

WISCONSIN'S DEMOGRAPHIC CHANGES: IMPACT ON RURAL SCHOOLS AND COMMUNITIES

November 13, 2018

Presented by:
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Applied Population Laboratory



Applied Population Laboratory

- Research and outreach professionals at University of Wisconsin-Madison since the 1960s
- Clearinghouse for Demographic Data and Products
 - Census State Data Center
 - UW-Extension
- Applied Work
 - Mapping and online tools
 - Regional profiles
- Facilitation of data and informational resources
 - Data “translation” in partnership with WisContext
- Local area estimates and projections
 - School enrollment projections program

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Presentation Outline

Wisconsin's population trends

- ❖ General population change
- ❖ Rural population trends
- ❖ Racial and ethnic diversity

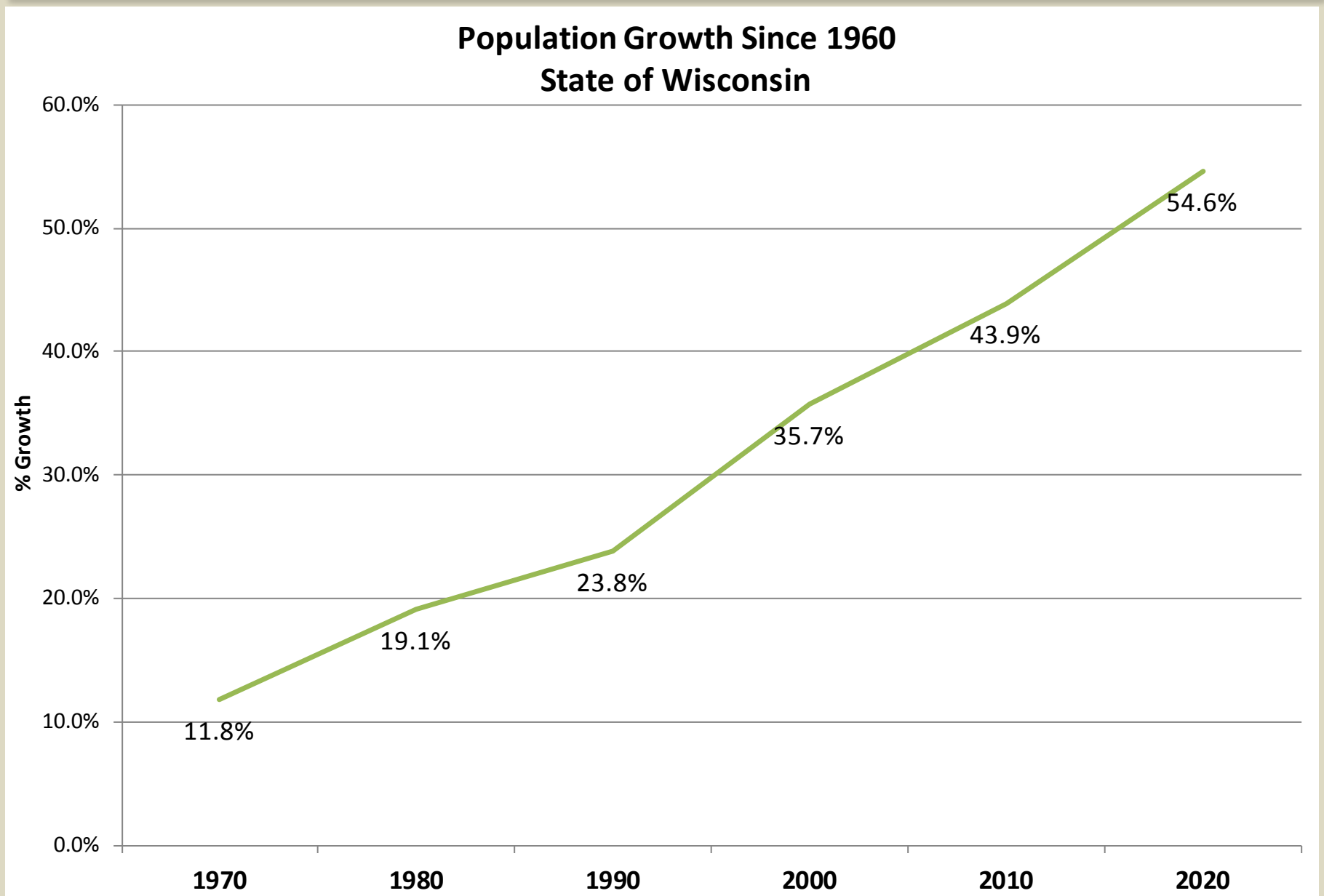
Rural Wisconsin socioeconomic trends

- ❖ Poverty
- ❖ Housing and infrastructure
- ❖ Social services

Wisconsin's rural schools

- ❖ Declining enrollment
- ❖ Racial and ethnic diversity
- ❖ School funding issues

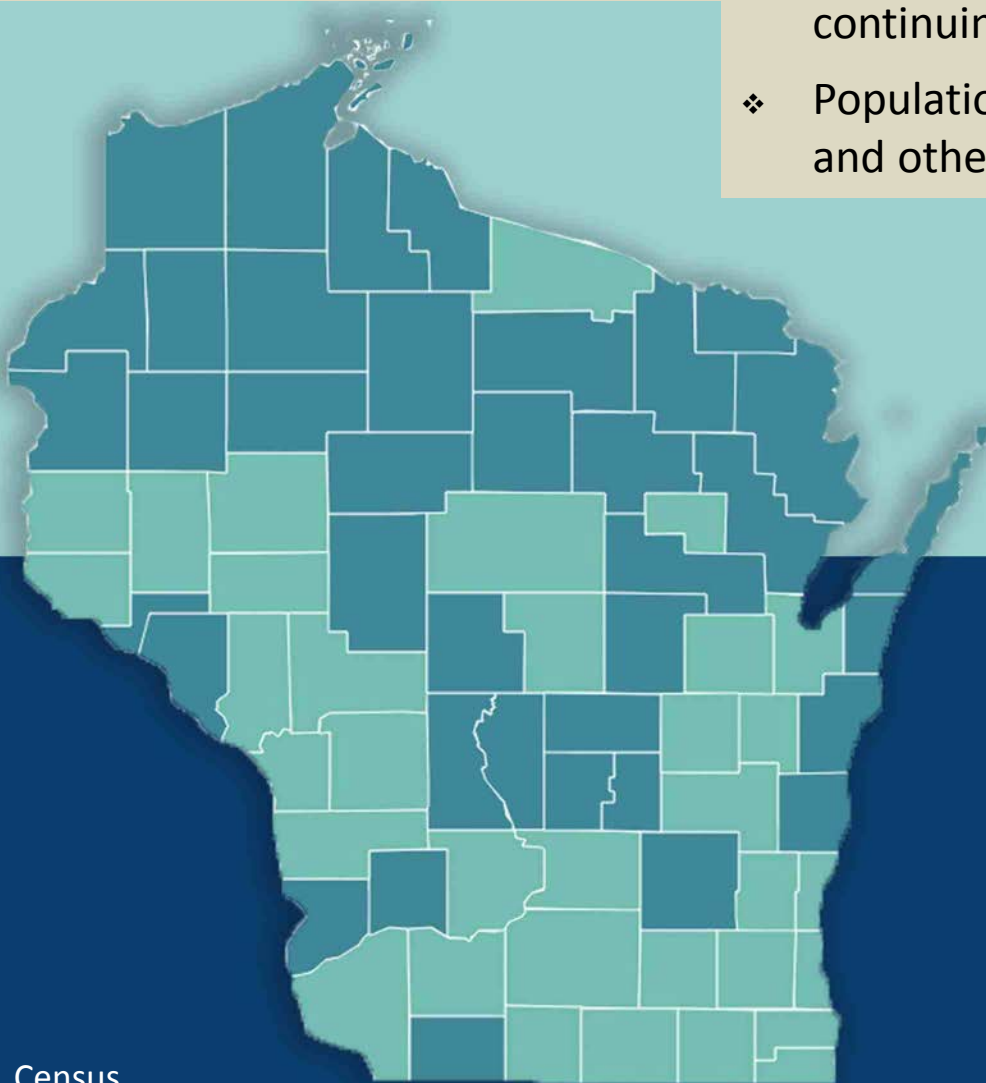
Wisconsin Population Change, 1970 to 2020



Wisconsin Population Change, 2010-2017

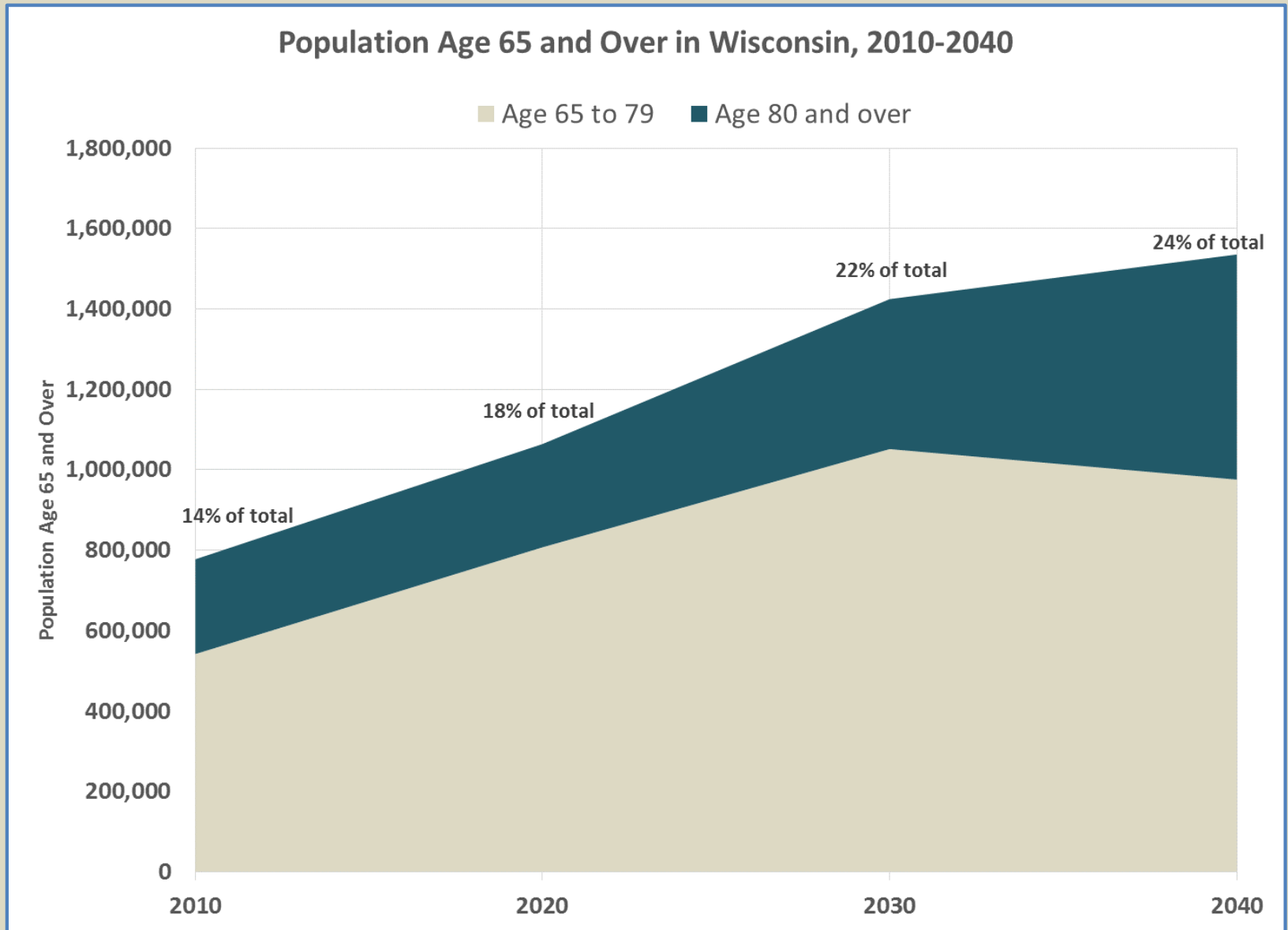
Counties shaded aqua gaining residents and those shaded blue losing them.

- ❖ Just over half of WI counties grew.
- ❖ Urban counties and medium sized cities continuing to grow.
- ❖ Population decline in the Northwoods and other rural counties.



Source: U.S. Census

An Age Wave is Coming . . .



Source: WI Department of Administration, 2013

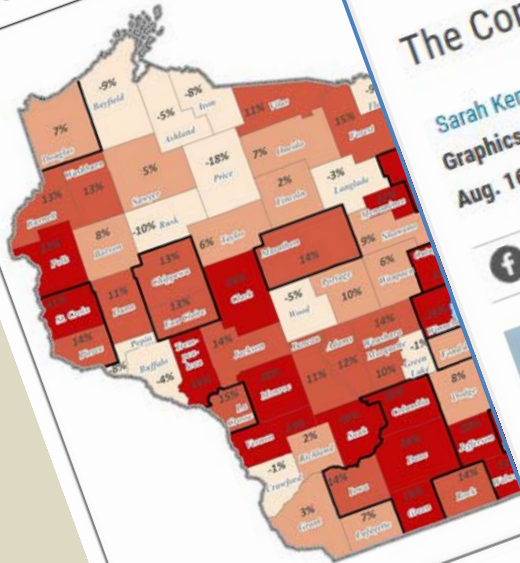
Rural Population Trends



The Path Towards Peak Population In Rural Wisconsin

Births, Deaths, Migration And The Economies Of Price, Buffalo And Manitowoc Counties

Scott Gordon, WisContext
Sept. 21, 2016 | 7:25 a.m.

