



Rye School District

STUDENT POPULATION DEVELOPMENT PLAN - DRAFT

AUGUST 1, 2019

Goal of development plan



Identify and implement tactics which will contribute to stabilizing the student population rates across the Rye School District



Background

- ✓ Town of Rye live births and school enrollment experience massive levels of variation from 1996 – 2018
 - ✓ Average number of live births from 1995 – 2005 = 42
 - ✓ Average number of live births from 2006 – 2016 = 31
- ✓ Cost per student varies from year to year based on these numbers
- ✓ Increased competition in the area
- ✓ Changes in building configuration – i.e. the way education is delivered today, decision to move 5th grade to Junior High building

Recommended Strategies

- ▶ Continue to offer exceptional 21st century programming by highly effective teachers (Student programming)
- ▶ Improve student population rates with an emphasis on successfully transitioning students from Rye Elementary to Rye Junior High (Improve school population rates)
- ▶ Partner with the town to attract young families to Rye and help inform their deliberation regarding competitively-priced housing needs (Improve school population rates)
- ▶ Promote the Rye School District to various community audiences (Marketing and Public Relations)
- ▶ Explore potential non-resident tuition in program (District-level initiative)
- ▶ Consider offering public Pre-K program (District-level initiative)
- ▶ Continue to explore future collaboration with Greenland middle school students (District-level initiative)

Strategy – Student Programming

- ▶ Ongoing evaluation of the Curriculum, sports and extra curricula activities both present and past to ensure they meet and perhaps exceed public expectations.
- ▶ Administration to conduct ongoing teacher evaluations

Strategy – Improve Student Population Rates

- ▶ Hold focus groups with current parent community and graduates of Rye Junior High parents and students to solicit feedback on the Rye District's strengths and weaknesses
- ▶ Hold focus groups with Teaching staff to inform improvements to enable increased population rates
- ▶ Partner with the Town of Rye
 - Continue to update the Selectmen and Planning Boards regarding student population to inform the Rye Town's short and long-term planning
 - ✓ Housing
 - ✓ Rye Recreation offerings
 - ✓ Family support services and attractions

Strategy – Marketing and Public Relations

- ▶ Add e-alerts subscription to the Rye School website to communicate actively with all townspeople who sign-up
- ▶ Add oversized A-frame sign to school properties for continuous announcements
- ▶ Set up a meeting with the Portsmouth Herald to request a section in the paper and a reporter assigned to our submissions.
- ▶ Create press release calendar for submissions to Rye Magazine and Portsmouth Herald
- ▶ Continually update websites to promote student activities and news stories
- ▶ Hold public open houses when appropriate
- ▶ Create promotional video
- ▶ Provide brochures to local Realtors and interested Rye residents

Strategy – District-level initiatives

- ▶ Explore potential non-resident tuition in program
- ▶ Create a sub-committee to investigate value of public Pre-K
- ▶ Continue to explore future collaboration with Greenland middle school students
 - Obtain latest population predictions for both school communities
 - Leverage experience with AREA agreement, New Castle agreement etc. to inform potential plan
 - Immediately implement collaboration opportunities (rotating dances, combine athletics when necessary, offer combined club opportunities (i.e. Math Counts), combine marching band for town parades, etc.