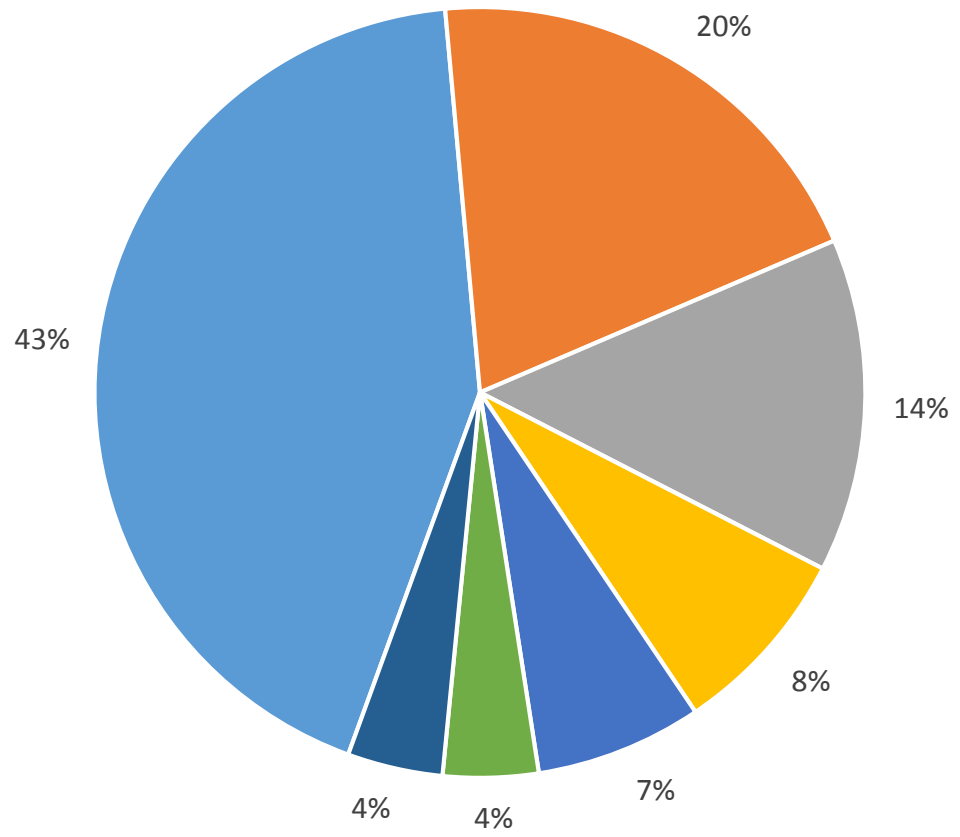
2019-2020 Permit Applications

Grade	Incoming	Outgoing	Difference
K	75	113	-38
1	20	28	-8
2	11	15	-4
3	6	17	-11
4	26	29	-3
5	8	15	-7
6	64	40	24
7	13	31	-18
8	18	19	-1
9	129	72	57
10	18	27	-9
11	22	24	-2
12	14	14	0
<i>K-5 Total</i>	<i>146</i>	<i>217</i>	<i>-71</i>
<i>6-8 Total</i>	<i>95</i>	<i>90</i>	<i>5</i>
<i>9-12 Total</i>	<i>183</i>	<i>137</i>	<i>46</i>
<i>All Grades Total</i>	<i>424</i>	<i>444</i>	<i>-20</i>



Where are students on permit coming from?