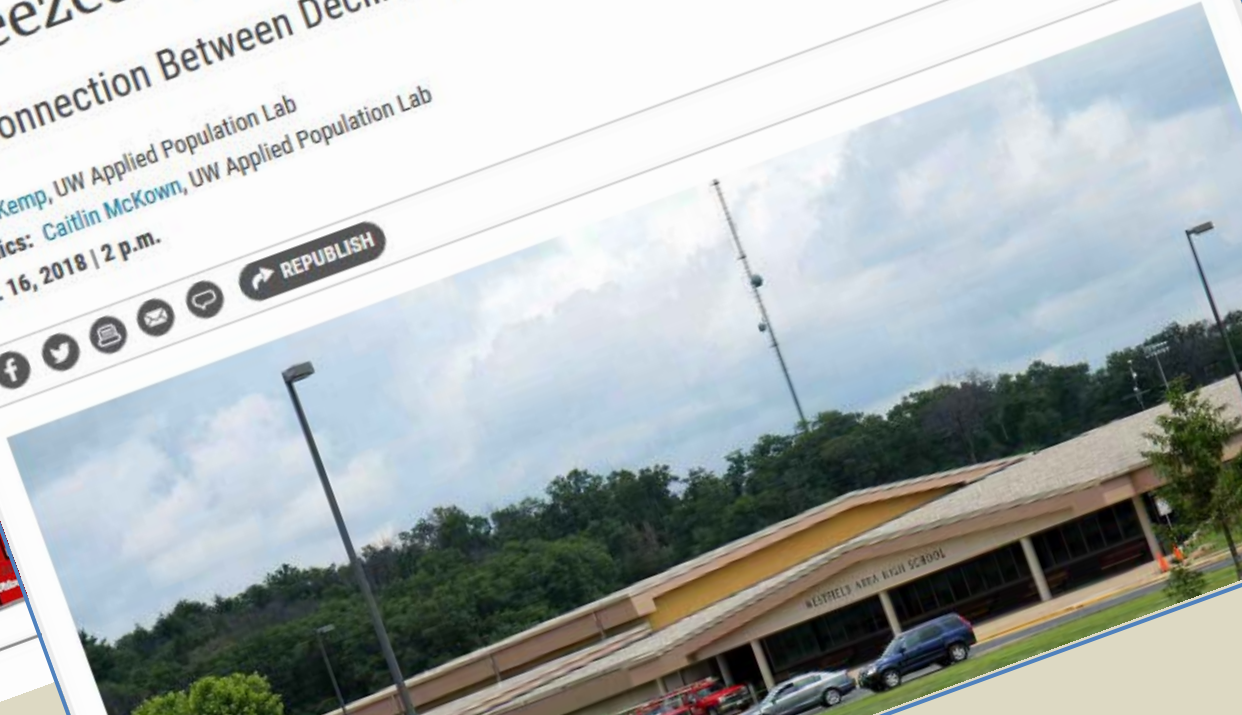


Wisconsin's Rural Schools Are Getting Squeezed By Student Loss

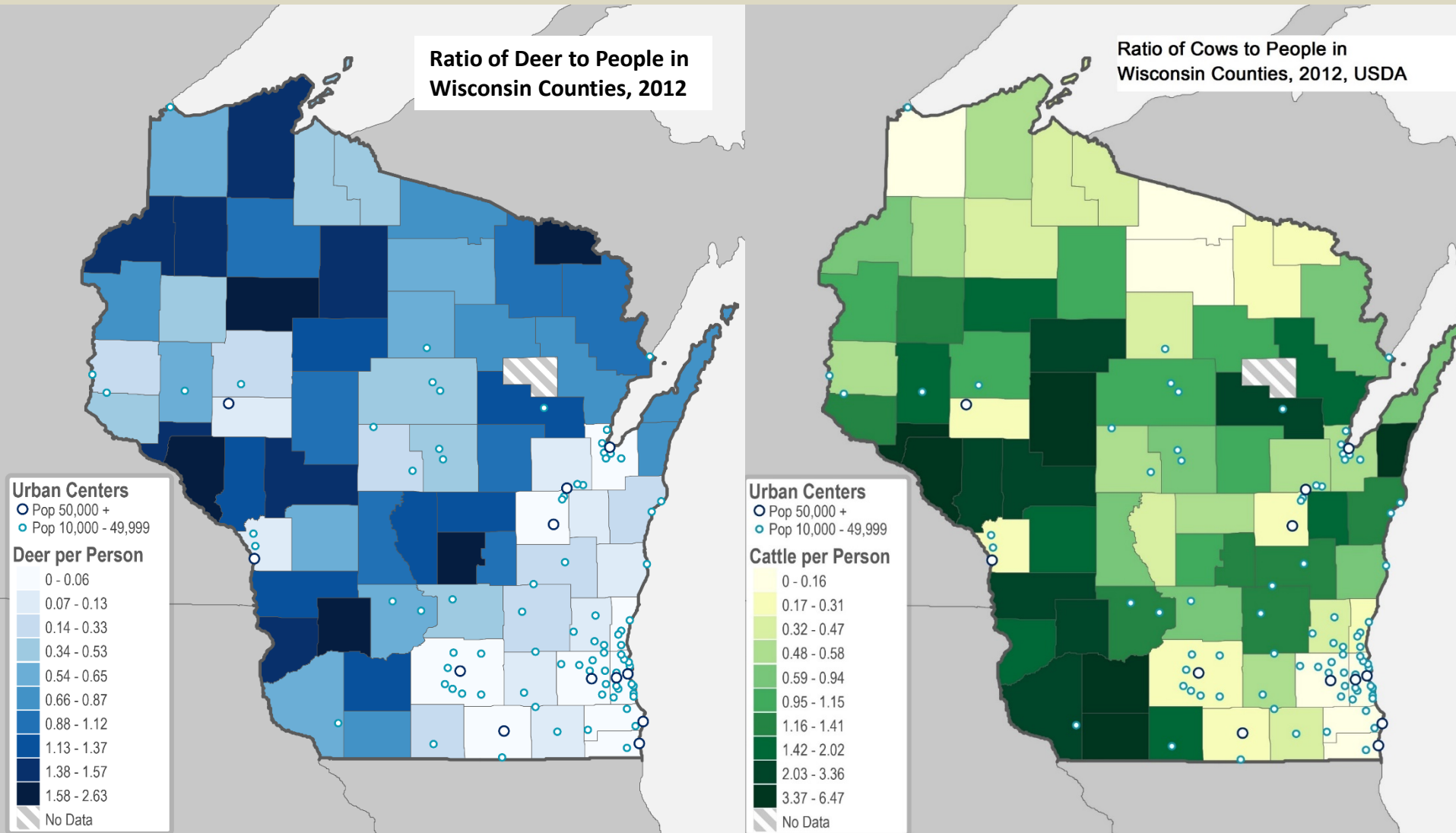
Series: Challenges To Wisconsin's Rural Schools

The Connection Between Declining Enrollment And Revenue Limits

Sarah Kemp, UW Applied Population Lab
Graphics: Caitlin McKown, UW Applied Population Lab
Aug. 16, 2018 | 2 p.m.



What is Rural?



Source: <https://www.wiscontext.org/where-cows-and-deer-outnumber-people-wisconsin>

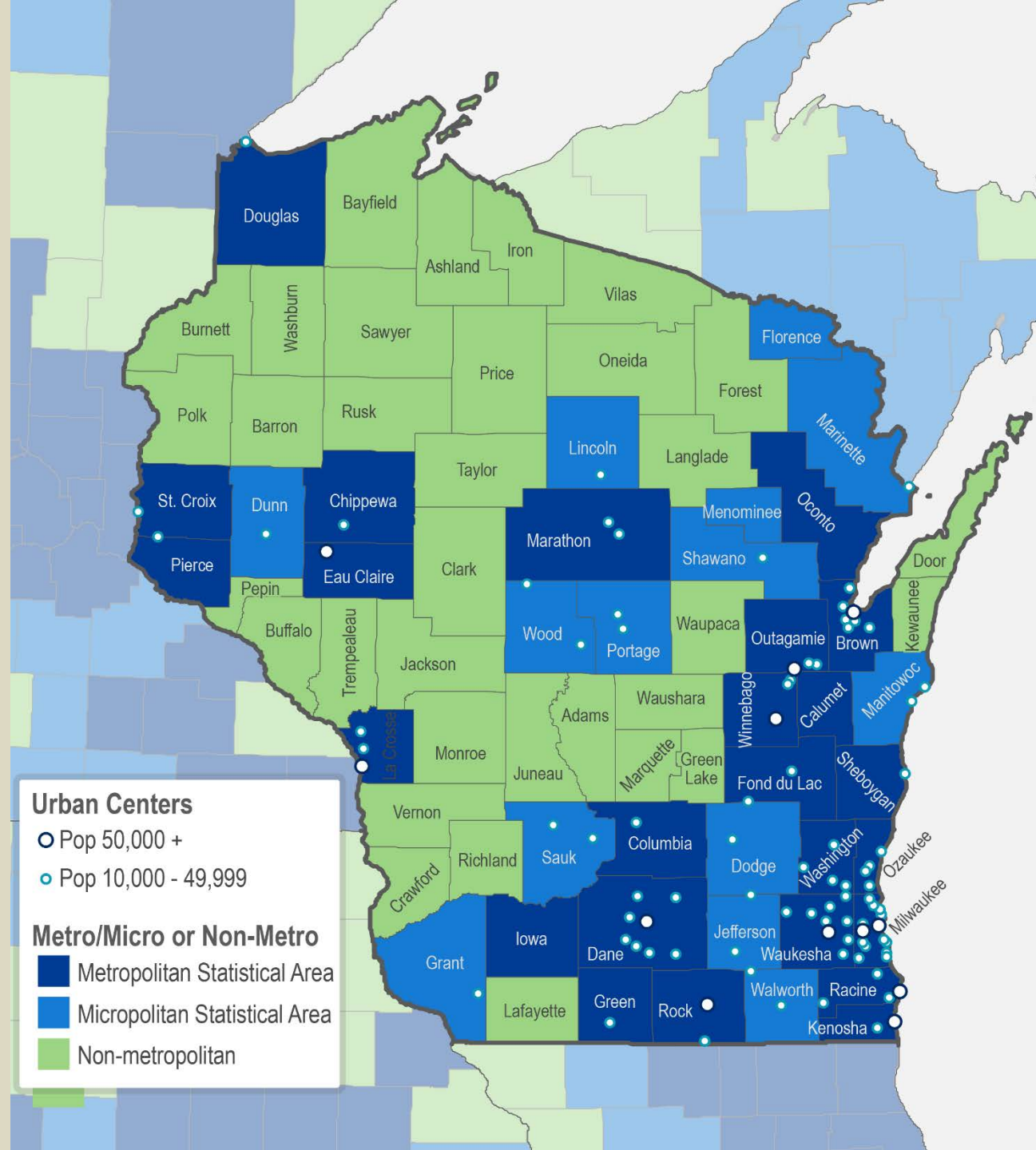
Metro and Non-Metro

U.S. Department of
Agriculture, Economic
Research Service (ERS)

Metro counties =
county with a 50K+

Micropolitan counties =
population at least 10K
but less than 50K

Non-metro counties =
rural county



Urban and Rural

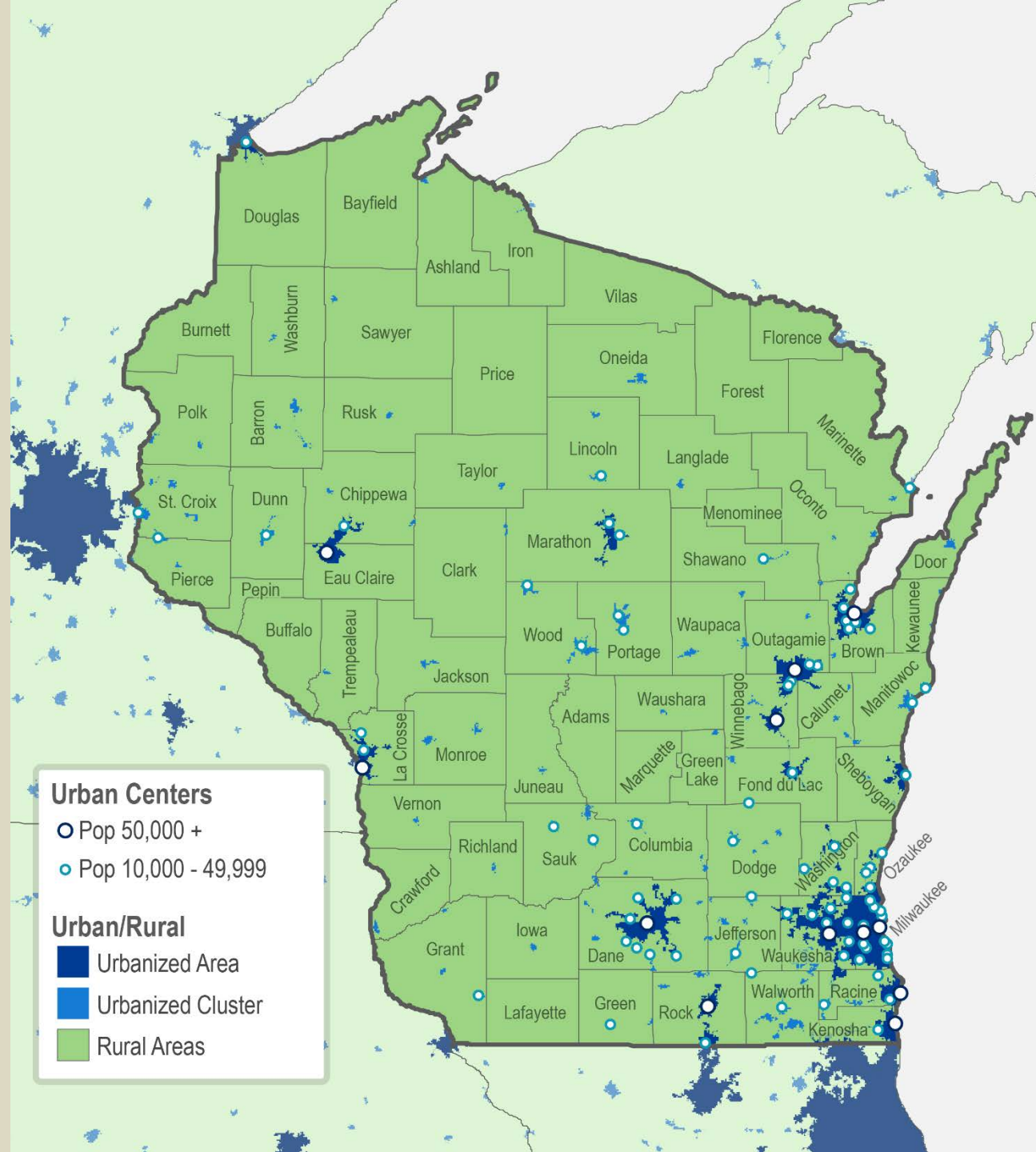
U.S. Census Bureau

Urbanized Areas (UA):
densely developed
territory, 50,000+

Urban Clusters (UC):
densely developed
territory, 2,500 – 50K

UA + UC = Urban

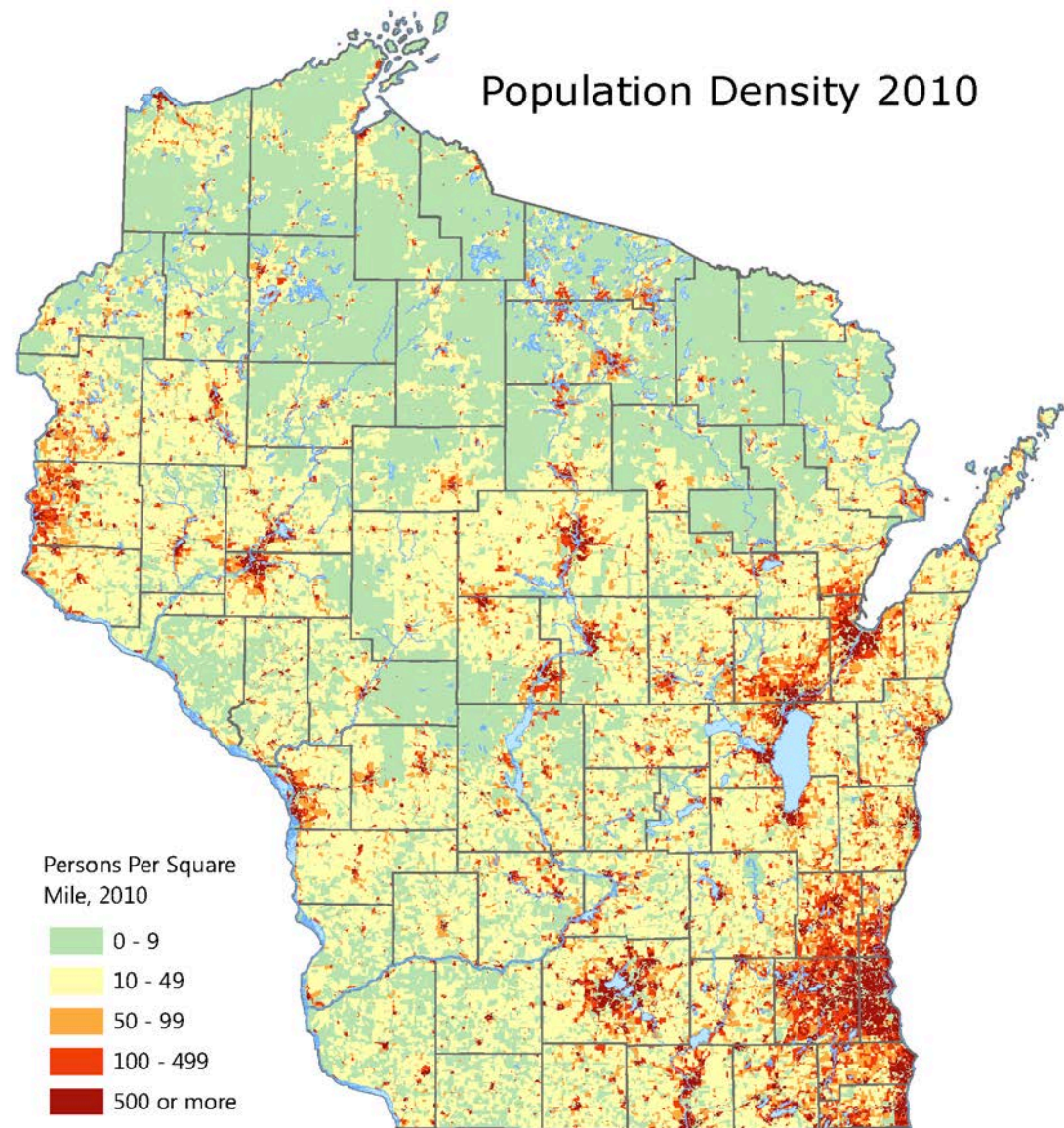
All other areas = Rural



Wisconsin Population

Wisconsin	Land Area	Population
Urban	3.4%	70.2%
Rural	96.6%	29.8%

- ❖ Development on the fringes of medium sized cities.
- ❖ Amenities change seasonally in some rural communities.
- ❖ Rural identity means different things to different people.



