

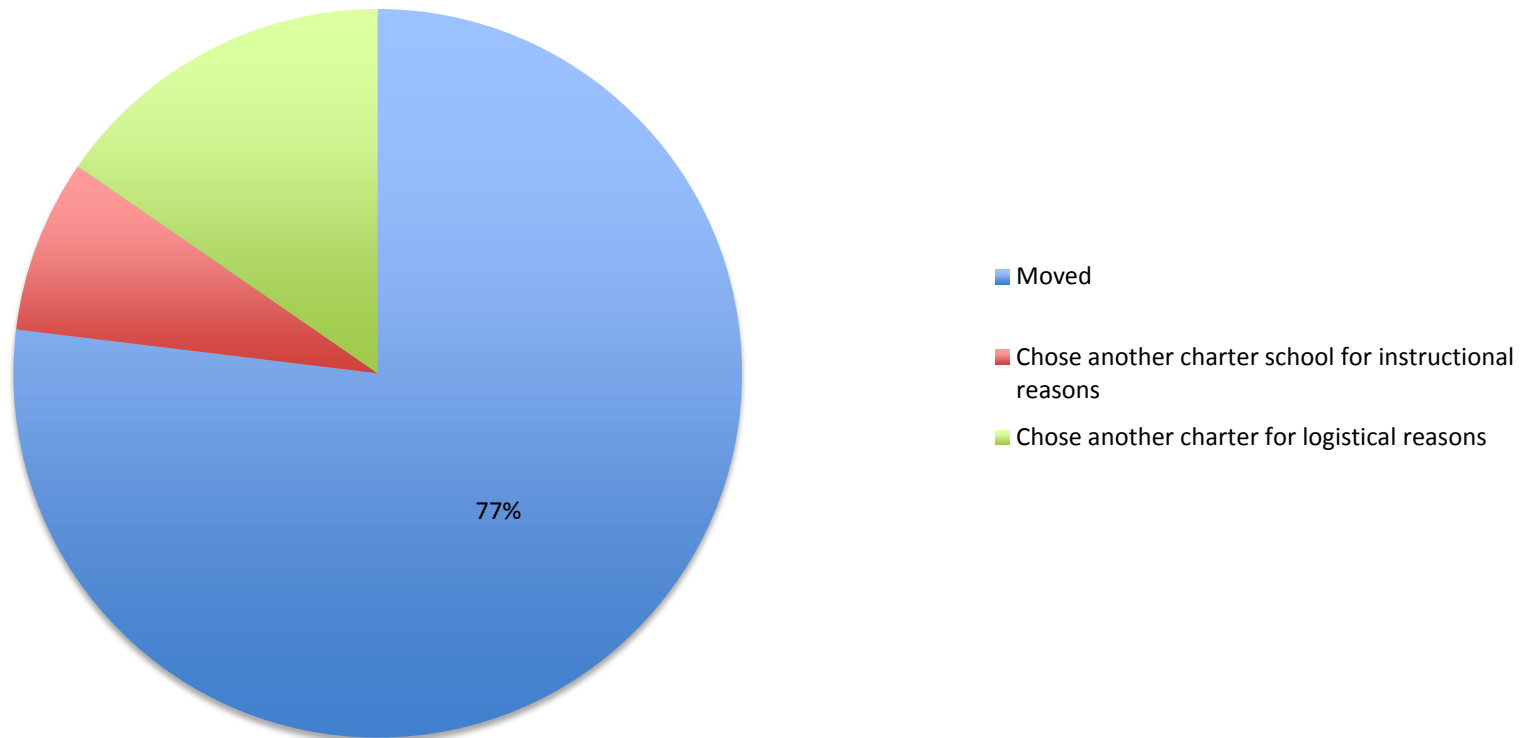
# Retention from 2009-2010 to 2010-2011 October 5, 2010



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- LCW
  - LCS K-4
  - LCS 5<sup>th</sup> Grade
  - LCS 6<sup>th</sup> Grade

## LCW RETAINED 89% OF ITS STUDENTS

Between 9/8/2009 and 9/30/2010, only 1 student left LCW because they preferred the education experience at another school



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- LCW
  - LCS K-4
  - LCS 5<sup>th</sup> Grade
  - LCS 6<sup>th</sup> Grade

