

FEBRUARY 2026

Summary of

# **DPS School Choice Trends**

# Purpose



**This document is intended to serve as a reference guide** for key choice metrics over time related to participation, match rates, and enrollment in a school outside a student's boundary or enrollment zone.



**Visuals sourced from district presentations will be outlined in blue with links included in the footer.**



**Observations provided reflect the sole opinion of Eschbacher Consulting and do not pull from DPS unless *italicized in quotes*.**



## Key Links

**2019** Round 1 [Choice Presentation](#) from May 2, 2019 Focus on Achievement [Board Meeting](#)

**2025** Round 1 Choice Presentation embedded in the Strategic Regional Analysis presentation to the board on June

# Headline

## CHOICE-OUT IS STEADY

**44%** of K-12 students attend a school outside their boundary/zone. This is relatively steady over the last 4 years.

**More than 50% of students participate in school choice** when including private schools or open enrollment to other districts.

## PARTICIPATION RATE DECLINES

**80%** of transition grade students (K, 6, 9) participated in Round 1 in 2025, **down from 83%** in 2019. All 3 transition grades dropped 2-4%, though kinder's calculated decline may be a product of a methodology change.

## MATCH RATE CHANGES

**Improved kinder match rates** since 2019 with 84% receiving their 1st choice. **6th and 9th appear to have slipped**, but may also be a methodology change because there are **no waitlists at most schools** and are **much higher than national peers**.

## DRIVERS OF OUT-OF-DISTRICT STUDENTS

Comprehensive high schools, schools located on the border of a neighboring district, and **specialized programs like DSA or DLS** are the schools that draw the most students from outside Denver, which could inform where/how future schools choose a location or programming to increase recruiting abilities.

## OPPORTUNITIES TO INCREASE TRANSPARENCY

While DPS deserves credit for maintaining reporting on many key metrics, there are areas that had greater levels of student group disaggregation in years past to **understand equity wins or areas to increase focus** on participation or match by student group.

CHOICE OUT

PARTICIPATION

MATCH

## SCHOOL CHOICE

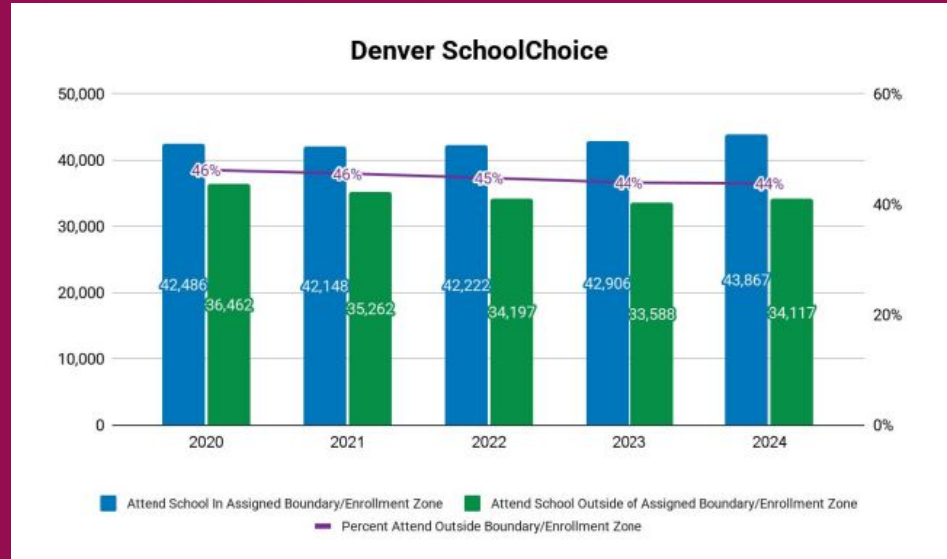
A large and consistent set of students utilize choice to attend a school outside their boundary or zone.

### Observations:

- 44% of DPS residents attend a school outside their boundary or zone, which is relatively steady over the last 5 years.
- The following slide takes intra-district choice and layers in private school, open enrollment, and homeschooling to understand the full choice landscape.

# 44%

of DPS students attend a school outside of their boundary or enrollment zone. CEN and SW see more than half of students attend outside boundary/zone.



