



# Declining Enrollment Strategies for Success During Challenging Times

Presented by School Services of California Inc. and the Fiscal Crisis & Management Assistance Team



## About the Workshop

During the Great Recession and recovery through 2017–18, statewide K–12 enrollment was essentially unchanged. Student enrollment trends have varied widely based on geographic location, with some local educational agencies (LEAs) growing in enrollment and others declining. The outlook for the future is uncertain, as the state Department of Finance forecasts declining enrollment statewide over the the next ten years.

While some LEAs have recent experience dealing with declining enrollment, many others are just now preparing for the impending challenges that are on the horizon. In addition to the fiscal impacts of having fewer students, the operational demands remain high, which necessitates doing more with fewer resources. The purpose of this workshop is to identify the many ways that declining student enrollment impacts LEA operations and to provide strategies for addressing these challenges, along with resources for making management decisions.

With many decades of experience in school agency finance, human resources, and governance, top experts from the Fiscal Crisis and Management Assistance Team (FCMAT) and School Services of California Inc. (SSC) have teamed up to provide this must-attend workshop. This workshop is for LEAs of all types and sizes and will provide attendees with the tools to analyze the data to forecast agency needs, prepare the LEA to strategically respond to organizational change, and develop a plan to respond to challenges while continuing to provide quality services and programs for students.

## Workshop Topics

- Financial aspects of growth versus decline
- Impact on the Local Control Funding Formula and other revenue sources
- Impact on facilities, educational programs, and support services
- Enrollment projections analysis and best practices
- Staffing strategies for responding to fluctuations in enrollment
- Collective bargaining implications and strategies
- The role of the board
- Inclusive practices to engage stakeholders
- Gathering input to include all voices in an LEA's response plan
- Developing a strategic communication plan
- Implementing a multiyear plan to address change

To bring this workshop to your district or county office, please contact Sheila Vickers at (916) 446-7517 or [sheilav@sscal.com](mailto:sheilav@sscal.com).

## Who Should Attend?

This workshop is designed to help LEAs address structural issues due to declining enrollment and to align operations to meet the strategic plan of the organization. Structural change requires commitment, knowledge, and buy-in from all members of an LEA's Cabinet as well as support staff directly involved with the implementation of organizational change.

### Presenters

- Michael Fine**, Chief Executive Officer, FCMAT
- Michelle Giacomini**, Deputy Executive Officer, FCMAT
- Marisa Ploog, CPA, CFE**, Intervention Specialist, FCMAT
- Danyl Conolley**, Director, Management Consulting Services, SSC
- Robert McEntire, EdD**, Director, Management Consulting Services, SSC

### Dates, Locations, and Times

- February 4, 2020—FULL**  
Alameda County Office of Education
- February 6, 2020**  
Ventura County Office of Education
- February 13, 2020**  
Yolo County Office of Education
- April 3, 2020**  
Corona-Norco Unified School District
- April 14, 2020**  
Tulare County Office of Education

**Registration:** 8:30 a.m.

**Workshop Time:** 9:00 a.m. to 12:00 p.m.

**Client Workshop Fee:** \$235 per attendee

**Nonclient Workshop Fee:** \$335 per attendee

## Workshop Registration

**Online** through our website at [www.sscal.com/workshops](http://www.sscal.com/workshops)

**Email** a completed registration form (including purchase order or credit card) to [michelleb@sscal.com](mailto:michelleb@sscal.com)

**Fax** a completed registration form to (916) 245-3645

**Mail** a completed registration form to Michelle Berge, Event Coordinator  
School Services of California Inc.  
1121 L Street, Suite 1060  
Sacramento, CA 95814



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 April 3, 2020—Corona-Norco USD ▪ April 14, 2020—Tulare COE  
 Registration: 8:30 a.m. Program Begins: 9:00 a.m. Adjourns: 12:00 p.m.  
 To confirm registration, please send an email to: michelleb@sscal.com

District/Organization:		Contact Person:	
Address:	City:	Zip:	Extension:
Phone Number:	Fax Number:	Contact's Email Address:	