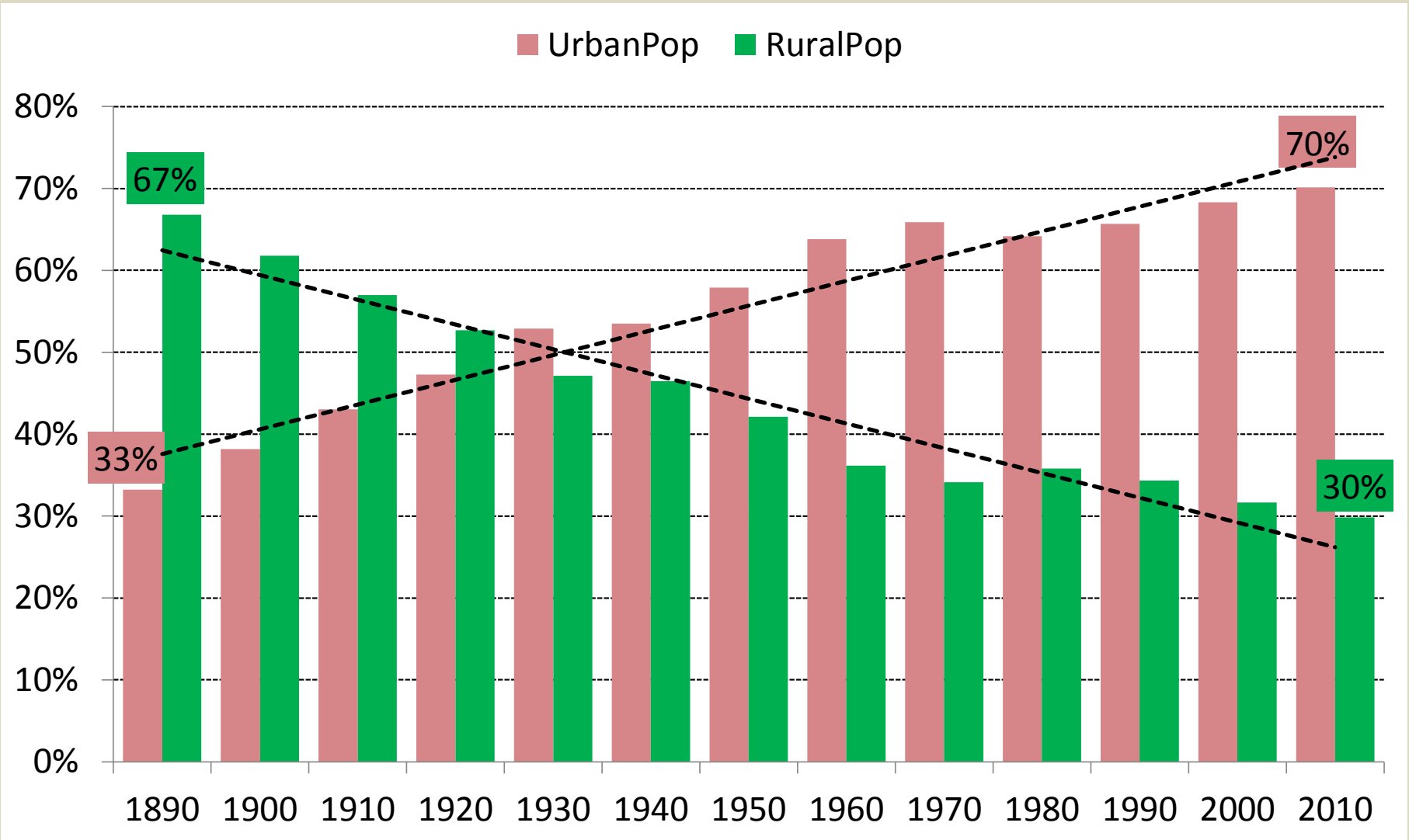
Data source: Census 2010 Redistricting Data

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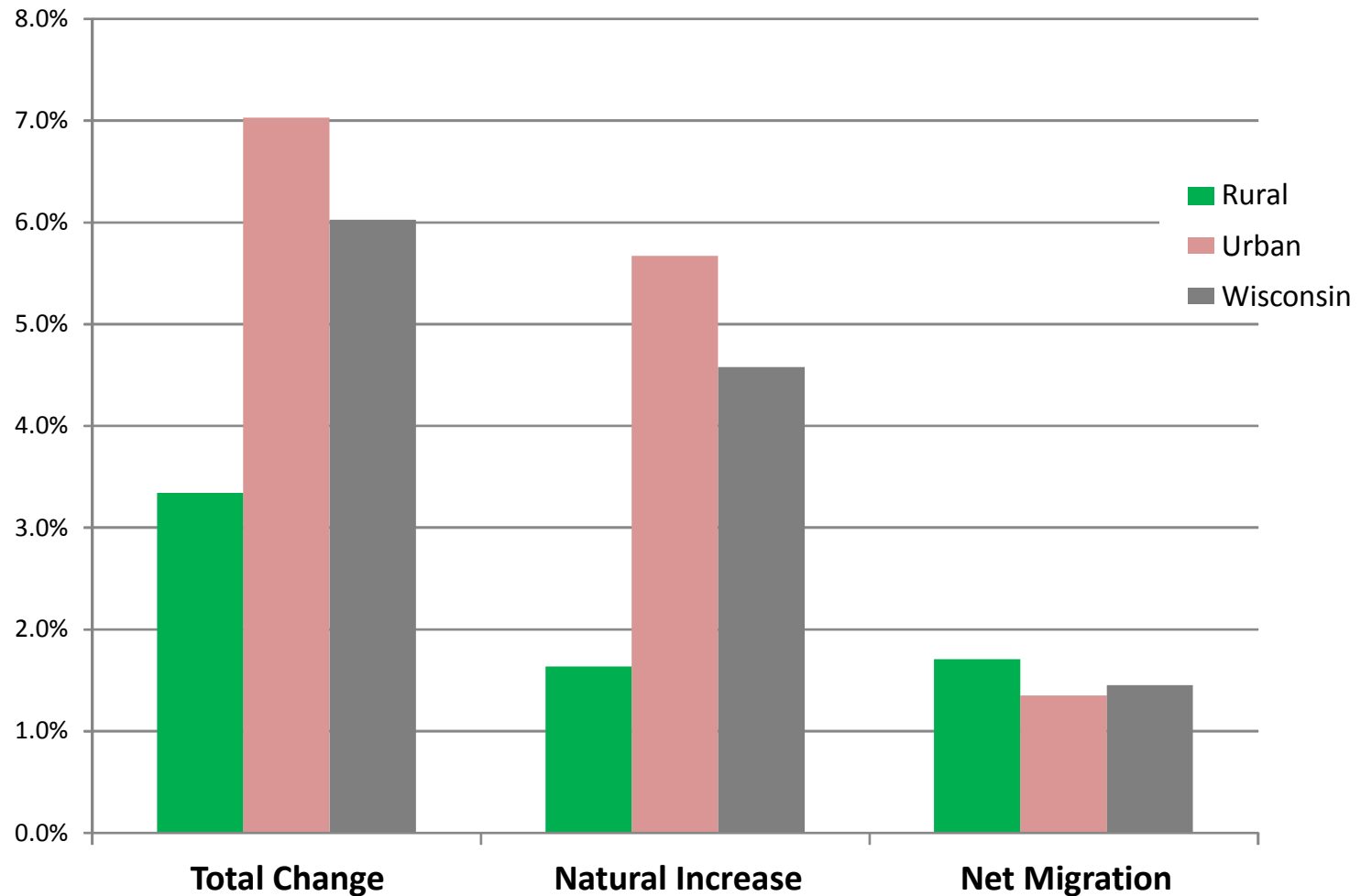
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Urban And Rural Populations, 1890-2010



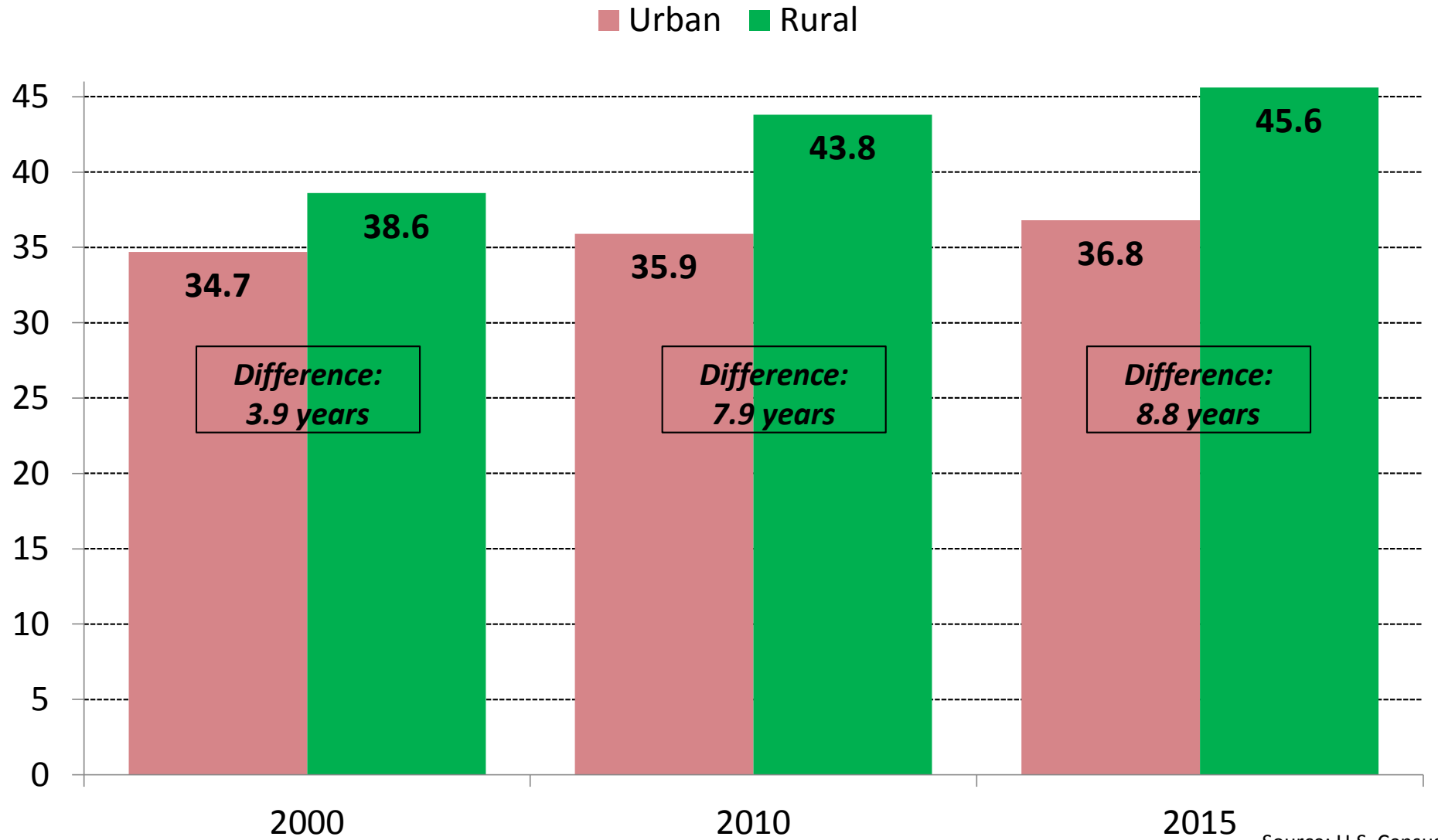
Population Change by Location, 2000-2010

Population Change, 2000 -2010:
Selected Categories for Wisconsin Counties



Source: U.S. Census

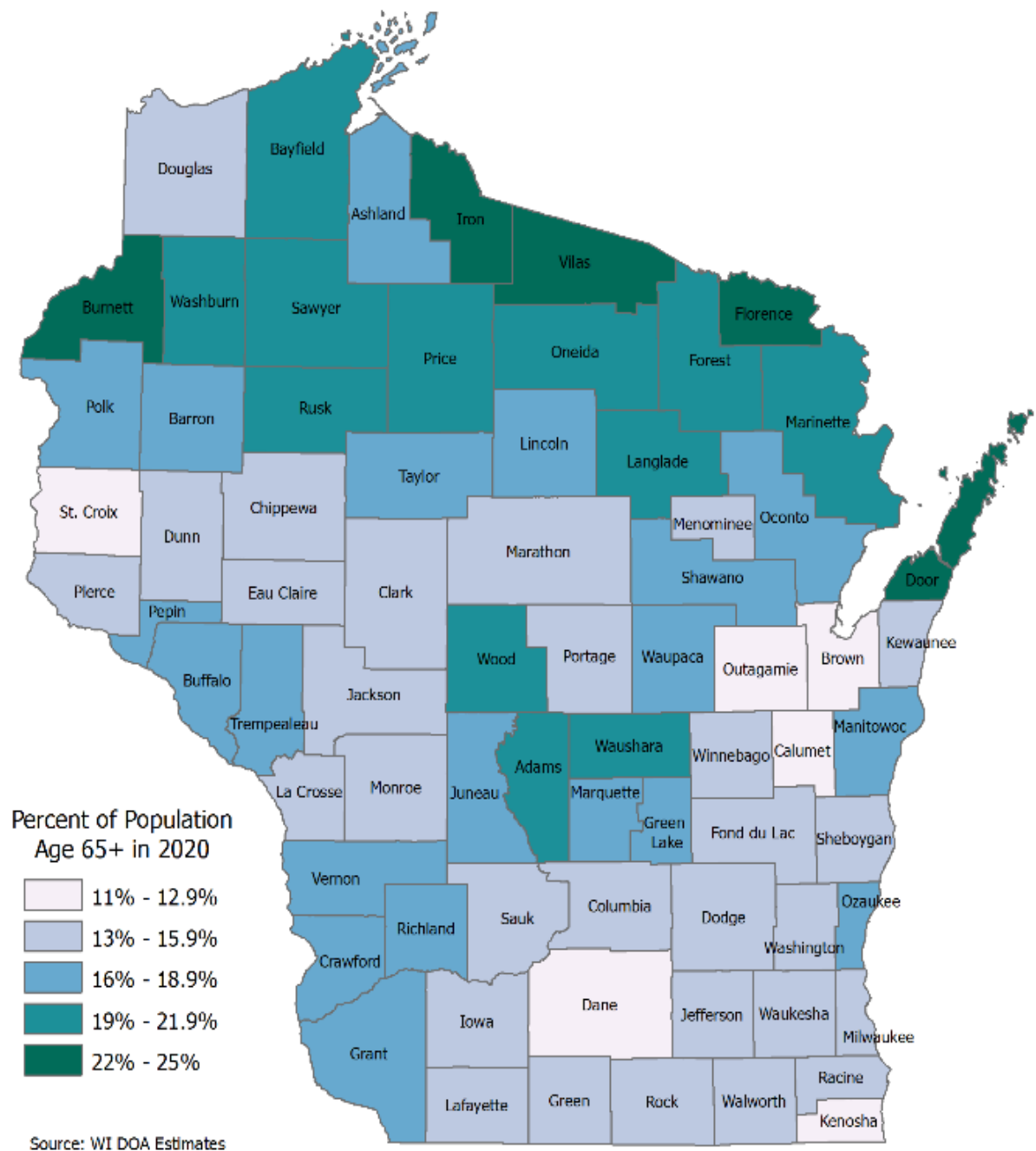
Median Age, 2000 to 2015



Persons age 65 and older in 2020

Aging population will dominate northern Wisconsin.

While a younger population will live in urban areas.



Racial and Ethnic Diversity

IMMIGRATION

October 9, 2012

Hispanic immigrants help rural county stave off population dip

By Mario Koran and Lukas Keapproth



Lukas Keapproth/WCIJ

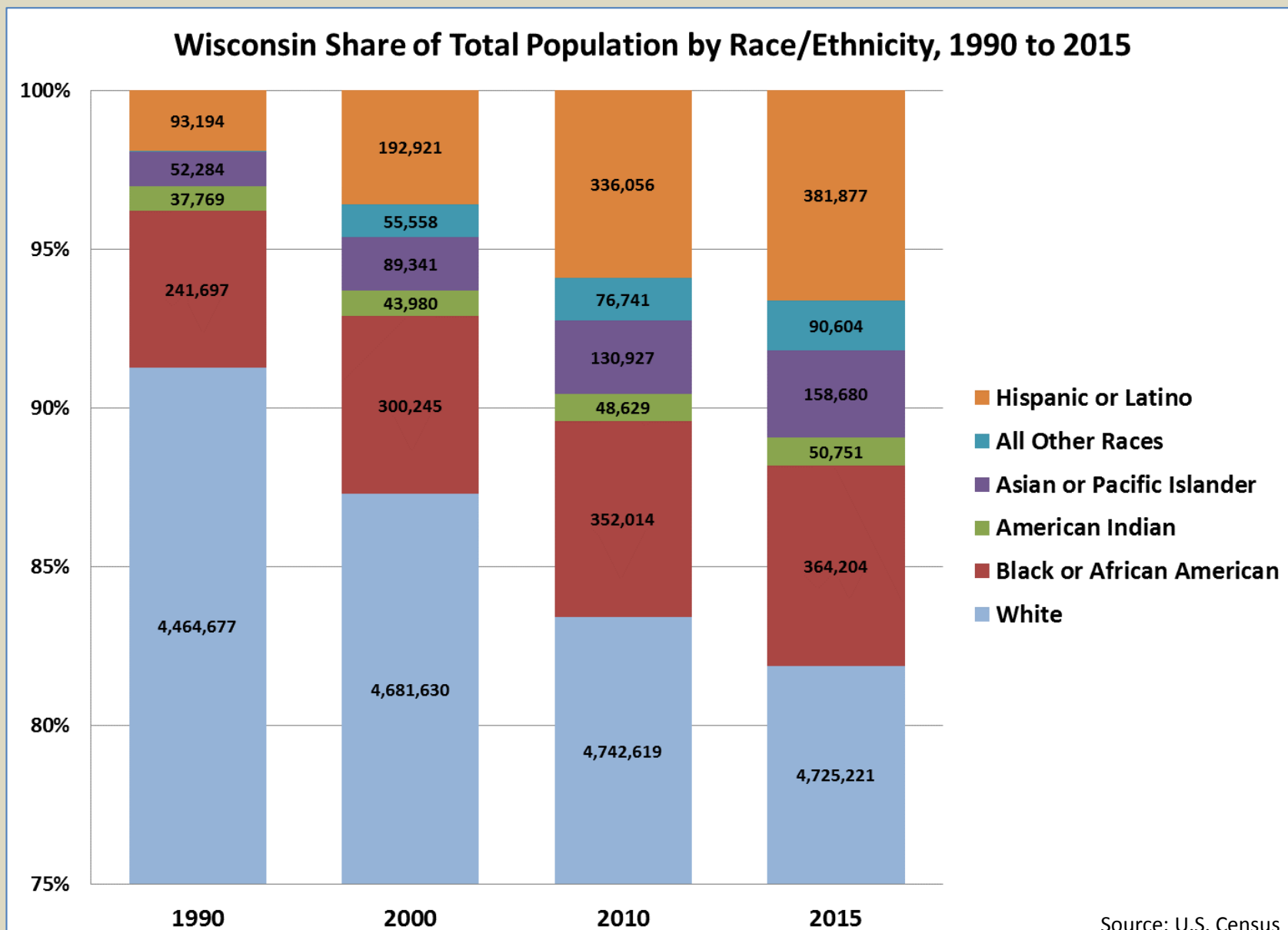
Alex Vasquez, 15, jumps on his trampoline to dunk a basketball during a game against his cousin, Jordi Acosta, 19, in Marshfield, Wis., on July 8, 2012.