CHOICE OUT

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MATCH

## SCHOOL CHOICE

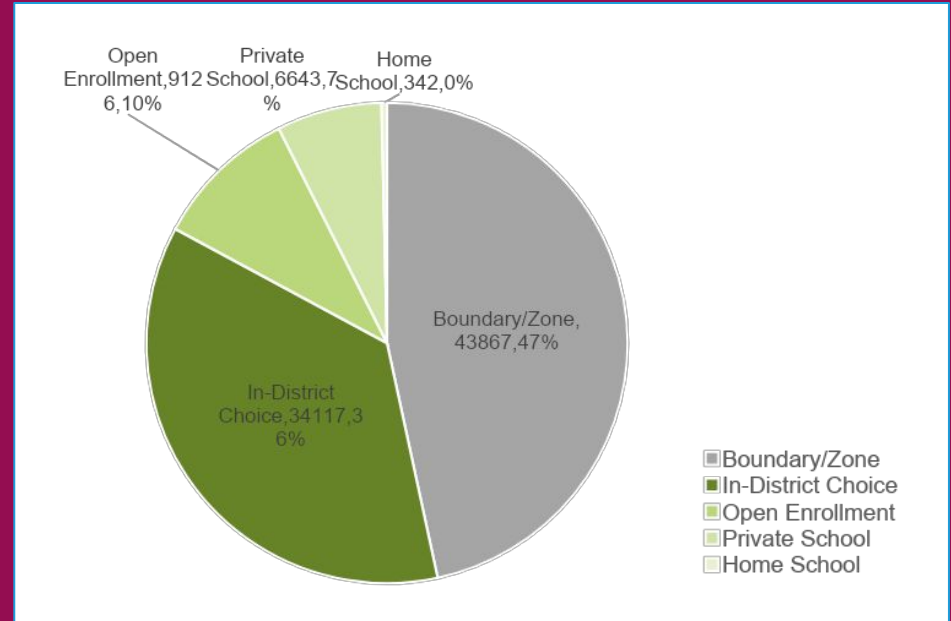
### Observations:

- When including 6,000 students attending a private school in Denver and 9,000 residents open enrolling in another district or CSI charter, **more than half of Denver residents participate in school choice.**
- **The largest districts where Denver residents transfer out to include:**
  - Jefferson County: 2,790
  - CSI: 1,543
  - Byers (virtual schools) 833
  - BOCES (includes RMSEL) 805
  - Littleton: 644
  - Aurora: 426
  - Cherry Creek: 401

When including additional school choice options beyond DPS, roughly:

# 53%

of students attend a school outside of their boundary/zone



CHOICE OUT

PARTICIPATION

MATCH

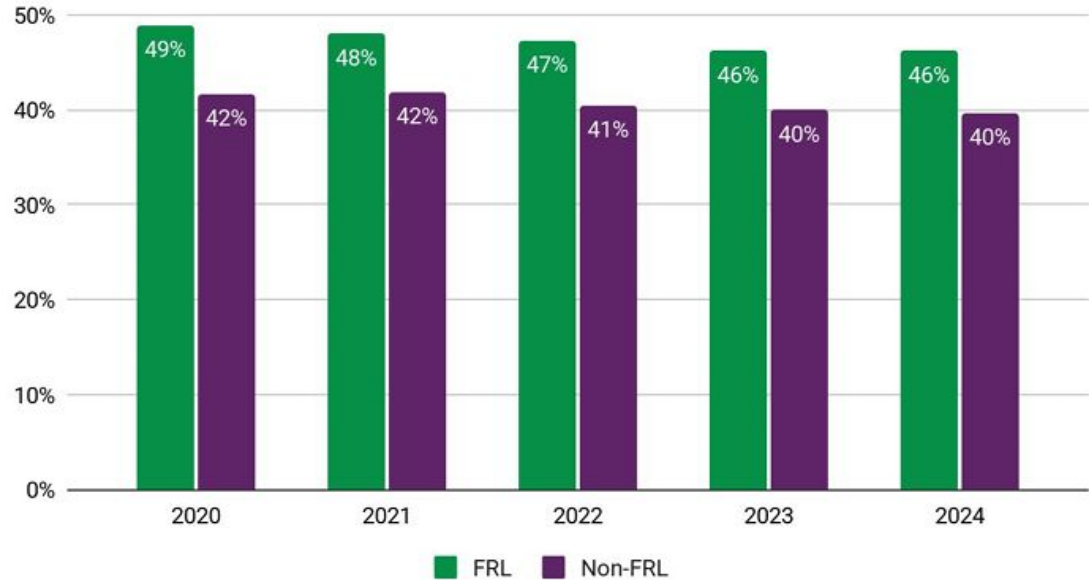
## SCHOOL CHOICE

**More students of color or low-income students utilize SchoolChoice to attend a school outside their boundary than their white or affluent peers**

### Observations:

- In 2024, 46% of FRL students attended a school outside their boundary or zone, versus only 40% of non-FRL students.
- 2020's rates should be taken with a grain of salt because of COVID, but rates are still down 2% points for each group since 2021. The next slide shows that the drop is at both MS and HS, while elementary is steady.