Attendee #1 Name (required):	Select Location Alameda <input type="checkbox"/> <b>FULL</b> Ventura <input type="checkbox"/> Yolo <input type="checkbox"/> Corona-Norco <input type="checkbox"/> Tulare <input type="checkbox"/>	Attendee #3 Name (required):	Select Location Alameda <input type="checkbox"/> <b>FULL</b> Ventura <input type="checkbox"/> Yolo <input type="checkbox"/> Corona-Norco <input type="checkbox"/> Tulare <input type="checkbox"/>
Attendee #1 Email Address (required):		Attendee #3 Email Address (required):	
Attendee #2 Name (required):	Select Location Alameda <input type="checkbox"/> <b>FULL</b> Ventura <input type="checkbox"/> Yolo <input type="checkbox"/> Corona-Norco <input type="checkbox"/> Tulare <input type="checkbox"/>	Attendee #4 Name (required):	Select Location Alameda <input type="checkbox"/> <b>FULL</b> Ventura <input type="checkbox"/> Yolo <input type="checkbox"/> Corona-Norco <input type="checkbox"/> Tulare <input type="checkbox"/>
Attendee #2 Email Address (required):		Attendee #4 Email Address (required):	

<b>REGISTRATION</b>	<b>CLIENT FEE</b>	<b>NONCLIENT FEE</b>
<p><b>Online</b> through our website at <a href="http://www.sscal.com/workshops">www.sscal.com/workshops</a></p> <p><b>Fax</b> completed registration form (including P.O. or credit card number) to (916) 245-3645</p> <p><b>Email</b> completed registration form to <a href="mailto:michelleb@sscal.com">michelleb@sscal.com</a></p> <p><b>Mail</b> completed registration form to Michelle Berge, Event Coordinator          School Services of California Inc., 1121 L Street, Suite 1060, Sacramento, CA 95814</p>	<p>_____ Attendee(s) @ \$235</p> <p><b>TOTAL: \$</b> _____</p>	<p>_____ Attendee(s) @ \$335</p> <p><b>TOTAL: \$</b> _____</p>

<b>PAYMENT OPTIONS</b>	<b>CHECK PAYMENT</b>	<b>PURCHASE ORDER/CREDIT CARD PAYMENT</b>
<p>(Note: Registration will not be accepted without a method of payment indicated.)</p> <p><input type="checkbox"/> Check enclosed. Make checks payable to School Services of California Inc.          Check # _____</p> <p><input type="checkbox"/> Credit card authorization—MasterCard® or Visa® only.          Cardholder name: _____          Account #: _____ Exp. Date: _____</p> <p><input type="checkbox"/> Purchase order #: _____ (A fax copy of the purchase order is an acceptable form of payment.)</p>	<p>If you are prepaying by check, please mail with a copy of the registration form to:</p> <p>School Services of California Inc.          P.O. Box 516613          Los Angeles, CA 90051-0599</p> <p><b>Note: For faster processing, please also email or fax your registration form with a copy of the check.</b></p>	<p>If you are paying with a credit card or have a purchase order, please fax the registration form to (916) 245-3645 or email it to <a href="mailto:michelleb@sscal.com">michelleb@sscal.com</a></p> <p>Or send by mail to:</p> <p>Michelle Berge, Event Coordinator          School Services of California Inc.          1121 L Street, Suite 1060          Sacramento, CA 95814</p>

**Please Note:** All cancellations received up to three weeks prior to your scheduled workshop will be charged a cancellation fee of \$115 per person (\$230 for nonclients); however, if you are a client and order the materials for \$115 (\$230 for nonclients), the fee will be waived. Cancellations received after 5:00 p.m. the Friday before the workshop will be charged the full workshop fee. If you have a cancellation, please email [michelleb@sscal.com](mailto:michelleb@sscal.com) and you will be given a cancellation number. This number should be retained for your records. Please call Michelle Berge at (916) 446-7517 or send an email to [michelleb@sscal.com](mailto:michelleb@sscal.com) if you have any questions.