

Demographic Study
February 2017

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McKibben Demographics

Executive Summary

1. The resident total fertility rate for the Colchester School District over the life of the forecasts is below replacement level. (1.71 vs. the replacement level of 2.1)
2. Most **in-migration** to the district continues to occur in the 0-to-9 and 30-to-44 year old age groups.
3. The local 18-to-24 year old population continues to leave the district, going to college or moving to other urbanized areas. This population group accounts for the largest segment of the district's **out migration** flow.

4. The primary factors causing the **district's enrollment to stabilize** over the next 10 years are an increase in the number of “empty nest” households turning over, a relatively high number of existing housing units being put on the market and the smaller size of the graduating 12th grade classes.

5. Changes in year-to-year enrollment over the next eight years will primarily be due to **constantly sized cohorts** entering and moving through the school system in conjunction with smaller cohorts leaving the system.

6. The elementary enrollment will begin to stabilize after the 2020-21 school year. This will be due primarily to the fact that the cohort size entering and leaving will be roughly the same size.

7. The median age of the population will increase from 35.4 in 2010 to 40.4 in 2025.

8. Even if the district continues to have some of annual new home construction (even if that construction is rental units), the rate, magnitude and price of existing home sales will become the increasingly dominant factor affecting the amount of population and enrollment change.

9. Total district enrollment is forecasted to decrease by 14 students, or **-0.7%**, between 2016-17 and 2021-22. Total enrollment is forecasted to decline by 19 students, or **-0.9%**, from 2021-22 to 2026-27.

****Note:** Tuition student enrollment is NOT represented in these estimates.

FY' 18 Budget

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Communication Plan Update

In Person Communication

Community Meetings

- PTOs (PPS, UMS, MBS)
- Toni Josey - Clay Point Area

Upcoming:

- Mazza's on March 1st @ 6:00
- Community Dinner & Town Meeting on March 6th @ 5:30

Media Outlets

- WVMT NewsTalk AM 620: Charlie, Ernie, & Lisa Show
- Colchester Sun Articles



join us...
for a discussion with Superintendent
Amy Minor
Ask questions about the **FY'18** budget,
the **reasoning** behind it,
and how it'll **affect** Colchester residents.

Hosted by Dick Mazza

Wednesday, March 1st
6:00 PM
Garage next to Mazza's General Store
777 West Lakeshore Dr, Colchester

Every Door Direct Mailing



Feedback:

- Extremely positive
- Proactive Communication
- Just under 7,500 households

Reflection:

- March School Board Meeting
- DLT Meeting

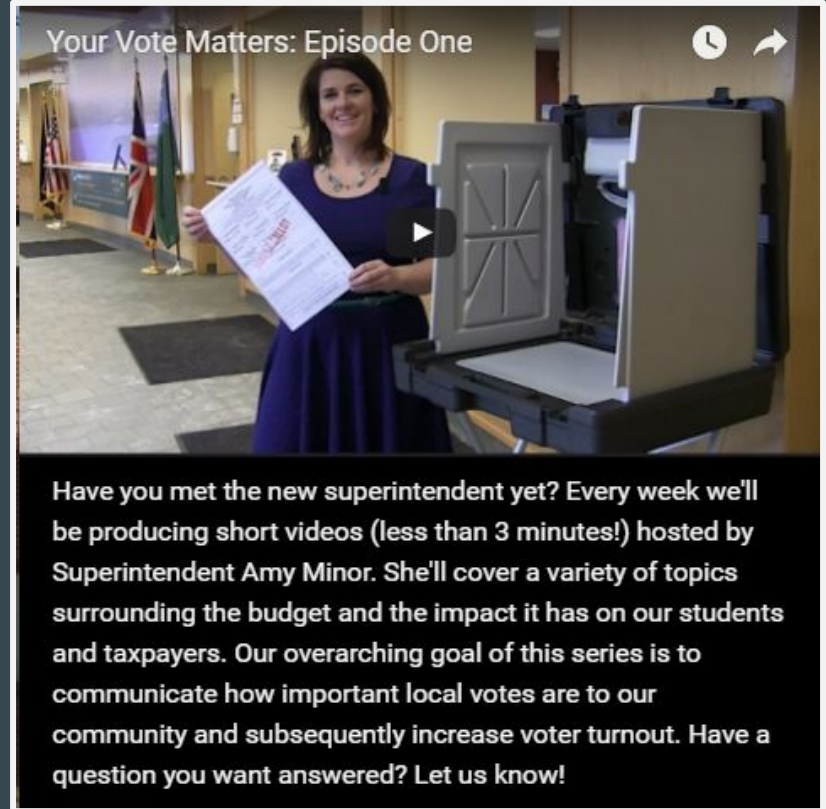
Planning:

- Building 2018 in July

Social Media Campaign

“Your Vote Matters”

- Quick 3-minute video episodes
- Posted every week until the March 7th vote
- Covering a variety of topics: ballot language, enrollment, investments, etc
- Posted on Facebook, Twitter, and www.csdvt.org



Analyzing the Statistics of “Your Vote Matters”

“Keep these videos coming and we’ll all keep watching and sharing”

“GREAT IDEA!!”

“This is a wonderful & friendly way to get information out to voters”

“Great idea to spread information!”

“What a great idea. I wish the Burlington School District would do something like this!”

Episode 1: Ballot Language

Facebook Stats:

- Reached: **18,548** people
- Viewed: **10,000+** times
- Shared: **118** times
- Likes: **177**
- Comments: **20**

Analyzing the Statistics of “Your Vote Matters”

Colchester School District ✓
Published by Meghan Baule (?) · Yesterday at 11:44am · 🌐

Here's the next brand new episode of our "Your Vote Matters" series! This week's topic is enrollment. Is it really declining? What would that mean for class sizes and teachers? Find that out and more by watching this 3-minute video hosted by Superintendent Amy Minor. Plus, there's a special treat at the end for music lovers! #everyvotecounts #csdenrollment #demographicstudy #csdvt

Superintendent Amy Minor

11,142 people reached [Boost Post](#)

5K Views

Like Comment Share

Corinna Pilcher, Hina Rizvi and 78 others

74 shares 4 Comments

Episode 2: Enrollment Facebook Stats:

- Reached: **11,142** people
- Viewed: **5,000+** times
- Shared: **74** times
- Likes: **80**
- Comments: **4**

Posted Yesterday At Noon

Questions, Comments or
Feedback?

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Communication Plan Update