Percent Attend School Outside Boundary/Enrollment Zone by FRL Eligibility



CHOICE OUT

PARTICIPATION

MATCH

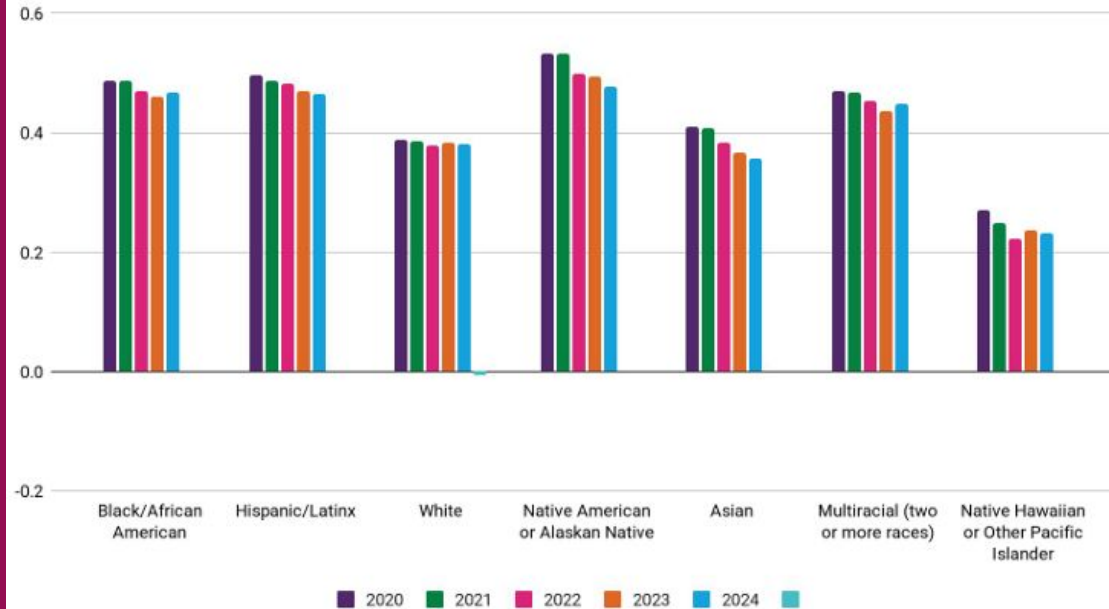
## SCHOOL CHOICE

**More students of color or low-income students utilize SchoolChoice to attend a school outside their boundary than their White or affluent peers**

### Observations:

- While roughly 50% of Black and Hispanic students attend a school outside their boundary/zone, less than 40% of White students do so, showing the equity of access that SchoolChoice provides.

Percent Attend School Outside Boundary/Enrollment Zone by Race/Ethnicity



CHOICE OUT

PARTICIPATION

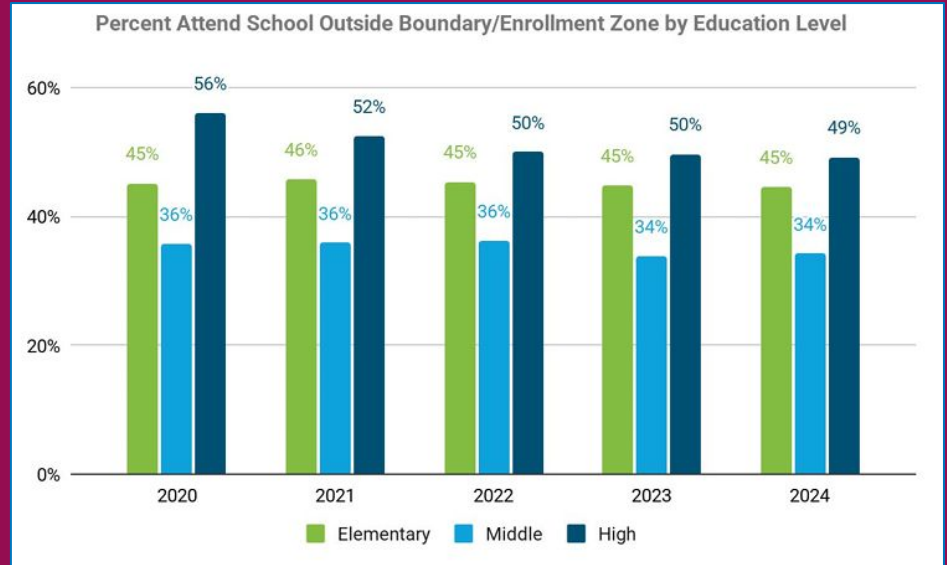
MATCH

## SCHOOL CHOICE

Fewer high school students are utilizing school choice than 5 years ago, while elementary and middle is steadier.

### Observations:

- 2020 may have been impacted by COVID, so 2021 can serve as a cleaner reference point for intra-district choice behavior.
- Since 2021, 3%-points fewer high school students are attending a school other than their boundary/zone.
- Middle school rates have dropped 2%-points while elementary is steady at 45%.



CHOICE OUT

PARTICIPATION

MATCH

# STUDENT PARTICIPATION: YEAR OVER YEAR

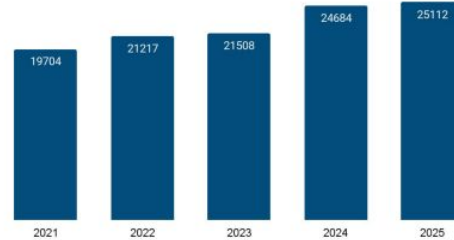
## Round 1 Participation Over Time

### Observations:

- As DPS notes in the slide, the large increase from 2023 to 2024 was more administrative than anything because it captures families who completed the newer Intent to Enroll process.
- Overall, the trend of increased participation is positive for the interest in choice from more and more families, despite there being fewer students in the district.
- The next slide looks at participation for transition grades, which is more important than just overall number of participants.