2019-2020

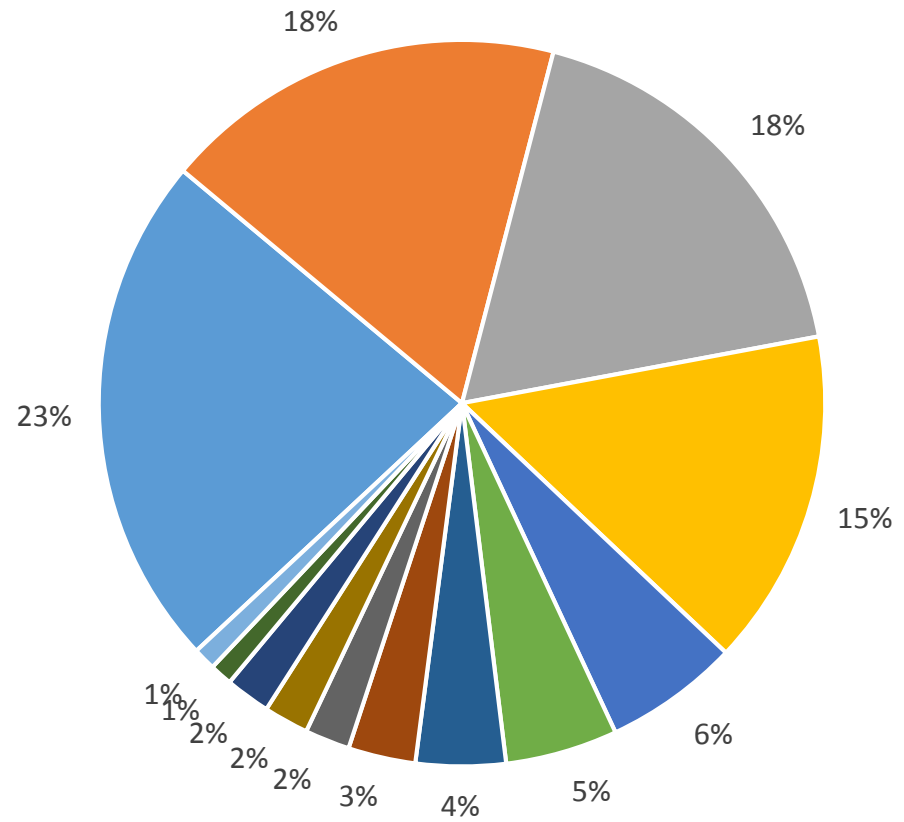


- Compton
- Long Beach
- Bellflower
- Lynwood
- Downey
- Los Angeles
- Other



Where are students who leave the district going?

2019-2020

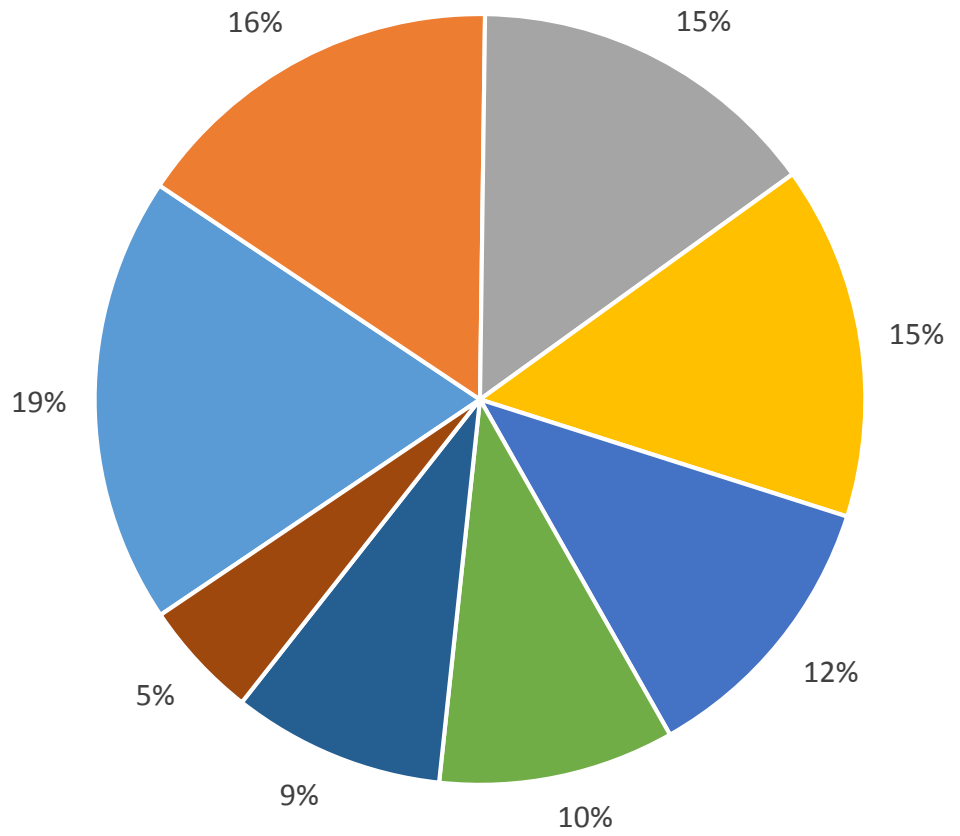


- Long Beach
- ABC
- Downey
- Bellflower
- Other
- Los Angeles
- Los Alamitos
- NLMUSD
- Anaheim
- Lynwood
- Torrance
- Compton
- Little Lake



What are the reasons given for outgoing permits?

2019-2020



- Moved
- Academic
- Employment
- Sibling
- Continuing
- Other
- Childcare
- Dual Immersion



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Communicating and Marketing District Programs



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Paramount's Social Media Presence

- Facebook

- www.facebook.com/ParamountUnified

- ≈ 14,000 followers

- ≈ 14,000 likes



- Twitter

- www.twitter.com/ParamountUSD

- Over 400 followers

- About 170 school and staff accounts



- Instagram – *NEW*

- www.instagram.com/ParamountUSD

- Over 100 followers (so far)



Instagram



Work with VMA

- Quarterly newsletters
 - English and Spanish
- Superintendent's updates
- Press releases
- Podcast features
- Support for district marketing



High School Efforts

- Paramount High School-West Campus has a unique structure and high interest programs.
- PHS-West staff developed a high interest postcard to be mailed to surrounding areas to garner interest in the 9th grade program and our comprehensive high school.
- Staff worked with VMA Communications and Community Outreach experts to plan for mailings
- VMA also developed interest material for Odyssey STEM Academy to be used with local areas.