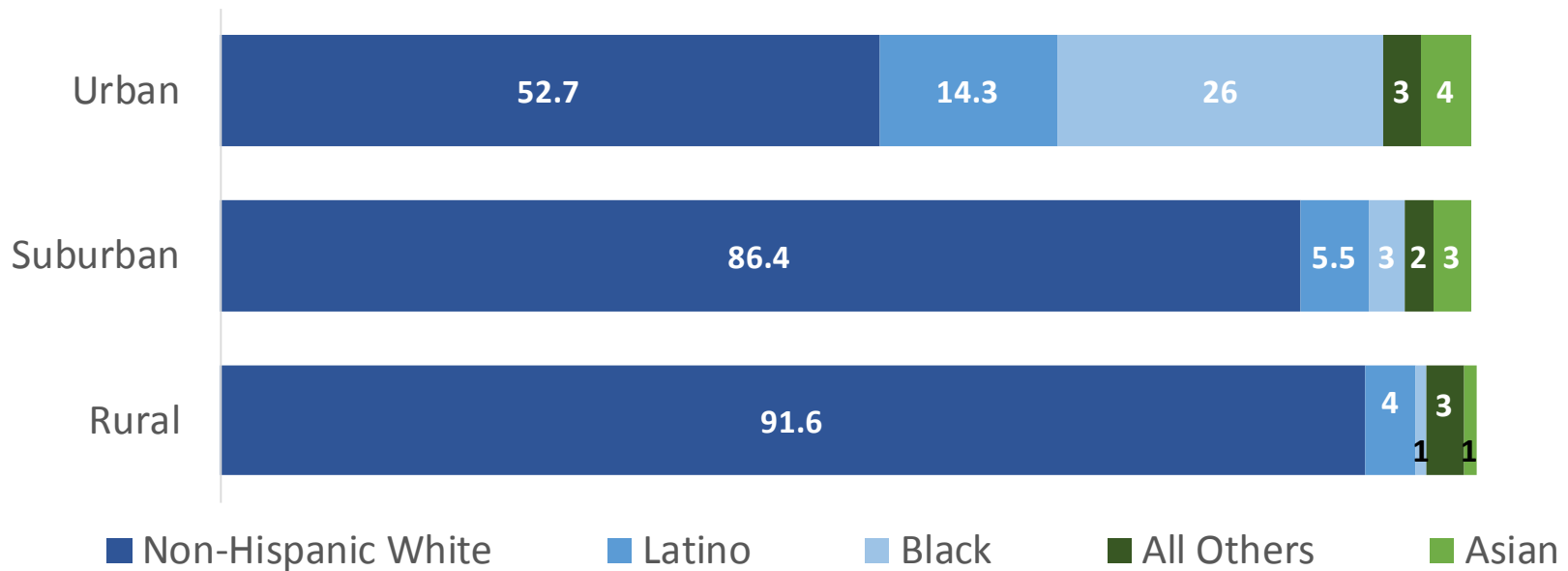
Lukas Keapproth / WCIJ

Huron Mireles, 31, a herdsman at Norm-E-Lanes, walks past dairy cows in one of the barns at the farm on July 11, 2012.

Change in Racial and Ethnic Diversity

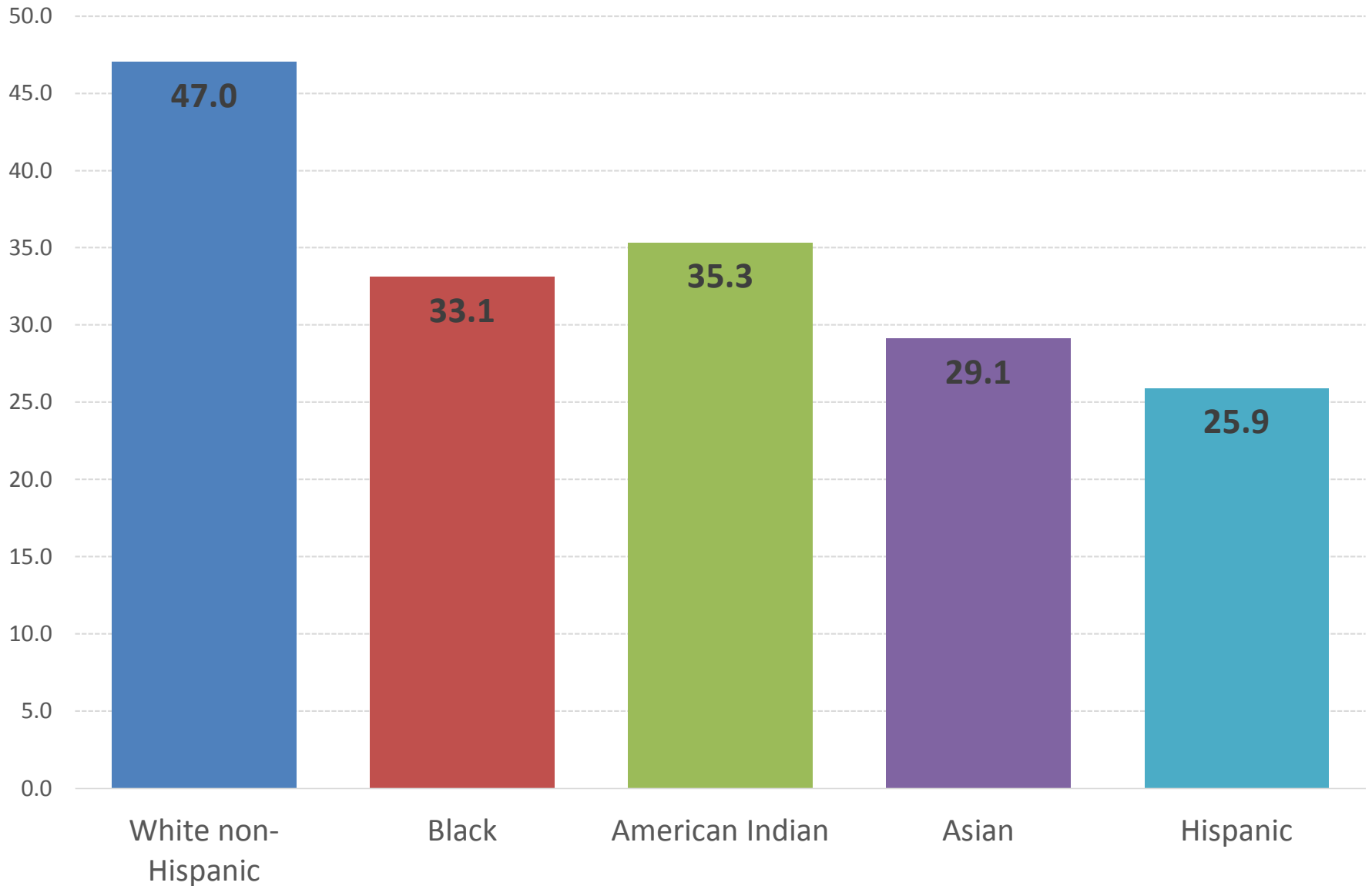


Racial & Ethnic Diversity in Rural Wisconsin



Source: American Community Survey, 2012-2016 and National Center for Health Statistics

Rural Median Ages by Race and Ethnicity



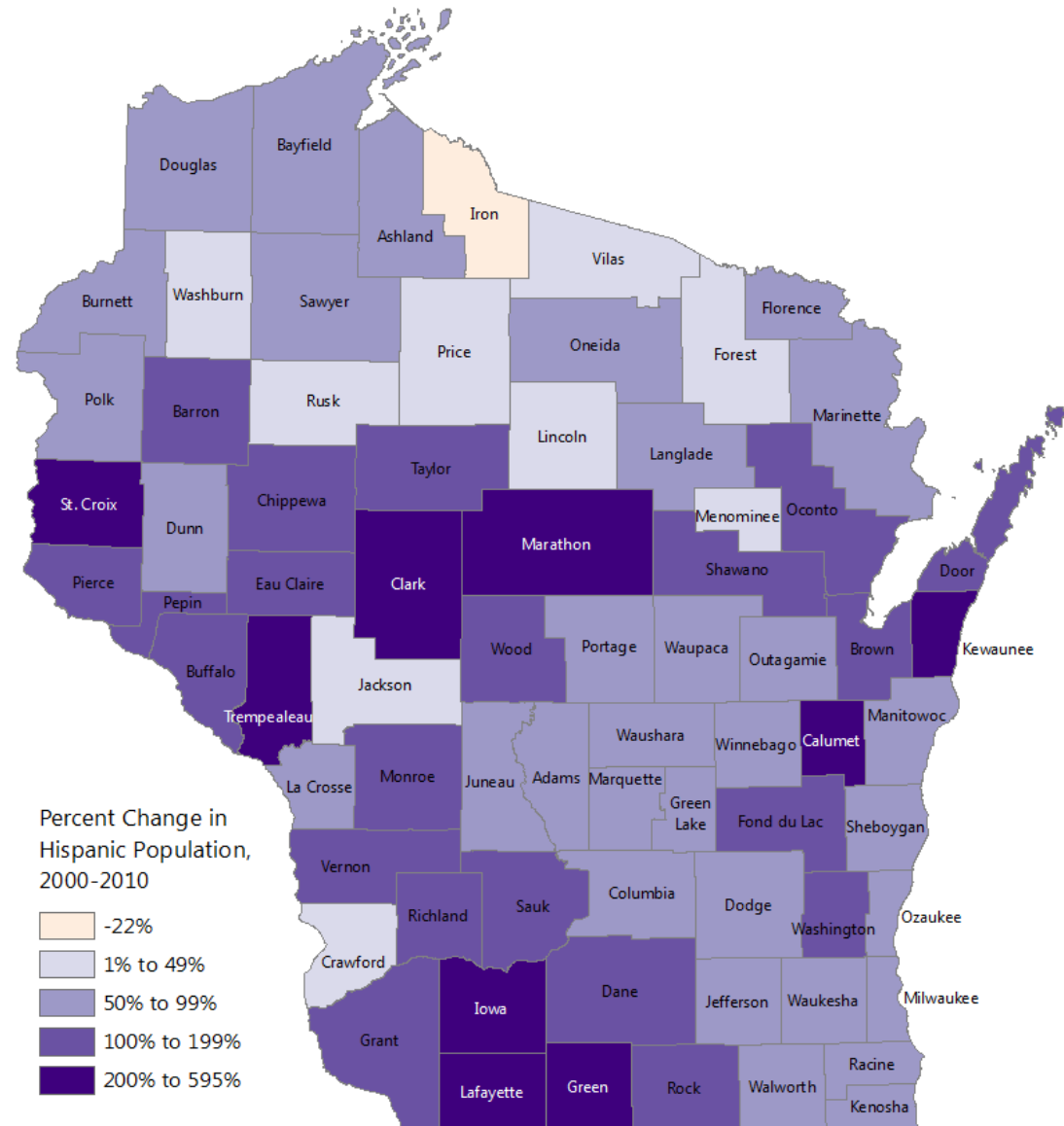
Source: American Community Survey

Latino Population

Numerically, Latino population is concentrated in urban counties.

By percentage, largest Latino increases are in rural counties.

From 2000 to 2015, rural Latino populations increased by 135%.



Data source: Census 2000 & 2010

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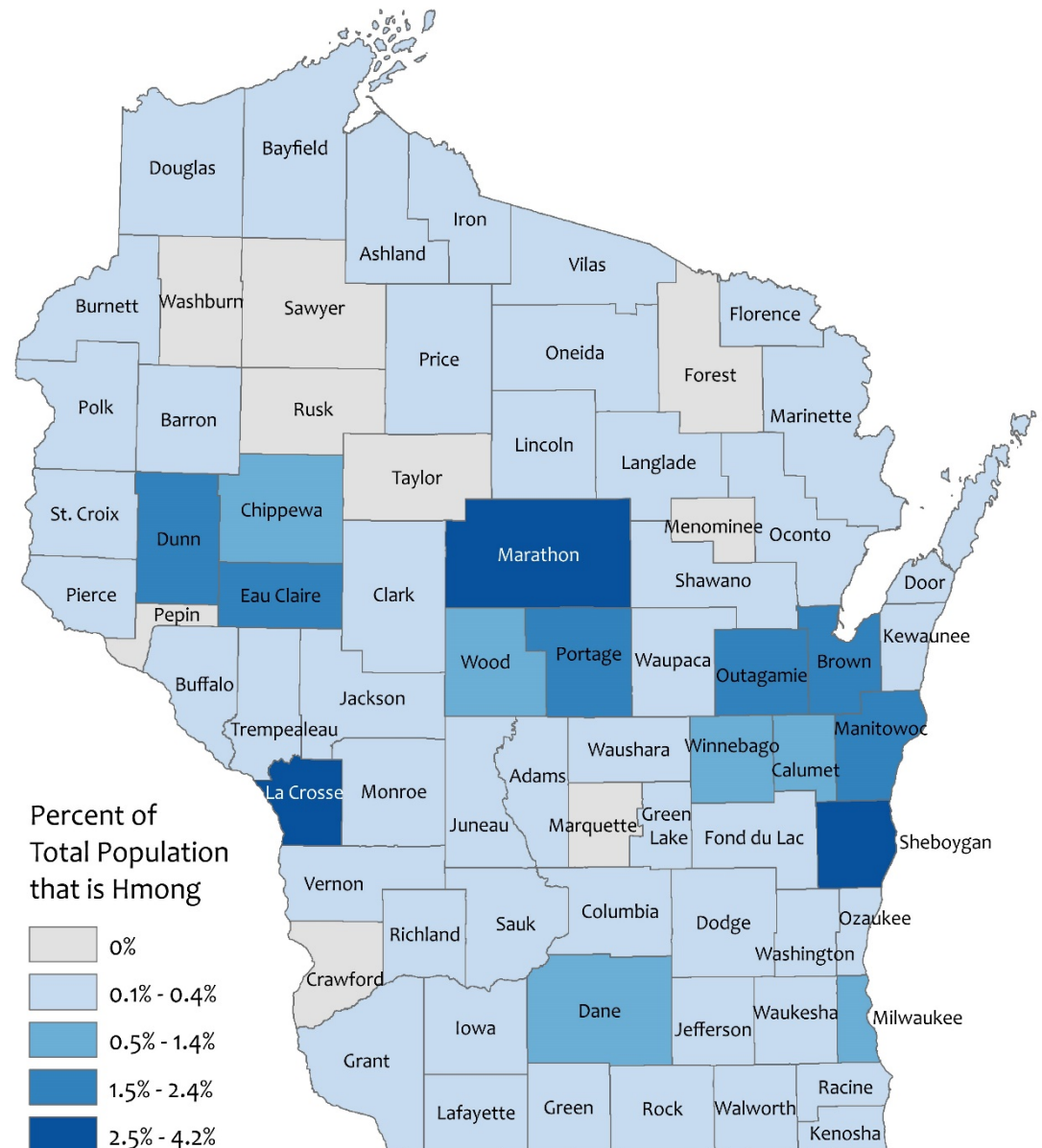
Extension

Hmong Population

The population of Hmong in Wisconsin is still growing, but more slowly than in the 1990s.

As of 2010, most Hmong living in Wisconsin were born in the United States.

Nearly one in five Hmong live below the poverty level in Wisconsin.



Source: U.S. Census, 2010



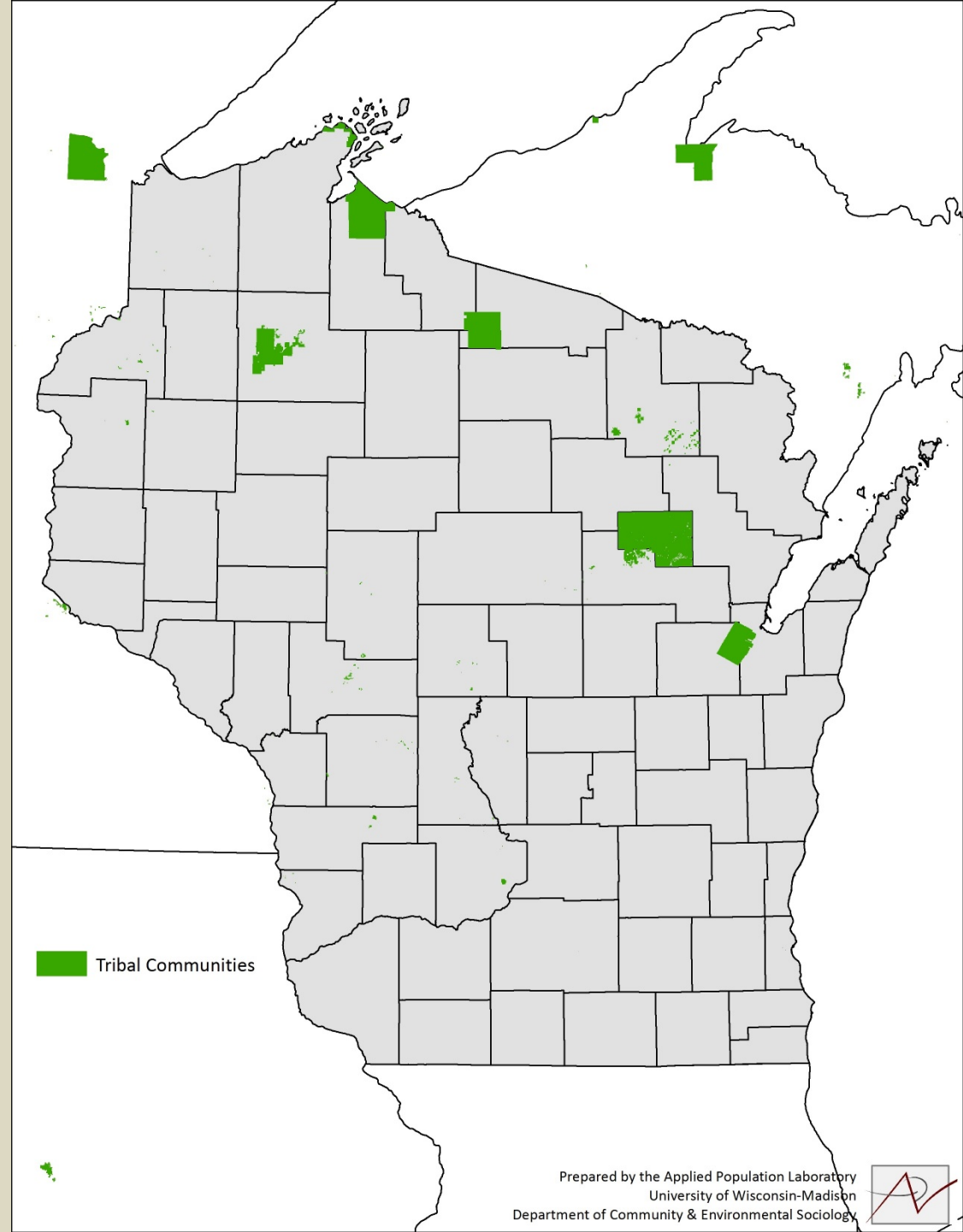
Native American Population

Native American population is only 1% of the population in Wisconsin.