Participation is up 2% from last year across K-12 grades.

Total Number of Round 1 Participants by Year (K-12)



Including Round 1 and ITE applicants, there were 428 more participants than in 2024 ( $\uparrow 2\%$ ) across K-12 grades. These numbers include both Denver resident and non-resident students.

While we continue to see increases every year since 2021, last year we saw a large increase which is mostly likely due to the addition of the Intent to Enroll process. The modest increase in 2025 is similar to the relatively small increase from 2022 to 2023.

SchoolChoice Round 1 results are only one part of the DPS enrollment picture and as such can only partially predict October Count enrollment.

CHOICE OUT

PARTICIPATION

MATCH

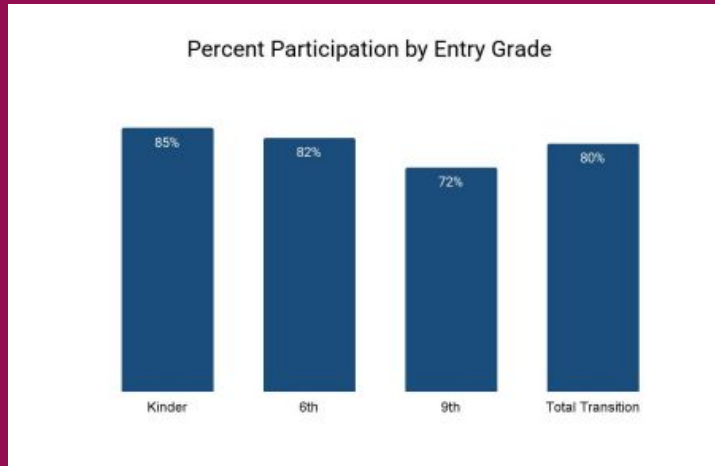
# STUDENT PARTICIPATION: RATES

## 2025 Round 1 Transition Grade Participation

### Observations:

- As DPS notes in the slide, the large increase from 2023 to 2024 was more administrative than anything because it captures families who completed the newer Intent to Enroll process.
- Overall, the trend of increased participation is positive for the interest in choice from more and more families, despite there being fewer students in the district.

Participation rates are highest in kindergarten and 6th grade.



Data shown is the rate of participation of Round 1 and ITE students.

Students who live in a boundary default to their neighborhood boundary school if they don't submit a SchoolChoice application; these students are not included in the above participation rates. Communication was sent to these families encouraging participation so that schools can plan for students' arrival in the fall.

Students who live in an enrollment zone must participate in SchoolChoice to enroll in a school. Enrollment Services sends robocalls to all transitioning students in enrollment zones, followed by up to two personalized calls made by enrollment representatives.

CHOICE OUT

PARTICIPATION

MATCH

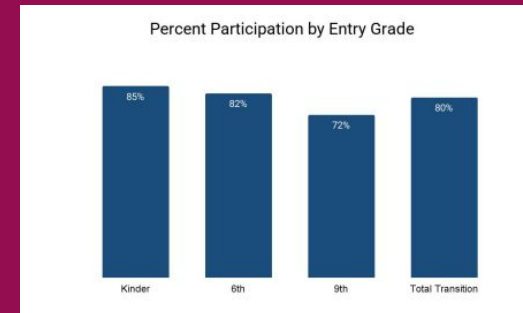
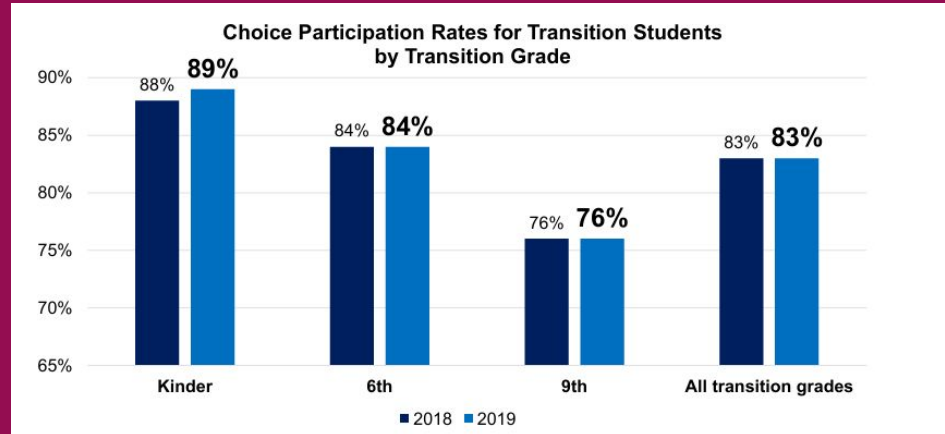
## STUDENT PARTICIPATION: RATES

Assuming a similar reporting methodology, transition grade participation rates have slipped 3% overall and 4% in kinder.

### Observations:

- Exercise should be cautioned when comparing participation rates between 2019 and 2025 because of potential methodology changes associated with a new application management system, and PreK student tracking as a result of state initiatives.
- With the % of students transferring out of their school remaining relatively steady during this time, minor declines in participation may be more related to reporting methodology than actual declines in behavior.