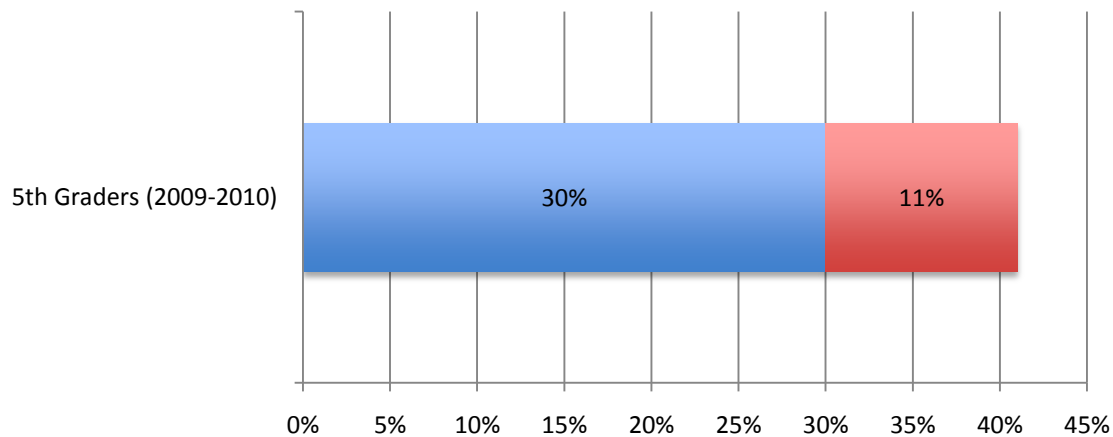
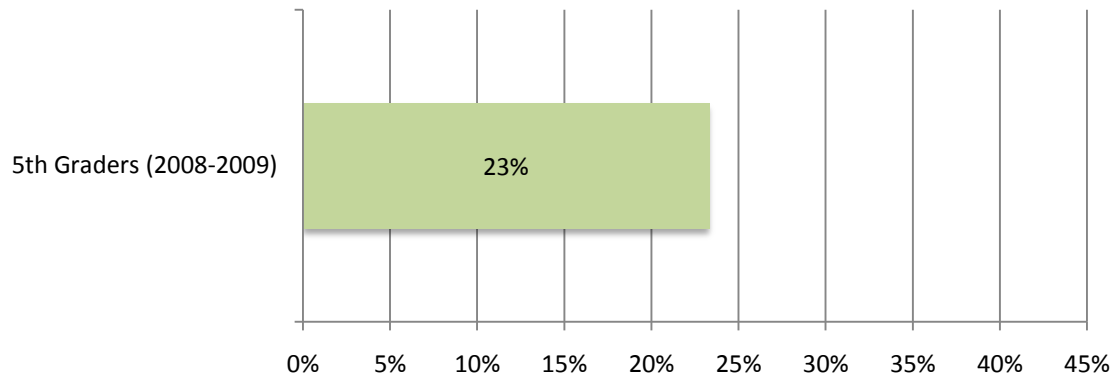
## LCS RETAINED 92% OF ITS STUDENTS IN K-4

	LCS K-4 Demographics (10/5/2009)	LCS K-4 Attrition Demographics
FRL	28%	32%
Caucasian	60%	57%
Latino/Hispanic	6%	25%
African-American	14%	11%
Asian American	19%	0%

By and large, our attrition pool mirrored our overall pool in K-4. However, we did see a disproportionately high percentage of our Latino students dropping out. This was largely due to 4 Latino Kindergarteners leaving in the first month of school last year. This trend did not continue to play out the rest of the year and it is something we are very mindful of preventing again this year.

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- LCW
  - LCS K-4
  - LCS 5<sup>th</sup> Grade
  - LCS 6<sup>th</sup> Grade

# LCS RETAINED ONLY 59% OF ITS 5<sup>TH</sup> GRADERS



We were tracking close to our 2009 retention numbers in 5<sup>th</sup> grade until the last week of summer when we saw a bump in the number of rising 6<sup>th</sup> graders leaving LCS

**Due to the fact that our 6<sup>th</sup> grade class is smaller than our 5<sup>th</sup> grade class, 73% of 6<sup>th</sup> graders are returning LCS students.**