Recently, Wisconsin tribes':

- legal status has been defined
- treaty rights guaranteed
- economic base boosted by gaming and tourism.

However, nearly one in four native people live below the poverty level in Wisconsin.



Observations about Wisconsin's population

- Overall population is growing in the state.
- Majority of the population live in urban areas.
- Growing in urban areas and declining in rural areas.
- Wisconsin's population is getting older.
- The population is aging more quickly in rural areas.
- Wisconsin's urban population is becoming more diverse.
- There are pockets of diversity in rural areas and growing.

Socioeconomic Trends in Rural Wisconsin

- ❖ Poverty
- ❖ Infrastructure
- ❖ Housing
- ❖ Social services

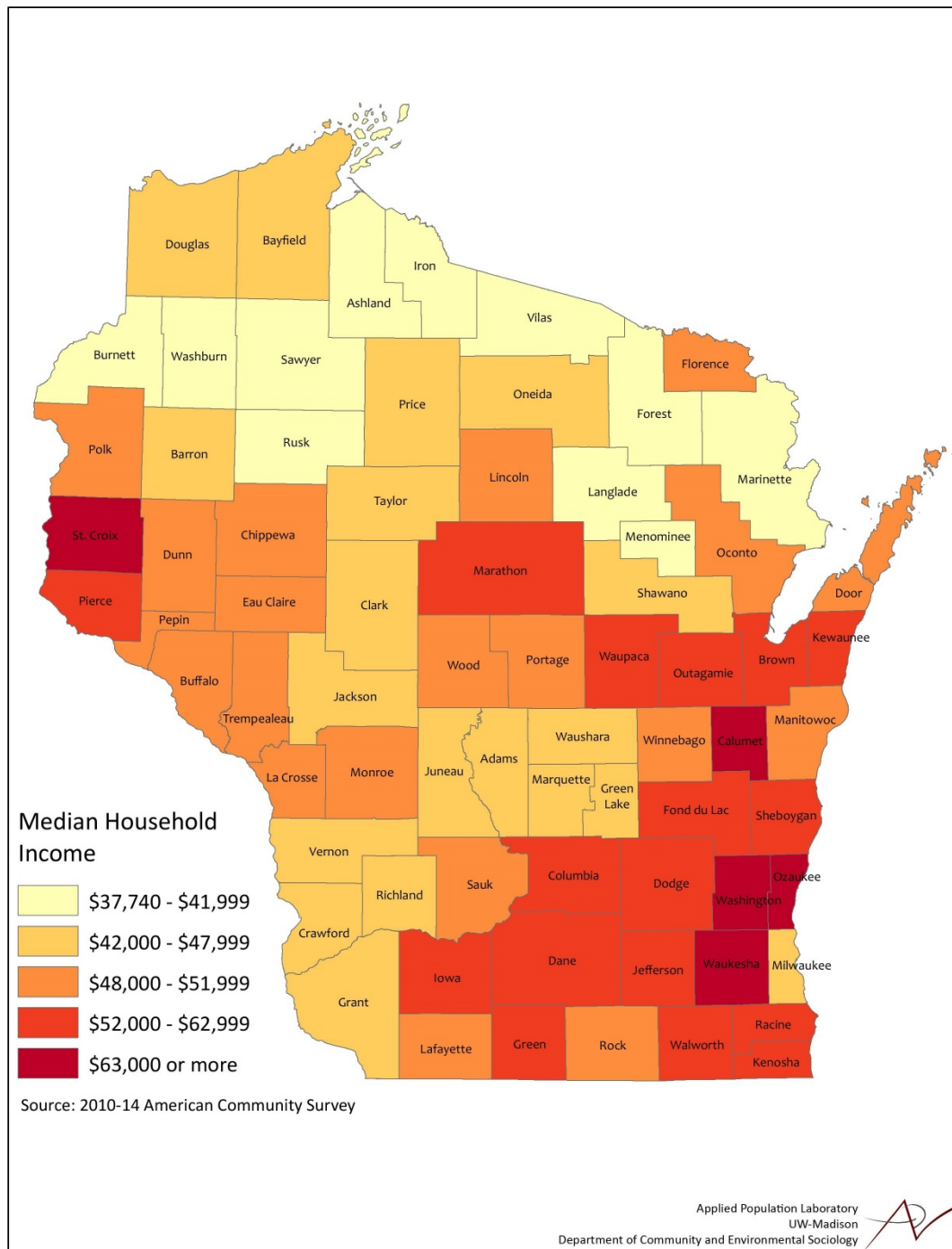


Median Household Income

Household income tied to employment and economic swings.

Rural counties (especially in the north) have much lower median household income.

Household income is driven by economic opportunities of an area.



Poverty Rates

Poverty also tied to employment and economic swings.

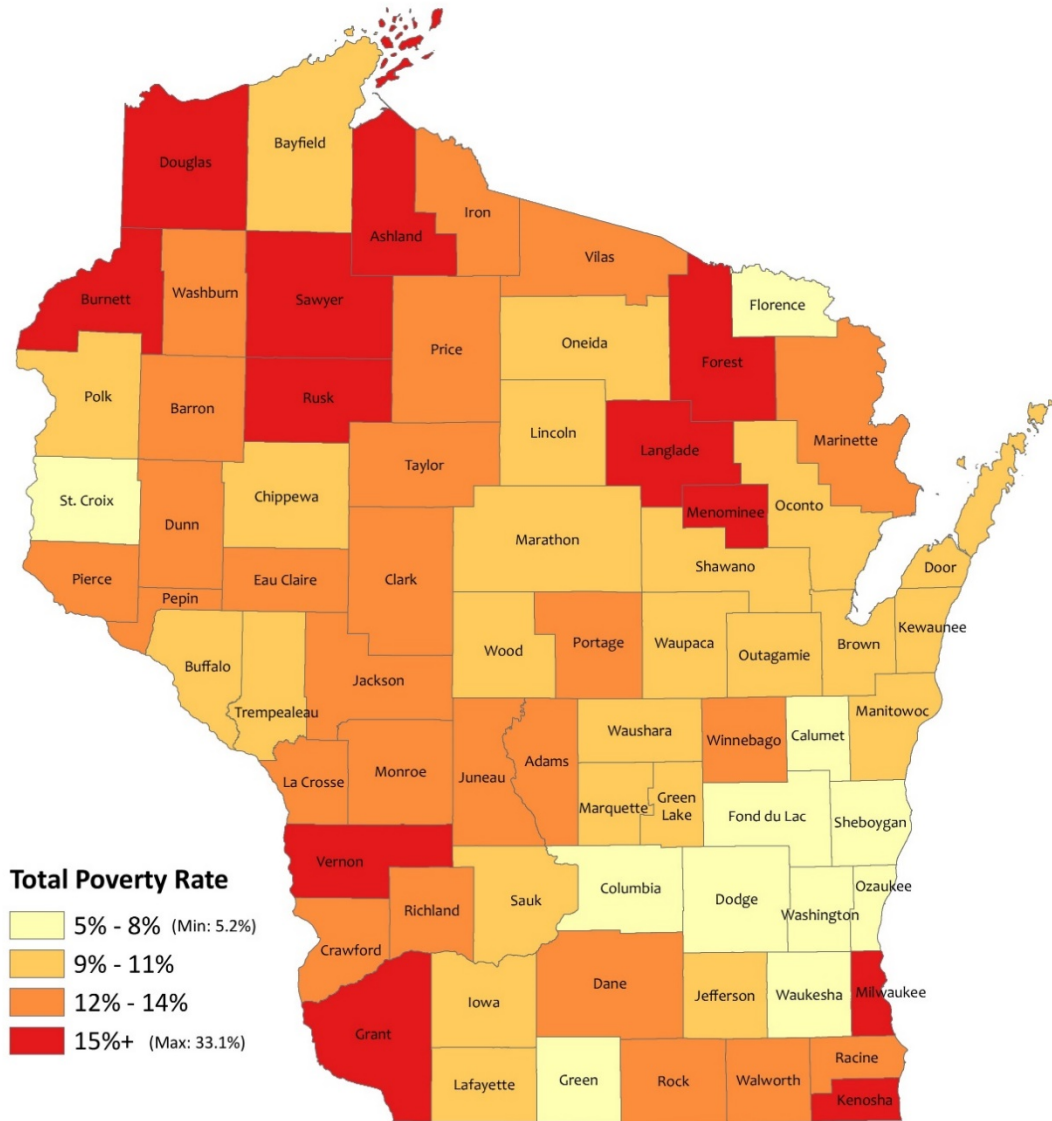
Poverty rose until 2013 largely due to the economic recession.

Overall, statewide poverty rate fell 13.2% in 2010 to 11.8% in 2016.

Rural counties (especially in the north) have higher rates.

Menomonee at 33% and Milwaukee at 21% have the highest rates of poverty in the state.

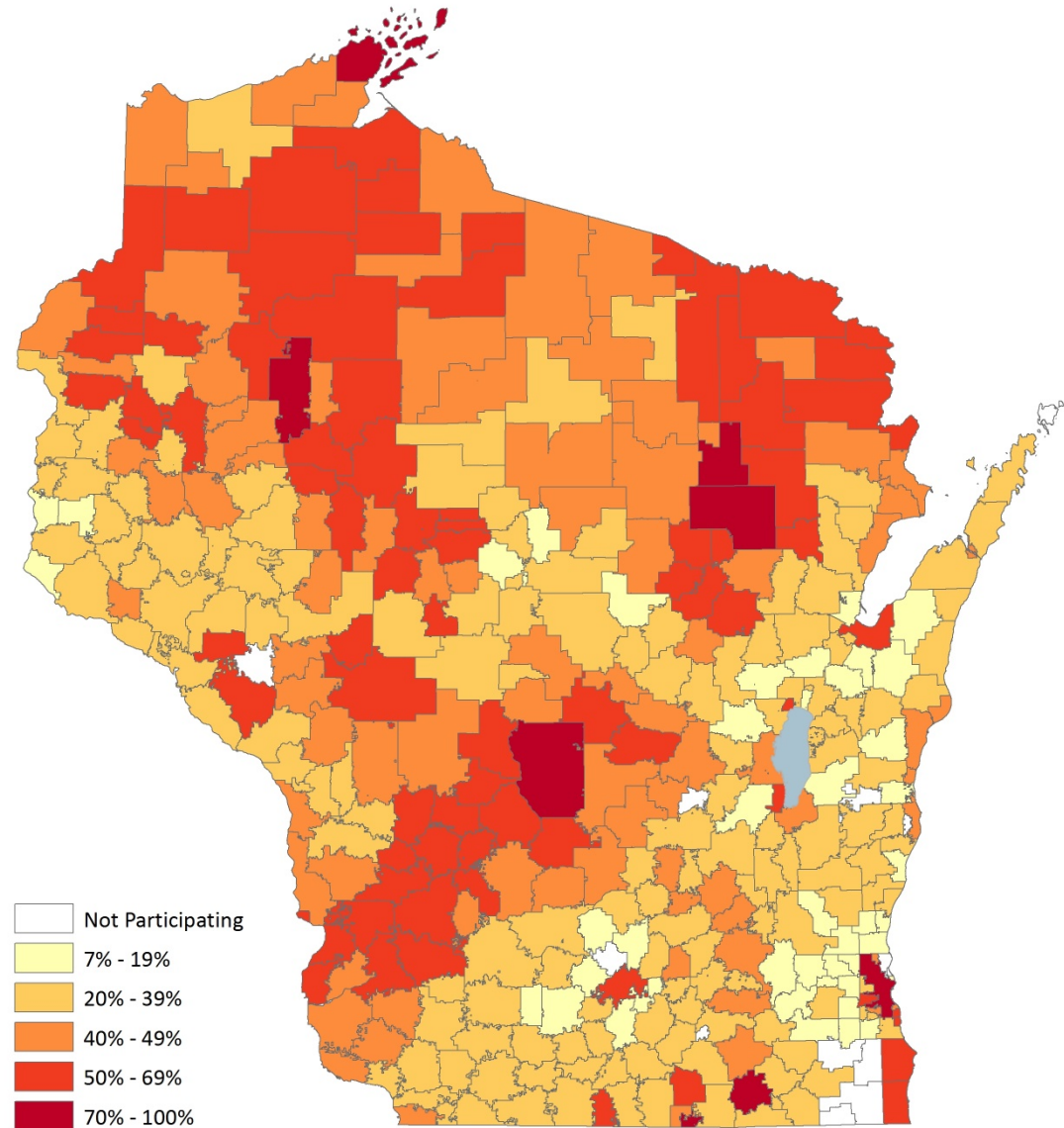
Total Poverty Rates for Wisconsin Counties, ACS 2012-2016



Free and Reduced Lunch Participation

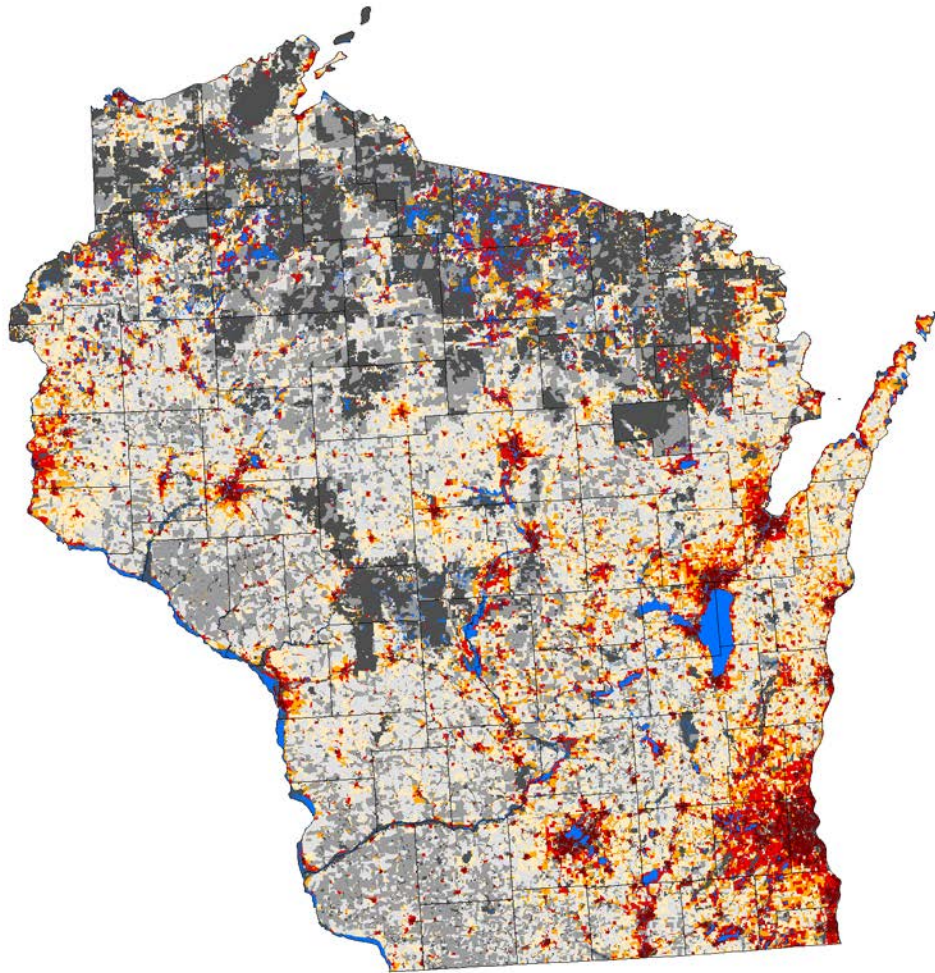
District participation in Fall 2017.

Higher percentage of participation in southwest, central, and northern districts.