Participation rates for transition students applying to kindergarten, 6th or 9th grades were about the same last year.



There was a small increased in Kinder. However, participation in kinder is limited to known ECE4.

CHOICE OUT

PARTICIPATION

MATCH

# STUDENT PARTICIPATION: RATES BY ZONE

## 2025 Round 1 Participation Rates by Zone

### Observations:

- Having high participation is critical to enrollment equity, particularly for elementary, where it can be harder to reach 4 year olds ahead of kinder.
- Rates across zones have been very high for years, though any rate below 90% still creates opportunities to increase engagement, whereas above 90% becomes diminishing returns because some non-participants know they will not be attending DPS the next year (moving, etc.)

Participation remains high across zones, new elementary zones have rates similar to other elementary zone participation rates.

| Enrollment Zone Name   | % Participation              |
|--|------------------------------|
| <b>Elementary School</b>                                     |                              |
| Central-East Elementary Enrollment Zone*                     | 86%                          |
| Central Park Elementary Enrollment Zone                      | 97%                          |
| Far Southeast Elementary Enrollment Zone                     | 81%                          |
| Gateway Elementary Enrollment Zone                           | 86%                          |
| Greater Five Points Elementary Enrollment Zone               | 87%                          |
| Northwest Elementary Enrollment Zone*                        | 86%                          |
| Southwest Central Elementary Enrollment Zone*                | 86%                          |
| Tower Elementary Enrollment Zone                             | 86%                          |
|  | <b>Kindergarten</b>          |
|  | <b>88%</b>                   |
| <b>Middle School</b>   |                              |
| Far Northeast Middle School Zone                             | 88%                          |
| Greater Park Hill Central Park Middle School Enrollment Zone | 94%                          |
| Near Northeast Middle School Enrollment Zone                 | 80%                          |
| Northwest Middle School Enrollment Zone                      | 87%                          |
| Southwest Middle School Enrollment Zone                      | 84%                          |
| West Middle School Enrollment Zone                           | 84%                          |
|  | <b>6th Grade Subtotal</b>    |
|  | <b>87%</b>                   |
| <b>High School</b>   |                              |
| Far Northeast High School Enrollment Zone                    | 84%                          |
|  | <b>9th Grade Subtotal</b>    |
|  | <b>84%</b>                   |
|  | <b>All Transition Grades</b> |
|  | <b>87%</b>                   |

CHOICE OUT

PARTICIPATION

MATCH

# STUDENT PARTICIPATION: RATES BY ZONE

## 2019 versus 2025 Round 1 Participation Rates by Zone

### Observations:

- Elementary trends over time: When comparing the 2019 report, there appears to be a change in methodology on calculating participation rates by zone that precludes us from accurately calculating changes over time. This may be related to how student IDs are assigned through UPK.
- Middle school rates have also declined, but this may also be related to methodology.
- Far Northeast high school rates are more likely related to the new Montbello HS being a default option for students compared to the previous smaller schools in the region.

Participation remains high across zones, new elementary zones have rates similar to other elementary zone participation rates.

| Enrollment Zone Name   | % Participation |
|--|-----------------|
| <b>Elementary School</b>                                     |                 |
| Central-East Elementary Enrollment Zone*                     | 86%             |
| Central Park Elementary Enrollment Zone                      | 97%             |
| Far Southeast Elementary Enrollment Zone                     | 81%             |
| Gateway Elementary Enrollment Zone                           | 86%             |
| Greater Five Points Elementary Enrollment Zone               | 87%             |
| Northwest Elementary Enrollment Zone*                        | 86%             |
| Southwest Central Elementary Enrollment Zone*                | 86%             |
| Tower Elementary Enrollment Zone                             | 86%             |
| <b>Kindergarten</b>  |                 |
| <b>88%</b>   |                 |
| <b>Middle School</b>   |                 |
| Far Northeast Middle School Zone                             | 88%             |
| Greater Park Hill Central Park Middle School Enrollment Zone | 94%             |
| Near Northeast Middle School Enrollment Zone                 | 80%             |
| Northwest Middle School Enrollment Zone                      | 87%             |
| Southwest Middle School Enrollment Zone                      | 84%             |
| West Middle School Enrollment Zone                           | 84%             |
| <b>6th Grade Subtotal</b>                                    |                 |
| <b>87%</b>   |                 |
| <b>High School</b>   |                 |
| Far Northeast High School Enrollment Zone                    | 84%             |
| <b>9th Grade Subtotal</b>                                    |                 |
| <b>84%</b>   |                 |
| <b>All Transition Grades</b>                                 |                 |
| <b>87%</b>   |                 |

2019

92%  
96%  
83%  
92%  
83%  
88%

CHOICE OUT

PARTICIPATION

MATCH

## 2025 ELEMENTARY SCHOOL (KINDER): MOST APPLICATIONS AND LARGEST WAITLIST

### Top 10 Most Applied to Schools by Resident Transition Students.

Largely the most affluent schools in the city with Central Park's zone structure leading to the top 3 positions.