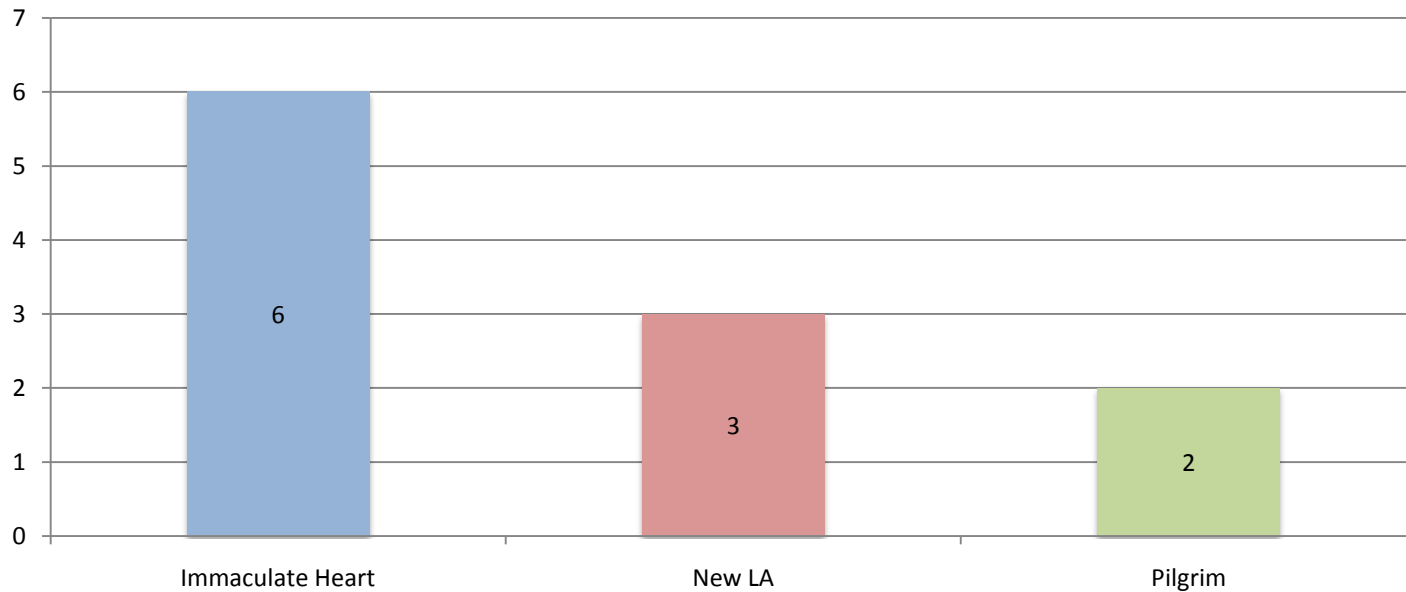
# THOSE WHO LEFT IN 5TH GRADE WERE DISPROPORTIONATELY WHITE AND MIDDLE/UPPER CLASS WHEN COMPARED TO LAST YEAR'S 5<sup>TH</sup> GRADE CLASS OVERALL

	LCS 5 <sup>th</sup> Grade Demographics (10/5/2009)	LCS 5th Grade Attrition Demographics
FRL	23%	8%
Caucasian	53%	88%
Latino/Hispanic	11%	4%
African-American	17%	4%
Asian American	18%	4%



# PRIVATE SCHOOLS WERE THE MOST POPULAR DESTINATION FOR OUR EXITING 5<sup>TH</sup> GRADERS

Private	46%
Traditional Public	27%
Public Charter	15%
Other/Unknown	12%



## PARENTS CITED MANY DIFFERENT AND PERSONAL REASONS FOR OPTING OUT OF 6<sup>TH</sup> GRADE AT LCS

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- The most common concerns parents gave us as to why they were not having their child continue with us into 6<sup>th</sup> grade:
  - College Preparedness – 42% of parents cited instructional reasons for switching. Many (although not all) of these concerns broke down into 2 camps. Either this concern was couched in the language of wanting a more “traditional” or “rigorous” program OR while parents liked the K-5 academic program at LCS, they wanted private schools with a track of sending their students to top colleges
  - Concerns over Site – 23% of parents cite concerns about the site. Lack of outdoor space and distance from home were the dominant concerns here
  - Fit – 19% of parents cited concerns around fit that were non-instructional.
  - Uncertainty – There were some parents that just wanted a program that wasn't as new

## OUR LEARNINGS FROM THIS PAST YEAR ARE INFORMING OUR APPROACH THIS YEAR

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- We want to approach this year with a RECRUITMENT mindset not a RETENTION mindset
- We need to continue to communicate our strong, college-focused, constructivist curriculum, while building up the wrap out experiences (e.g. athletics, the arts) that are important to families and students

*There were some questions asked about the impact on our pledge drive by this level of attrition. The average gift per 5<sup>th</sup> grade pupil last year was \$825. The average gift per 5<sup>th</sup> grade student who left was \$1,215. This is not a problem in the short-run since we budgeted conservatively. Our pledge drive projections for the year will still be met if the remaining families of 6<sup>th</sup> grade students renew at 85% their giving rate even if no new 6<sup>th</sup> grade families give. That being said, we cannot build the most impactful middle school program unless we retain as many of our families from all backgrounds as possible.*