Sample Postcard

Paramount High School West Campus
14708 Paramount Blvd.
Paramount, CA 92648

WHAT WE OFFER

- ✓ AVID
- ✓ AP Human Geography
- ✓ 1 to 1 Digital Technology
- ✓ Career Technical Education
 - Project Lead The Way (PLTW) Engineering
 - Principles of Nutrition
 - Introduction to Media Design
 - Introduction to Medical Technology
- ✓ Administration of Justice
- ✓ Band
- ✓ Pageantry
- ✓ CIF Sports
- ✓ JROTC
- ✓ Project Based Learning
- ✓ Free PSAT

POSTCARD LABEL




Informational Side of Postcard

CIF Southern Section Ranked Athletic Program




PHS West Campus is a unique 9th Grade only campus that allows a smooth transition into High School.




100%
One-to-One
Technology

Prepare for your future & come to Paramount High School West Campus








- ◆ Athletics
- ◆ JROTC
- ◆ Band
- ◆ Pageantry
- ◆ Cheer





- ◆ Media Design
- ◆ Culinary Arts
- ◆ Engineering
- ◆ Project Based Learning
- ◆ Medical Technology
- ◆ Computer Science





- ◆ Administration of Justice
- ◆ AVID
- ◆ AP Human Geography



Paramount High School West Campus
<http://phswest.pusdschools.net>

 @OnceAPirate
  @PHS_West_Pirates



Additional High School Efforts

- On-site eighth grade orientation for District students took place in fall, 2019.
- February Open House Scheduled to welcome upcoming 9th graders from within the District as well as interested families from surrounding communities.



New Multi-Media Technician Position

- Will review school websites to highlight on-going programs that are available at individual schools.
- Unique offerings will be showcased and added to site and District websites.



Developing New, High Interest Educational Programs





What is the need?

Currently...

- Students can take an engineering elective in middle and high school, including a CTE Pathway in high school with *Project Lead the Way*. Adding a STEM/Engineering themed elementary school would complete the K-12 pathway.
- Zamboni Middle School has a Turnaround Arts Grant for the performing arts and strong music and art programs. Both PHS and PHS West have music and performing arts; an arts themed elementary school would create a K-12 pathway.



What are the benefits of Themed K-5 Schools?

- Surrounding districts do not offer engineering or the arts at the elementary level, providing the potential to attract students from Compton, Bellflower, Lynwood, Downey.
- A STEM focus supports the Next Generation Science Standards, which will be fully implemented in grades K-5 in 2020-21.
- A focus on the arts enhances academics and is of high interest for students.



What happens next?

- ✓ Share information/get input from staff at two proposed K-5 sites.
- ✓ Create an informational brochure to promote the new programs.
- ✓ Share information with site and district parent groups.
- ✓ Distribute information and brochure to surrounding communities to solicit interest for 2020-21 school-year.



Expanding Transitional Kindergarten

- Transitional Kindergarten (TK) began in 2012 when California changed the start date for kindergarten from December to August/September. TK was designed to be a bridge program for students who were no longer eligible to enroll in kindergarten as the result of this change.
- Currently, PUSD enrolls students in TK who turn five years old within this window (September 2nd – December 2nd).
- Districts have the option to enroll students in TK who turn five at any point during the school year; however, funding is received only upon the date the child turns five.



Survey of Surrounding Districts

District	Age for TK Program Window	Additional TK Programs
Bellflower USD	September 2 – December 2	<ul style="list-style-type: none">Offers Jump Start K for students who turn 5 between Dec. 3-Feb.3
Compton USD	September 2 – December 2	
Downey USD	September 2 – December 2	
Long Beach USD	September 2 – December 2	<ul style="list-style-type: none">Offers Extended TK at selected sites for students who turn 5 anytime during school year.
Paramount USD	September 2 – December 2	



Strategy and Benefits of Expanded TK

Beginning fall, 2020, expand TK to include students who turn five between **September 2 and March 2** (increase of three months).

Benefits

- More students will be enrolled in TK which will increase enrollment at a grade level that has been declining.
- Research shows that enrolling more students in early learning programs, including TK, reduces the achievement gap and prevents the need for interventions, including Special Education services, in later years.



Next Steps

- Communicate need, benefits and plan for Expanded TK with schools.
- Promote Expanded TK with parents as part of registration for 2020-21 school year.
- Survey parents of current kindergarten students to determine their plans and interests in having their children remain in PUSD; based on results, address needs as appropriate.



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Questions and Discussion