Importantly, these are total applications for each school, not the number of students listing the school #1

| Top 10 Kinder Applications        | Applied |
|-----------------------------------|---------|
| Swigert International School      | 355     |
| William (Bill) Roberts K-8 School | 346     |
| Westerly Creek Elementary         | 318     |
| Denver Language School - Whiteman | 313     |
| Teller Elementary School          | 258     |
| Steck Elementary School           | 249     |
| Carson Elementary School          | 215     |
| Inspire Elementary                | 198     |
| Bromwell Elementary School        | 197     |
| Isabella Bird Community School    | 196     |

| Top 10 Kinder Waitlist Lengths    | Waitlist |
|-----------------------------------|----------|
| Teller Elementary School          | 59       |
| Denver Language School - Whiteman | 58       |
| William (Bill) Roberts K-8 School | 48       |
| Steck Elementary School           | 48       |
| Highline Academy Northeast        | 42       |
| Park Hill School                  | 42       |
| Carson Elementary School          | 35       |
| Slavens K-8 School                | 33       |
| Stephen Knight Center             | 33       |
| Swigert International School      | 30       |

### Top 10 Waitlist by Resident Transition Students.

Still largely the most affluent schools in the city, some with limited space because of their boundary population.

Except DLS, this seems largely related to affluence, and not program models

CHOICE OUT

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MATCH

## 2025 MIDDLE SCHOOLS: MOST APPLICATIONS AND LARGEST WAITLISTS

### Top 10 Most Applied to Schools by Resident Transition Students.

6 of the top 10 are charter and note that all 5 Park Hill / Central Park Zone middles schools are listed, including the top 2

| Top 10 Sixth Applications              | Applied |
|--|---------|
| McAuliffe International School         | 780     |
| Denver Green School Northfield         | 553     |
| DSST: Green Valley Ranch Middle School | 404     |
| Morey Middle School                    | 389     |
| William (Bill) Roberts K-8 School      | 387     |
| DSST: Conservatory Green Middle School | 324     |
| Skinner Middle School                  | 314     |
| DSST: Cedar Middle School              | 308     |
| Rocky Mountain Prep Green Valley Ranch | 236     |
| DSST: Montview Middle School           | 229     |

| Top 10 Sixth Waitlist Lengths          | Waitlist |
|--|----------|
| Denver Green School Northfield         | 153      |
| Merrill Middle School                  | 127      |
| DSST: Green Valley Ranch Middle School | 126      |
| McAuliffe International School         | 92       |
| William (Bill) Roberts K-8 School      | 74       |
| Slavens K-8 School                     | 67       |
| DSST: Cedar Middle School              | 67       |
| Rocky Mountain Prep Westwood           | 64       |
| McGlone Academy                        | 62       |
| Morey Middle School                    | 46       |

### Top 10 Waitlist by Resident Transition Students.

#### Few archetypes:

- Affluent boundary/zone schools (DGSN, McAuliffe, Bill Roberts, Slavens)
- Highest demand in a zone (DSST GVR, RMP Westwood)
- Boundary MS with capacity limitations (Merrill, Morey)

CHOICE OUT

PARTICIPATION

MATCH

## 2025 HIGH SCHOOL: MOST APPLICATIONS AND LARGEST WAITLIST

### Top 10 Most Applied to Schools by Resident Transition Students.

Reactions should be tempered that 8th graders in a traditional boundary do not need to participate, so this could be a signal of students seeking to attend from outside the boundary.

| Top 10 Sixth Waitlist Lengths          | Waitlist |
|--|----------|
| Denver Green School Northfield         | 153      |
| Merrill Middle School                  | 127      |
| DSST: Green Valley Ranch Middle School | 126      |
| McAuliffe International School         | 92       |
| William (Bill) Roberts K-8 School      | 74       |
| Slavens K-8 School                     | 67       |
| DSST: Cedar Middle School              | 67       |
| Rocky Mountain Prep Westwood           | 64       |
| McGlone Academy                        | 62       |
| Morey Middle School                    | 46       |

| Top 10 Ninth Applications                   | Applied |
|---|---------|
| Northfield High School                      | 484     |
| East High School                            | 446     |
| South High School                           | 420     |
| Montbello High School                       | 227     |
| DSST: Green Valley Ranch High School        | 217     |
| Career Education Center Early College (CEC) | 202     |
| DSST: Conservatory Green High School        | 170     |
| George Washington High School               | 121     |
| DSST: Cedar High School                     | 117     |
| Northeast Early College                     | 110     |

### Top 10 Waitlist by Resident Transition Students.

Pretty eye-opening that the only schools with a waitlist are 1 comprehensive HS (Northfield), then several 6-12 schools with limited new seats (DSST, RMP) and a smaller specialized HS (CEC).

This really shows the balance of demand across the city that most 9th graders are getting their first choice and that it would be challenging for new HS's to launch given how well supply and demand are linked.