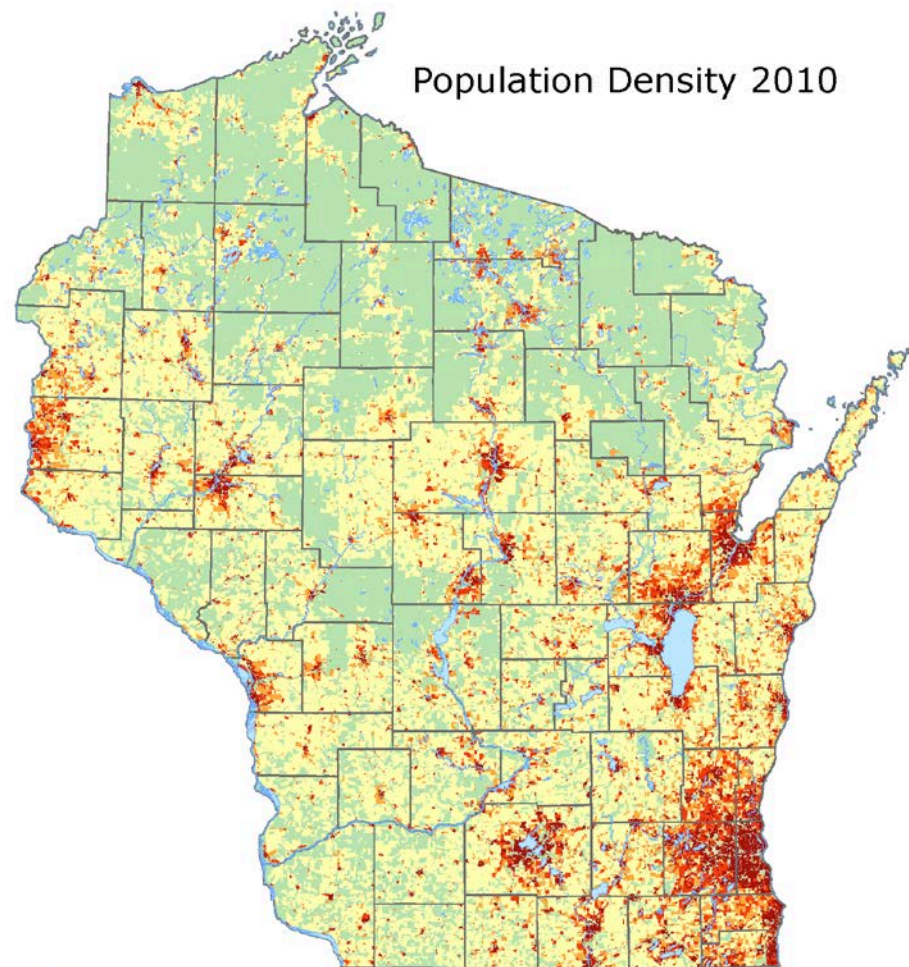


Source: Dept. of Public Instruction

Housing Availability and Affordability



Units per square mile



Data source: Census 2010 Redistricting Data

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Persons per square mile

Infrastructure

❖ Maintaining roads, bridges, and rail

American Society of Civil Engineer's 2017 Report Card gave Wisconsin a D+

❖ Public transportation for seniors and people with disabilities

Report "Arrive Together: Transportation Access And Equity In Wisconsin"

Public transportation – demand is increasing but supply is low

❖ Internet access for students and businesses

"Northern Wisconsin Leaders Frustrated with Lack of Broadband Service", March 2018

\$7.0 million in broadband expansion grants in FY 2019

❖ Healthcare and other social services facilities

Demand for services will rise as the rural population ages

Physician disproportionally located between urban and rural areas

Report by Wisconsin Council on Medical Education & Workforce

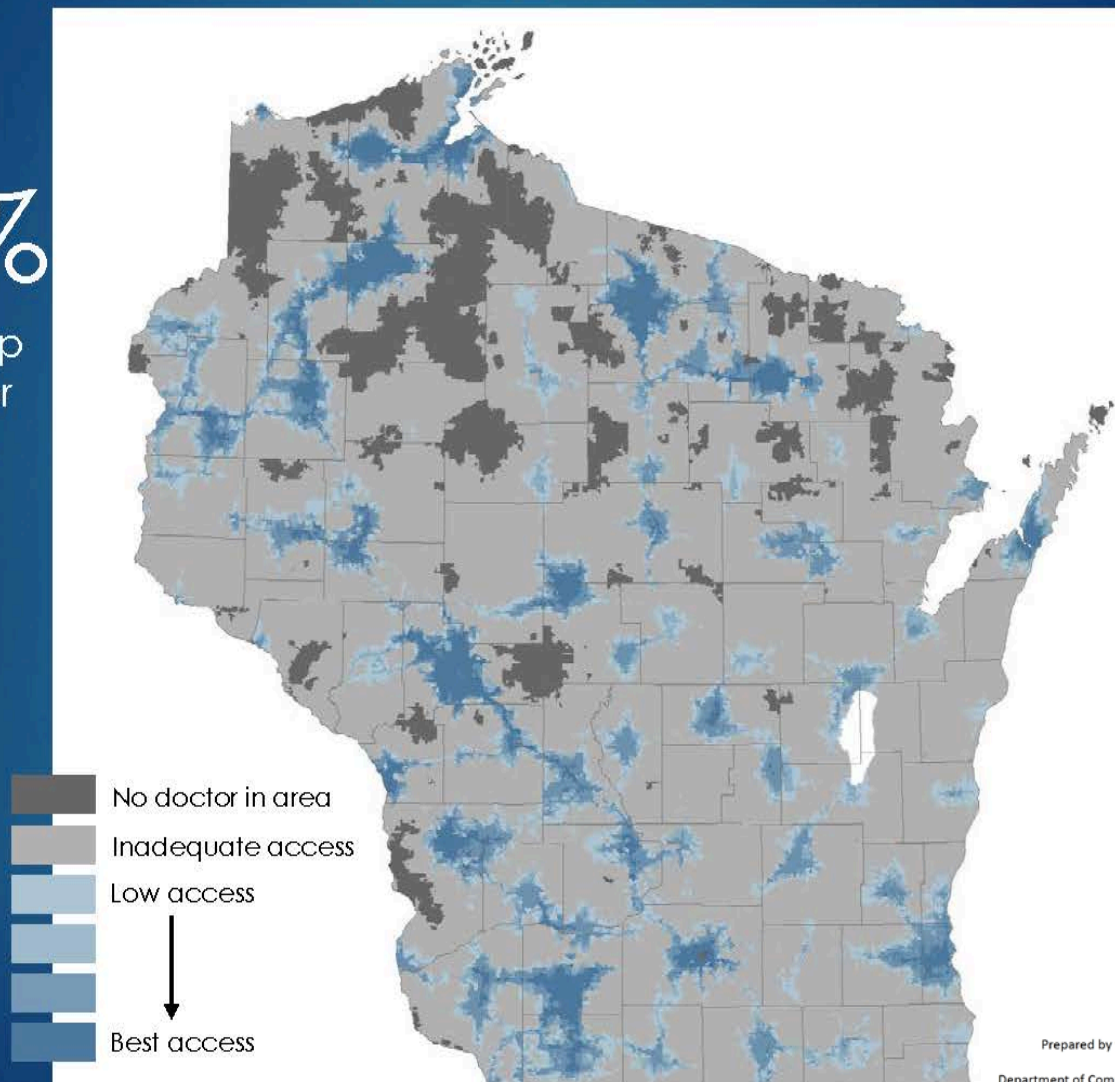
Access to Primary Care Doctors

Results: Current geographic access to care

39%

of total pop
has poor or
no access

2.2 million
people

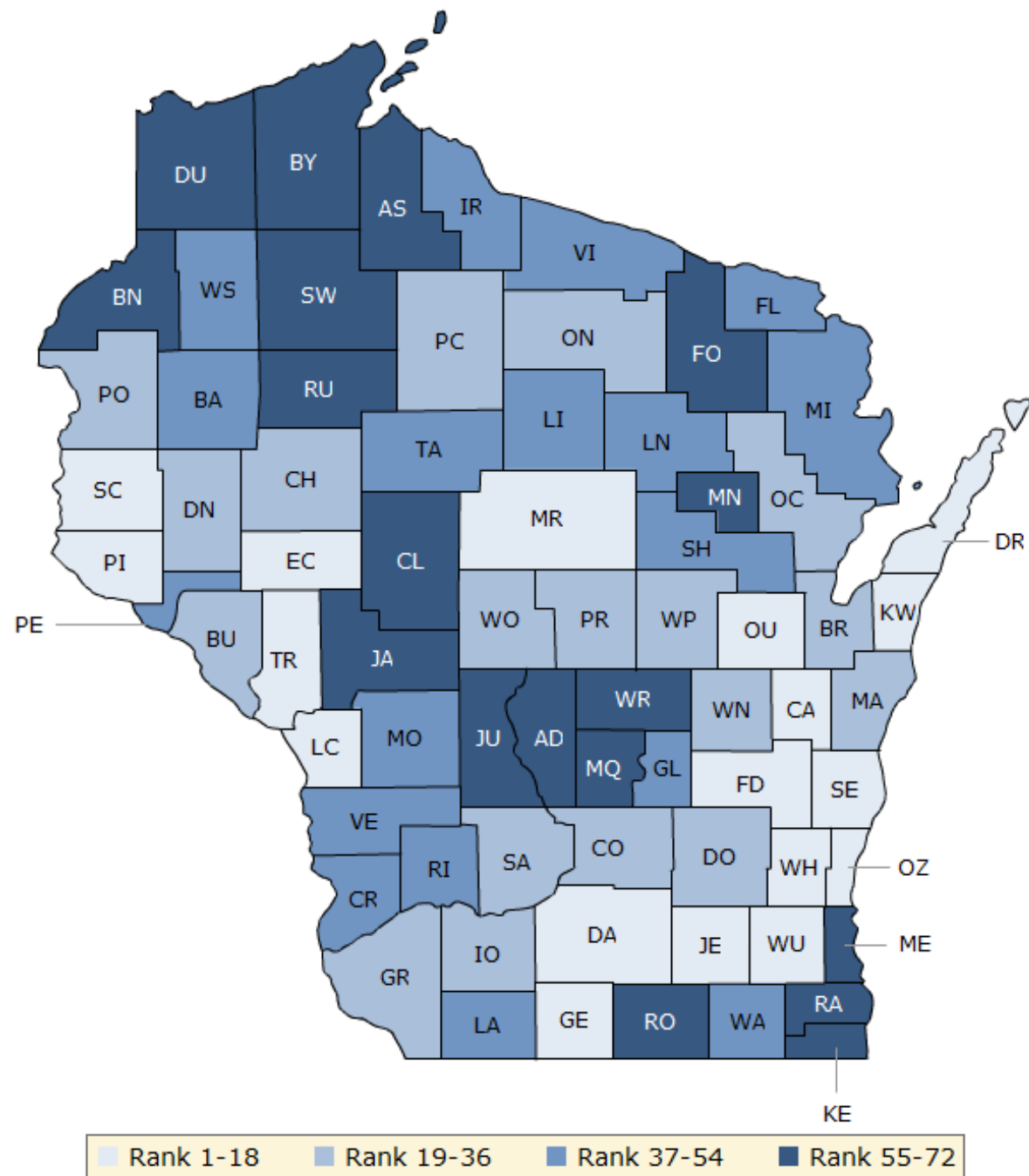


Health Factors

Include:

the quality of health care
health behaviors
socioeconomic factors
the physical environment

Source: UW-Madison Population Health Institute, 2017



http://www.countyhealthrankings.org/sites/default/files/state/downloads/CHR2017_WI.pdf

Thoughts on rural socioeconomic issues

- Median household income is lower in rural areas than suburban areas.
- Poverty rates have been decreasing statewide since the Great Recession.
- Persistent and hidden poverty is significant in rural areas.
- Rural districts participating in free and reduced lunch.
- Fewer housing opportunities (single family homes and rental) in rural areas.
- Rural areas face significant infrastructure and social services issues.

Wisconsin's Rural Schools

- ❖ Declining enrollment
- ❖ Racial and ethnic diversity
- ❖ School funding issues

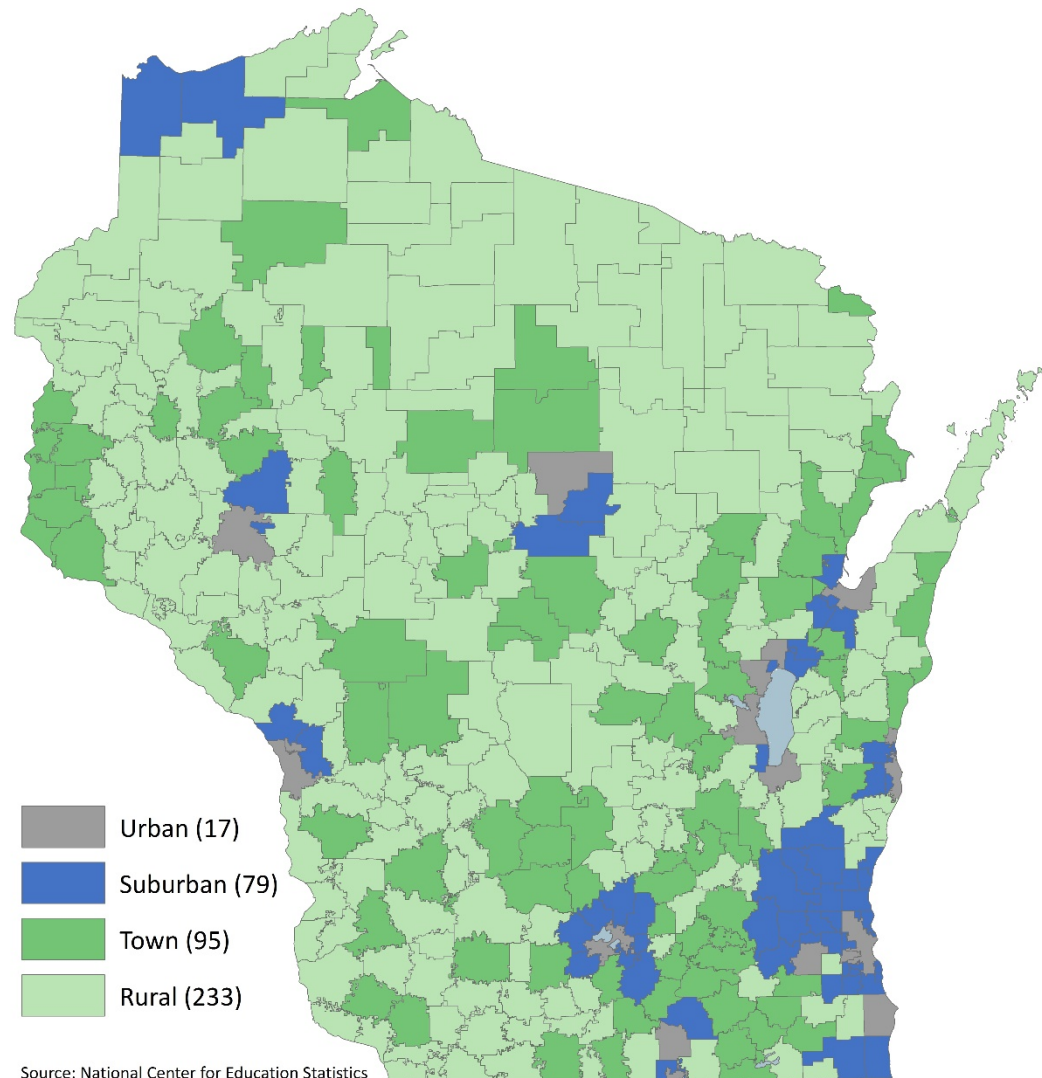


School District Classifications

U.S. Department of Education,
National Center for Education Statistics
Common Core of Data, 2012-13

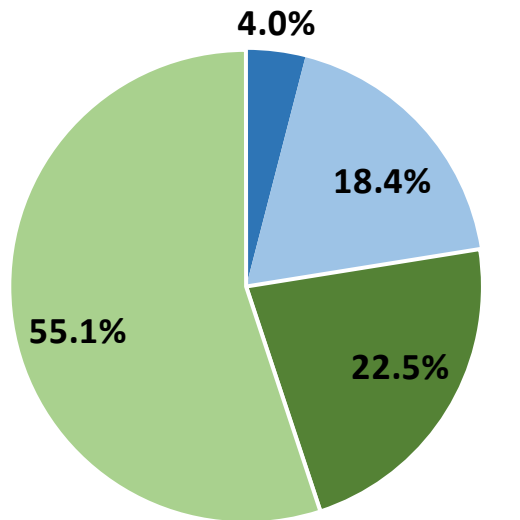
The urban-centric locale code classifies districts into four major types: city, suburban, town, and rural.

