

Welcome to the second issue of our quarterly newsletter, which aims to inform and educate school administrators on the process of performing enrollment projections and other topics related to school demography.

Mapping

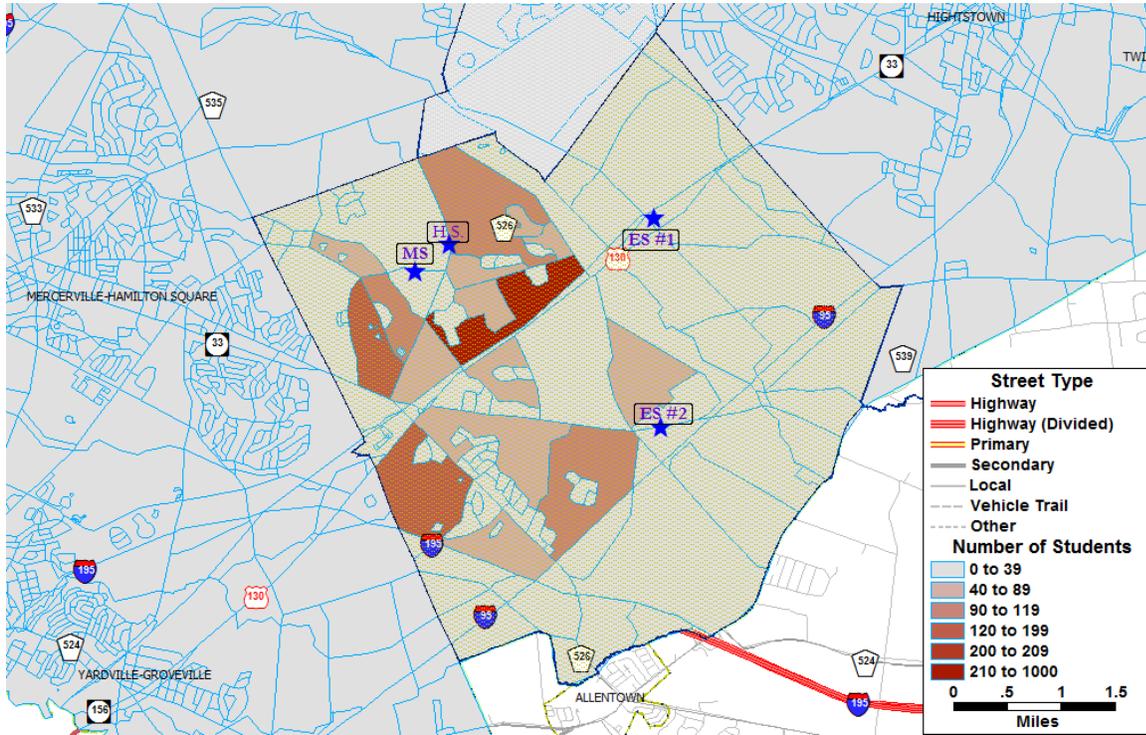
It used to be that when school districts performed a demographic study, the options of what could be provided to the client were limited. Typically, a school demographer would perform enrollment projections using cohort-survival ratios, which was the main feature of the report. Boy, has that changed!!

Sometimes community members, board members, and administrators believe demographic studies are complex and esoteric. To quote the adage, “a picture is worth a thousand words”, maps make demographic studies much easier to understand. With the creation of mapping software, we can now “pin-map” all of the students in a district’s database to show where students live by school attendance area, race, poverty status or whatever other demographic characteristic is provided in the student address database.

The number of interesting things that can be shown by mapping student addresses are countless but here are some options:

1. Neighborhoods that have the greatest student yield concentrations (number of students per house)
2. Number of children by attendance areas for elementary, middle, and high schools
3. Household incomes by neighborhood (using census data)
4. Number of students lost or gained by neighborhood over a defined time period (1 year, 3 years, 5 years, etc.)

The example map uses “census blocks” as our defined neighborhood where each student’s address was pin-mapped to see where the greatest concentration of students lived. School locations are shown as well for this K-12 district, which has more than 2,500 students.



It would be nice to show more maps but the file size would be too big for you to easily download. However, this map demonstrates how the demographic study is quickly evolving into a much more informative and illustrative report for all readers.

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