CHOICE OUT

PARTICIPATION

MATCH

# MATCH RATES

## 2025 ROUND 1

### Observations:

- ITE is “Intent to Enroll”, which are students whose first choice is to attend their boundary school (not zones, since there is no guaranteed assignment).
- This comment in the SRA about ITE students not being included in match results is what leads me to believe there have been methodology changes as a result of the new system, so caution should be used when comparing rates from 2019 to 2025.
- Overall, match rates are still very high in Denver compared to other cities.

# 88%

of Round 1 student applicants were accepted at their first or second choice school.

| Grade                       | 1st Choice | 1st or 2nd Choice | 1st-3rd Choice | 1st-4th Choice | 1st-5th Choice |
|-----------------------------|------------|-------------------|----------------|----------------|----------------|
| Kindergarten                | 84%        | 91%               | 93%            | 93%            | 93%            |
| Sixth Grade                 | 78%        | 86%               | 88%            | 89%            | 89%            |
| Ninth Grade                 | 78%        | 86%               | 88%            | 89%            | 89%            |
| <b>Transition Total</b>     | <b>80%</b> | <b>88%</b>        | <b>90%</b>     | <b>90%</b>     | <b>90%</b>     |
| <b>Non-Transition Total</b> | <b>63%</b> | <b>71%</b>        | <b>74%</b>     | <b>75%</b>     | <b>75%</b>     |

First choice match rates were high among all grade levels, with 88% of transition students receiving their first or second choice.

ITE students are not included in the above match rate data as ITE students have a 100% first choice match rate (when included, match rates increase to 93% for first and second choice).

High 1st choice match rates could indicate a balance between the supply of seats and family demand for those seats across the DPS family of schools.

CHOICE OUT

PARTICIPATION

MATCH

## MATCH RATES

Compared to peak DPS enrollment in 2017-2019, kinder match rates are higher while both 6th and 9th grade match rates are lower

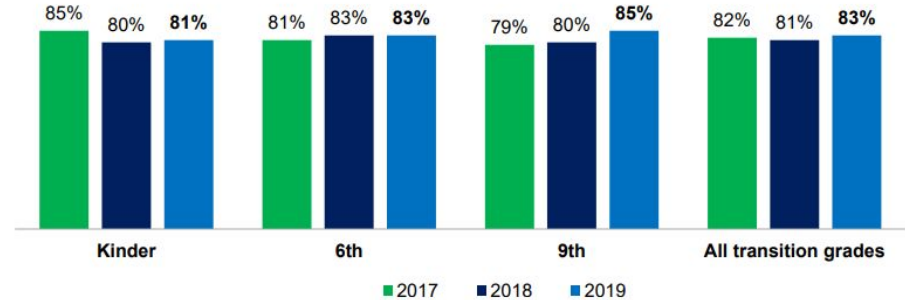
### Observations:

- Kinder rates have improved from 81% in 2019 to 84% in 2026, likely related to fewer kinder students but still high supply of seats despite the recent closures of several low-demand schools
- Match rates for 6th and 9th should be cautioned because of methodology changes in how Intent to Enroll students are counted. In 2019, they counted as part of 1st choice match, but now are separated out. Overall, match rates are still very high in the city.

# 83%

of participating Denver residents received their top choice school in transition grades K, 6 and 9

First Choice Match Rate for Participant Transition Students



### 2025 Match Rates

| Grade                   | 1st Choice |
|-------------------------|------------|
| Kindergarten            | 84%        |
| Sixth Grade             | 78%        |
| Ninth Grade             | 78%        |
| <b>Transition Total</b> | <b>80%</b> |
| Non-Transition Total    | 63%        |

CHOICE OUT

PARTICIPATION

MATCH

## 2025 ROUND 1 MATCH RATES BY ENROLLMENT ZONE

### Observations:

- Within zones, the % of residents of that zone that match with their first choice is very high, as shown in the left column
- Rates drop for residents outside of that zone, who are trying to choice in. For example, the new Central-East Elementary zone, where only 47% of applicants from outside the zone are matching with a school like Teller or Carson

Enrollment zone first choice acceptance rates among zone resident students are higher than non-zone resident first choice acceptance rates into the zone.

| Enrollment Zone Name   | Zone Resident First Choice Acceptance Rate to Zone School | Zone Non-resident First Choice Acceptance Rate to Zone School |
|--|---|---|
| <b>Elementary School</b>                                     |   |   |
| Central-East Elementary Enrollment Zone                      | 85%   | 47%   |
| Central Park Elementary Enrollment Zone                      | 99.7%   | 62%   |
| Far Southeast Elementary Enrollment Zone                     | 100%  | 100%  |
| Gateway Elementary Enrollment Zone                           | 100%  | 86%   |
| Greater Five Points Elementary Enrollment Zone               | 99%   | 100%  |
| Northwest Elementary Enrollment Zone                         | 94%   | 72%   |
| Southwest Central Elementary Enrollment Zone                 | 100%  | 73%   |
| Tower Elementary Enrollment Zone                             | 83%   | 49%   |
|  | <b>Kinder</b>   | <b>95%</b>  |
| <b>Middle School</b>   |   |   |
| Far Northeast Middle School Enrollment Zone                  | 74%   | 40%   |
| Greater Park Hill Central Park Middle School Enrollment Zone | 86%   | 59%   |
| Near Northeast Middle School Enrollment Zone                 | 100%  | 100%  |
| Northwest Middle School Enrollment Zone                      | 99.6%   | 87%   |
| Southwest Middle School Enrollment Zone                      | 100%  | 87%   |
| West Middle School Enrollment Zone                           | 85%   | 90%   |
|  | <b>6th Grade</b>  | <b>84%</b>  |
| <b>High School</b>   |   |   |
| Far Northeast High School Enrollment Zone                    | 74%   | 67%   |
|  | <b>9th Grade</b>  | <b>74%</b>  |