School Districts by Locale



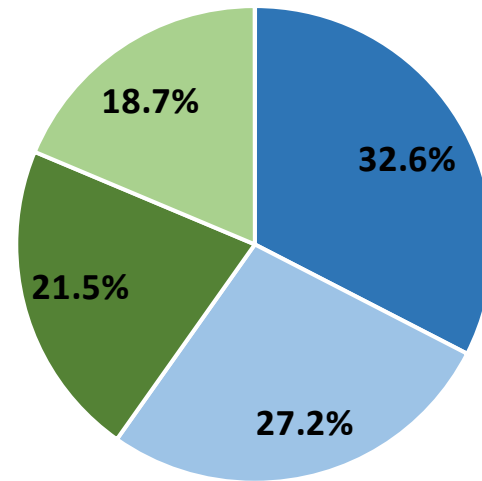
Wisconsin Schools by Location and Enrollment

Number of Districts



■ Urban ■ Suburban ■ Town ■ Rural

Number of Students



■ Urban ■ Suburban ■ Town ■ Rural

Source: WI Department of Public Instruction

Student Decline

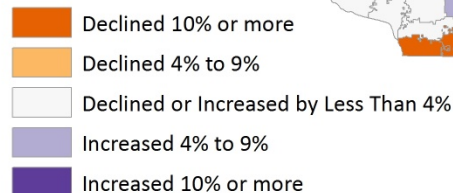
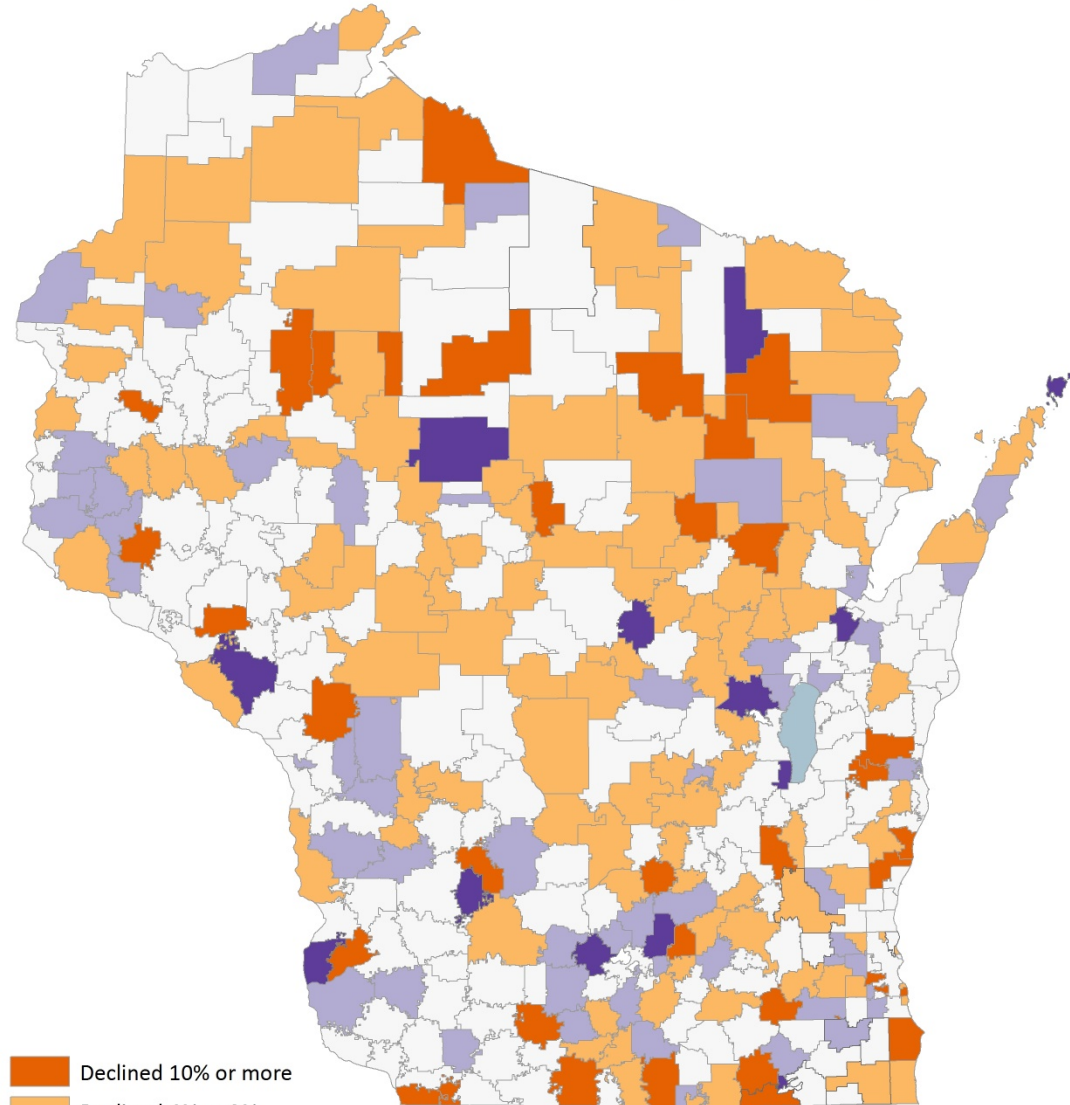
59% of Wisconsin's school districts experienced declining enrollment.

Rural schools are declining more than suburban and urban schools.

Rural districts experienced a 67% drop in student population.

Town districts with decline in enrollment was 56%.

School District Enrollment Change
2013/14 to 2017/18



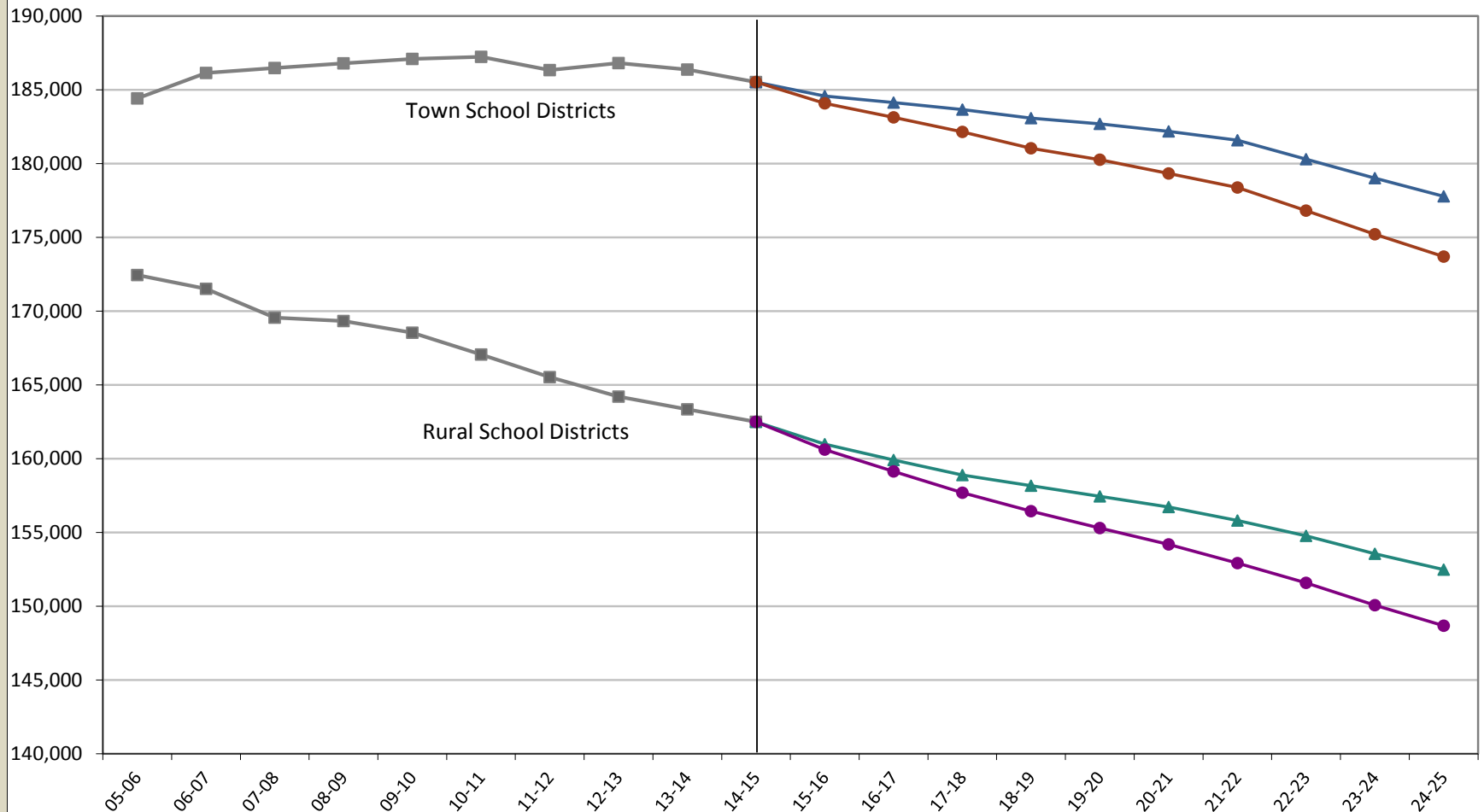
Source: WI Department of Public Instruction

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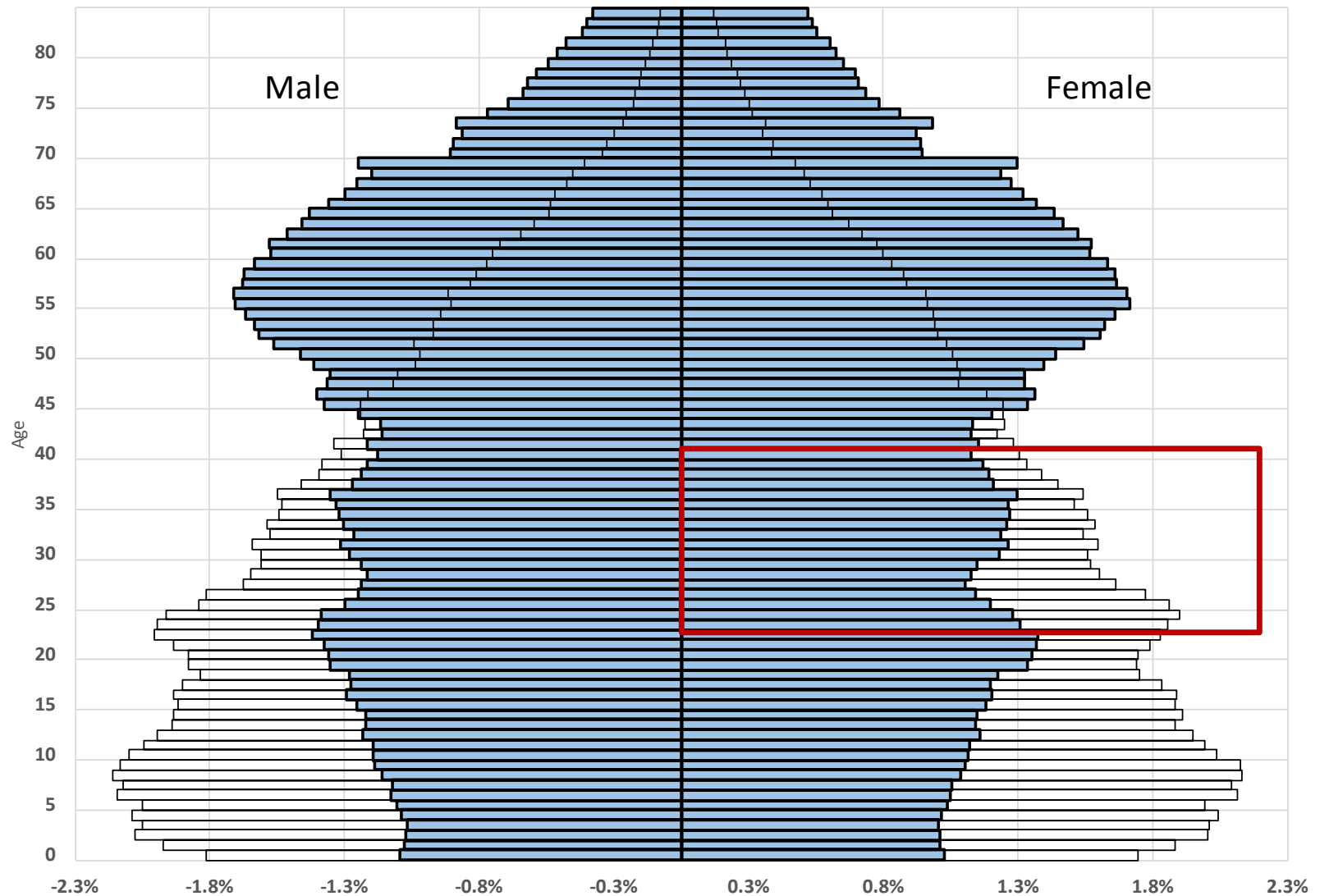