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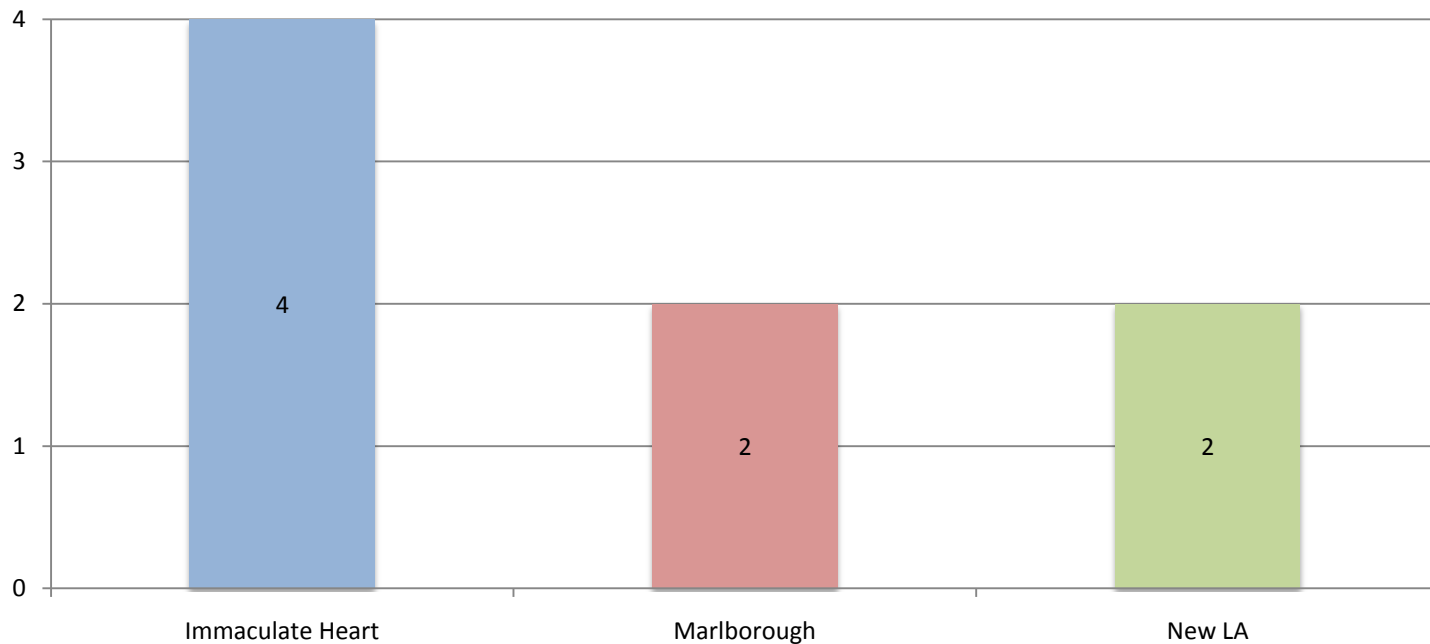
## LCS RETAINED ONLY 2/3 OF ITS 6<sup>TH</sup> GRADERS

	LCS 6 <sup>th</sup> Grade Demographics (10/5/2009)	LCS 6 <sup>th</sup> Grade Attrition Demographics
FRL	38%	21%
Caucasian	46%	68%
Latino/Hispanic	27%	5%
African-American	13%	26%
Asian American	9%	0%

Those who left 6<sup>th</sup> grade were disproportionately White or African-American and came from middle/upper class backgrounds

**Since we kept our 7<sup>th</sup> grade class even smaller than our 6<sup>th</sup> grade class this year, 82% of our 7<sup>th</sup> graders are returning LCS students.**

## PRIVATE SCHOOLS WERE THE MOST POPULAR DESTINATION FOR OUR EXITING 6<sup>TH</sup> GRADERS AS WELL – 61% OF OUR EXITING 6<sup>TH</sup> GRADERS WENT TO PRIVATE SCHOOLS



Parents cited instructional reasons or stated it was “always the plan” to send their child to private school at 7<sup>th</sup> grade 42% of the time when explaining why they were exiting their child from LCS. Other common reasons were family concerns (11%) or moving out of the area (11%).

## THINGS TO THINK ABOUT WITH 6<sup>TH</sup> TO 7<sup>TH</sup> GRADE RETENTION

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- We should work to have a similar recruitment mindset with our current 6<sup>th</sup> graders as well
- We should anticipate some amount of attrition from 5<sup>th</sup> – 7<sup>th</sup> grade and will want to reflect on whether we increase the grade size at 5<sup>th</sup> or 6<sup>th</sup> grade over time to help mitigate this attrition.