Rural School Enrollment Decline

Town & Rural School Districts
4K-12 Enrollment History and Projections



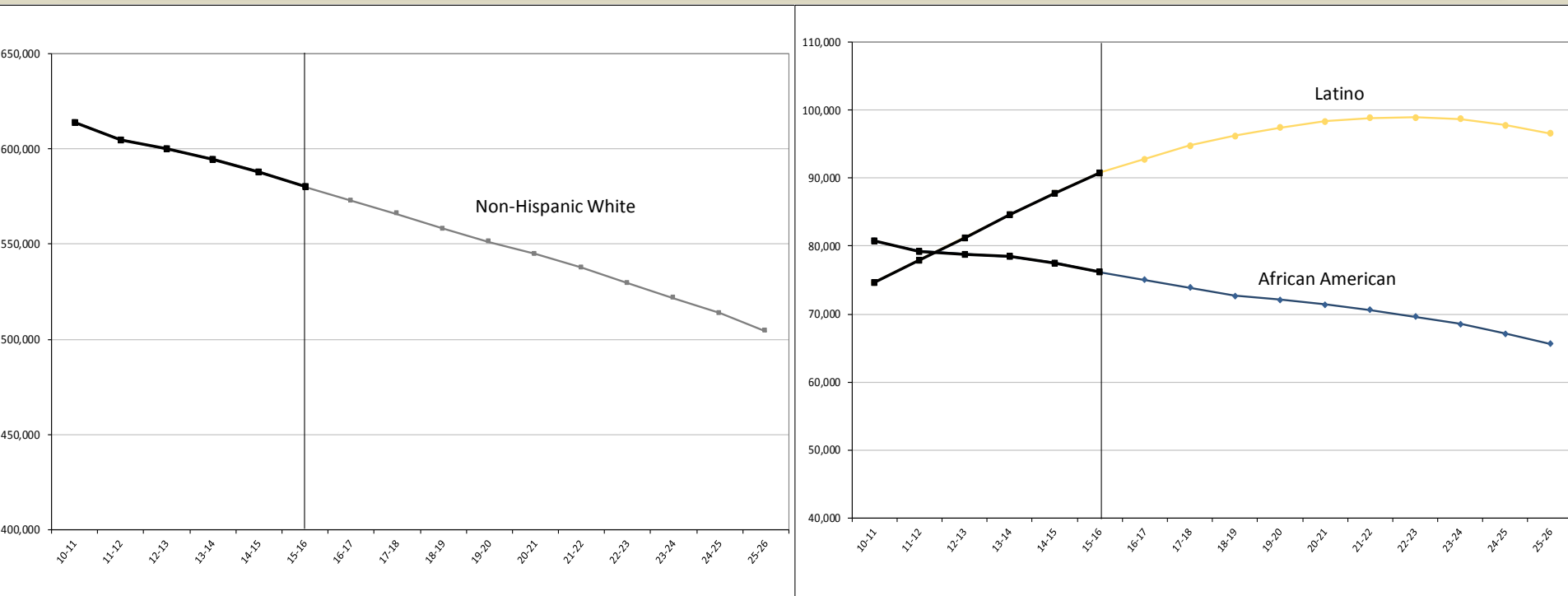
Wisconsin Age Structure, 2016



Source: American Community Survey

□ People of color ■ Non-Hispanic White

Public School Projections by Race/Ethnicity

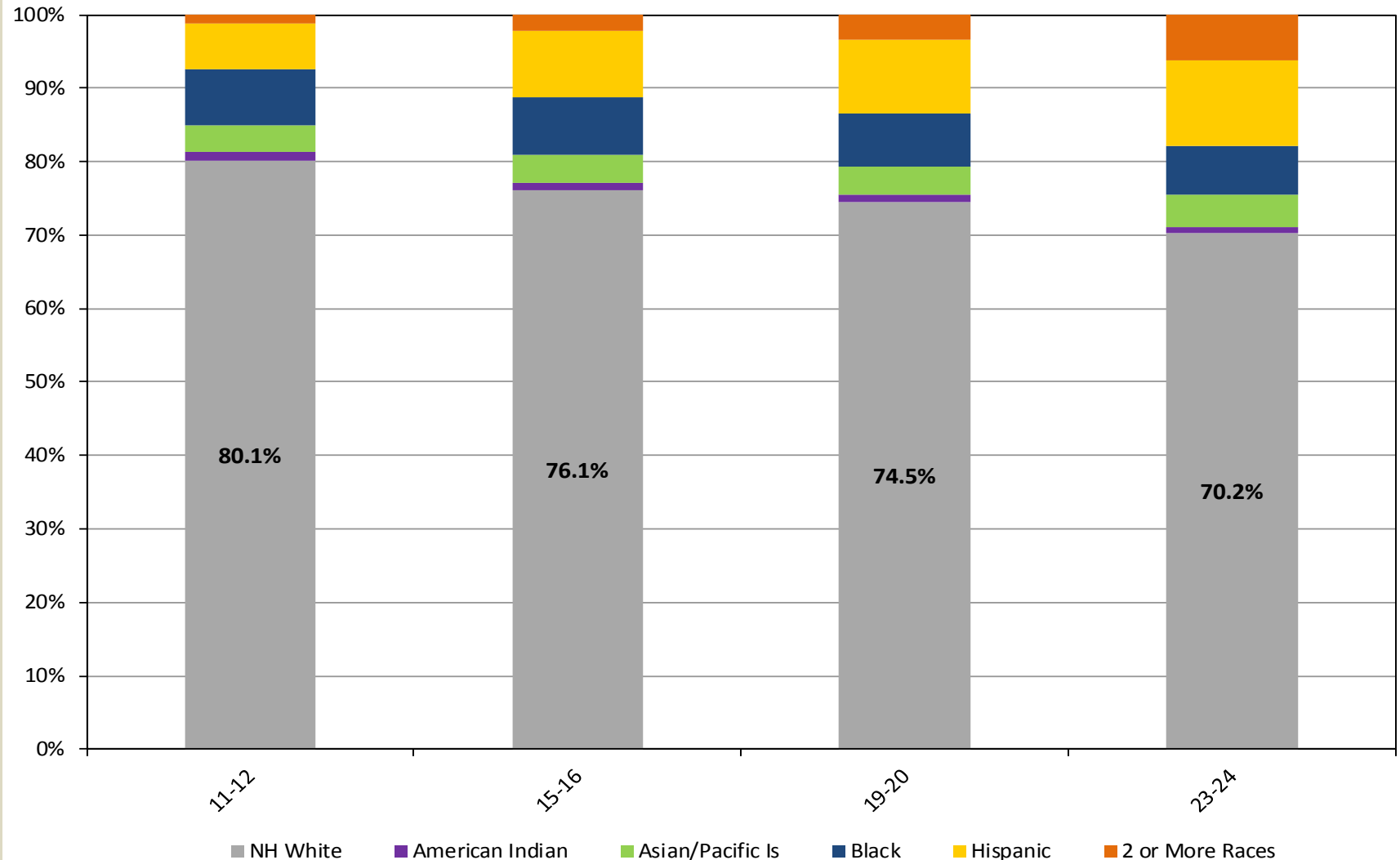


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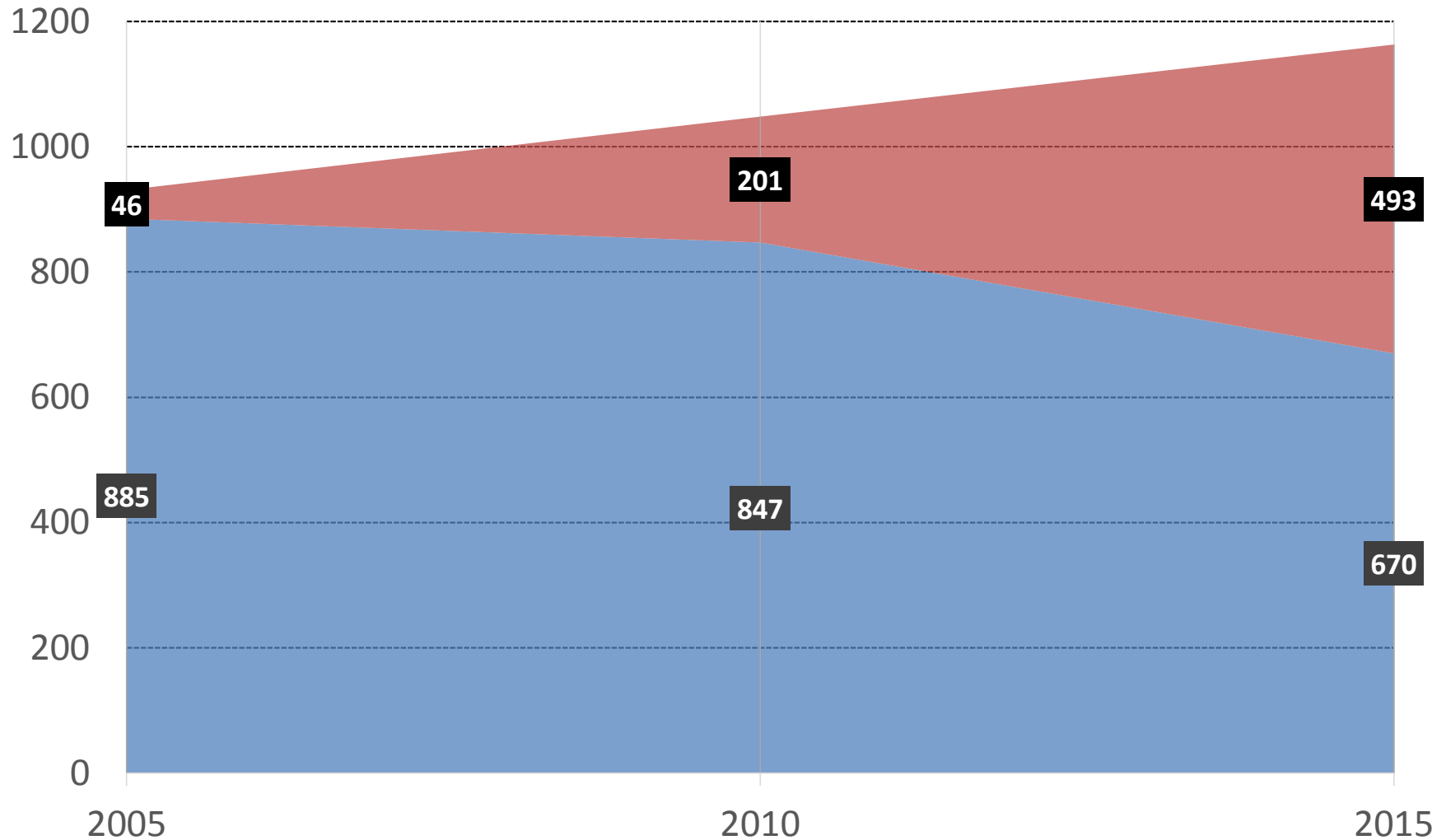
- ❑ In 2015, non-Hispanic White students comprised 72% (in 2006 was 78%).
- ❑ Black (7.0%) and American Indian (1.0%) enrollment has declined.
- ❑ Hispanic (8.25%) and Asian (3.5%) enrollment has increased.

High School Graduates by Race/Ethnicity



Source: Projections for Wisconsin High School Graduates, 2016/17-2025/26

Arcadia School District Enrollment Trempealeau County, 2005 - 2015



Source: Dept. of Public Instruction

■ Non-Latino ■ Latino

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School Funding

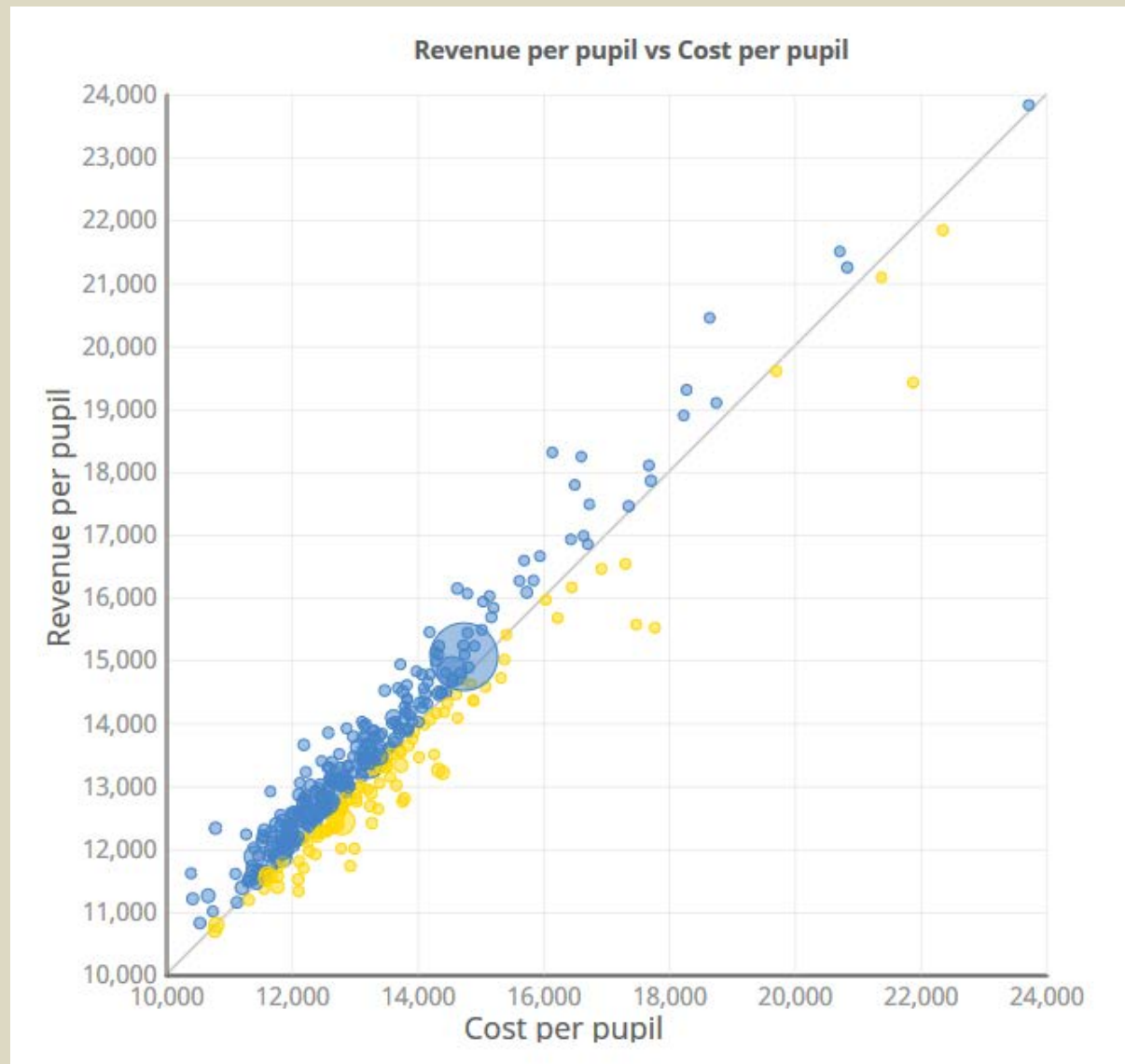
“Shifts In Student Numbers Help Drive School Referendums Across Wisconsin”

“It's about our community' Beloit Turner School District will decide on school referendum”

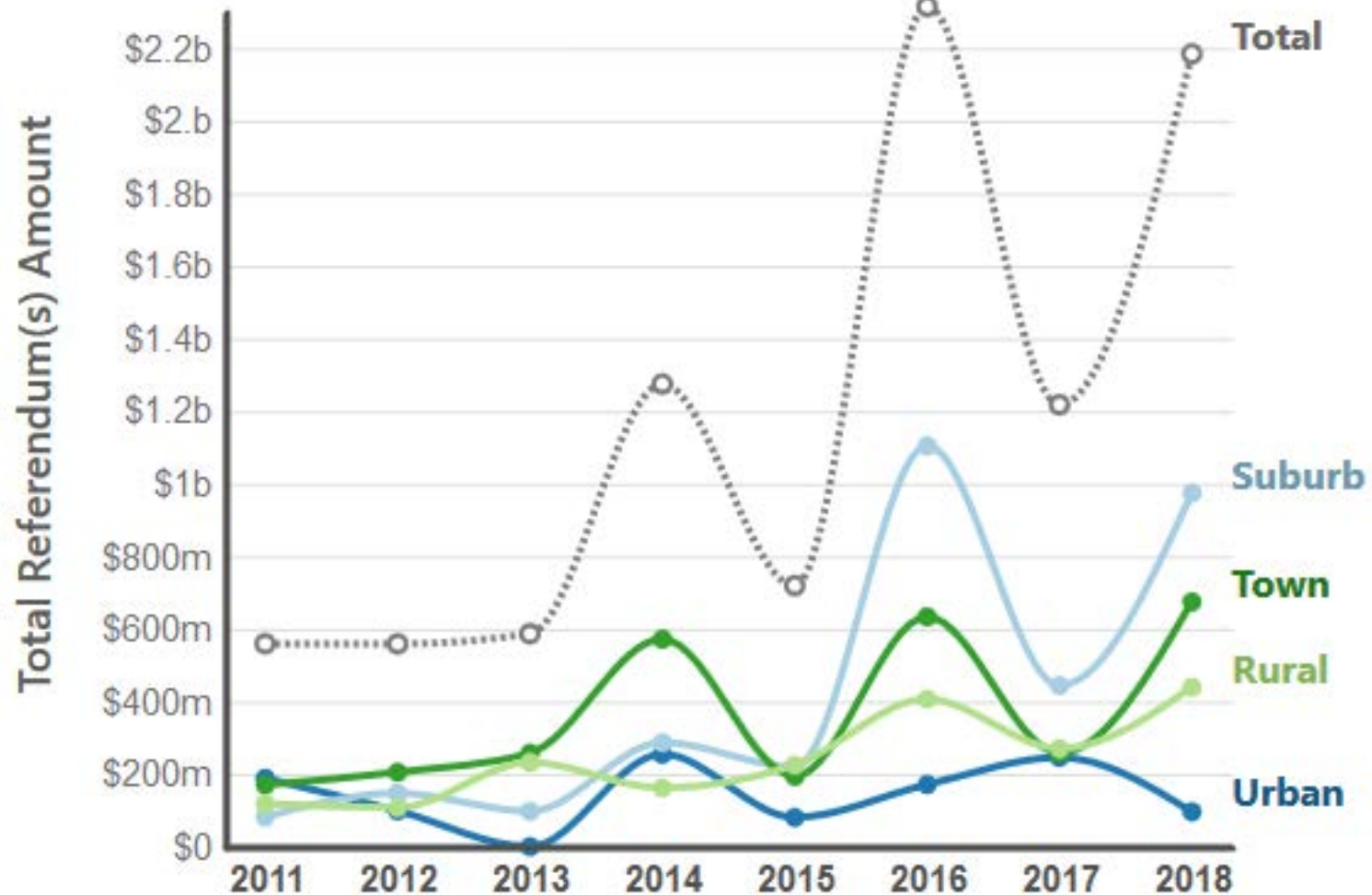


“Watertown schools among districts with operational referendums”

School District Costs vs. Revenue



School Referendums



Impact on rural schools and communities

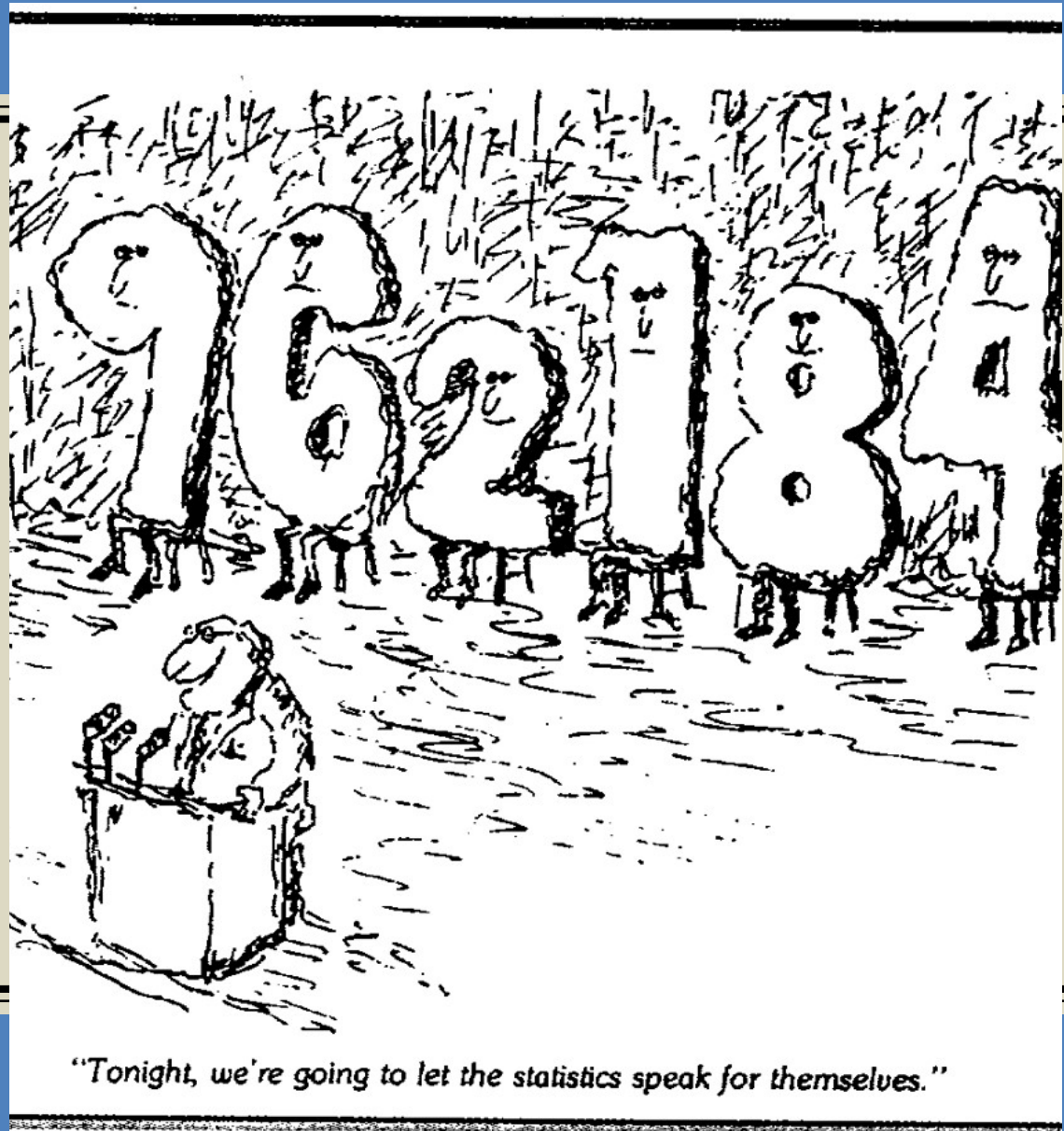
Facing several challenges:

- Likely to see continued declines in total population.
- Generally older and growing older faster.
 1. Impacts on healthcare and other social services
 2. Impacts on institutional housing
- Less diverse than urban areas but seeing an increase people of color, especially Latinos, in some rural counties.
 1. Help mitigate population decline
 2. Impacts on ELL and other school resources
- Declining number of children and young adults
 1. Impacts on school districts (funding)
 2. Impacts on employers (employee shortage)



THANK YOU!

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"Tonight, we're going to let the statistics speak for themselves."