CHOICE OUT

PARTICIPATION

MATCH

## OUT OF DISTRICT ENROLLMENT

2024-25 schools that attract the most students from outside Denver

### Observations:

- The schools that attract the most students from outside Denver are either comprehensive high schools located closer to the city border (North, TJ, GW), are charter schools located near the border (RMP Creekside, Highline SE, DSST Montview/CG), or are specialized models (DSA, Bryant-Webster).

Schools with greatest number or percent of total student population out of district.

| Schools >= 25% OOD                 | Percent OOD of Total 2024 Enrollment |
|------------------------------------|--------------------------------------|
| 5280 High School                   | 62%                                  |
| Florence Crittenton High School    | 37%                                  |
| Rocky Mountain Prep: Creekside     | 36%                                  |
| Bryant Webster Dual Language ECE-8 | 35%                                  |
| Rocky Mountain Prep Berkeley       | 34%                                  |
| Emily Griffith High School         | 29%                                  |
| Highline Academy Southeast         | 27%                                  |
| Denver School of Arts HS           | 26%                                  |
| Beach Court Elementary School      | 26%                                  |
| Denver Online High School          | 25%                                  |

| School >= 100 Students               | Total Count OOD Students |
|--------------------------------------|--------------------------|
| North High School                    | 232                      |
| Rocky Mountain Prep: Creekside       | 201                      |
| Thomas Jefferson High School         | 171                      |
| George Washington High School        | 166                      |
| Denver School of Arts HS             | 163                      |
| Highline Academy Southeast           | 159                      |
| Bryant Webster Dual Language ECE-8   | 142                      |
| DSST: Montview High School           | 133                      |
| DSST: Conservatory Green High School | 119                      |
| Place Bridge Academy                 | 114                      |
| East High School                     | 113                      |
| Denver Online High School            | 111                      |
| DSST: Montview Middle School         | 111                      |
| South High School                    | 104                      |
| Isabella Bird Community School       | 102                      |

CHOICE OUT

PARTICIPATION

MATCH

## PRIMARY REASONS TO SELECT A SCHOOL BY SCHOOL LEVEL

### 2025 Survey

#### Observations:

- Since respondents could select multiple options, it's clear that location matters as a way for families to filter options that work for them: in terms of proximity to home, or accessibility with transportation.
- Then a second set of factors accompany location: reputation, academic performance, or the program model.

Location is a primary factor for younger students, while secondary school preferences leaned towards reputation and programming offerings.

| Primary Reasons by School Level                           | ECE<br>(n=130) | Elementary<br>(n=131) | Middle<br>(n=33) | High<br>(n=45) |
|---|----------------|-----------------------|------------------|----------------|
| Location close to where student lives                     | 62%            | 55%                   | 34%              | 38%            |
| School Reputation   | 31%            | 52%                   | 38%              | 44%            |
| Academic performance of school                            | 28%            | 43%                   | 53%              | 33%            |
| Education subjects and programs offered                   | 23%            | 42%                   | 44%              | 42%            |
| Experienced and qualified school teachers and leaders     | 31%            | 37%                   | 38%              | 24%            |
| Other family or friends currently attend this school      | 18%            | 29%                   | 19%              | 33%            |
| Quality of school facilities                              | 21%            | 29%                   | 25%              | 27%            |
| Safety and discipline                                     | 19%            | 17%                   | 22%              | 29%            |
| Sibling attends this school                               | 28%            | 18%                   | 13%              | 11%            |
| School start or end time                                  | 28%            | 16%                   | 6%               | 13%            |
| Availability of before or after care programs             | 18%            | 16%                   | 13%              | 2%             |
| Support for student's special education plan (IEP or 504) | 9%             | 10%                   | 9%               | 16%            |
| Support for student's language needs                      | 22%            | 12%                   | 9%               | 2%             |
| Parent/Guardian employed at or near this school           | 8%             | 10%                   | 9%               | 4%             |
| Access to transportation                                  | 9%             | 5%                    | 13%              | 16%            |
| Parent/Guardian or other family attended this school      | 10%            | 4%                    | 16%              | 11%            |
| Student already attends this school                       | 18%            | 10%                   | 3%               | 2%             |
| Availability of non-school activities                     | 3%             | 5%                    | 16%              | 9%             |
| Other Reason  | 1%             | 6%                    | 9%               | 9%             |
| Student moved or is moving                                | 2%             | 3%                    | 6%               | 7%             |

CHOICE OUT

PARTICIPATION

MATCH

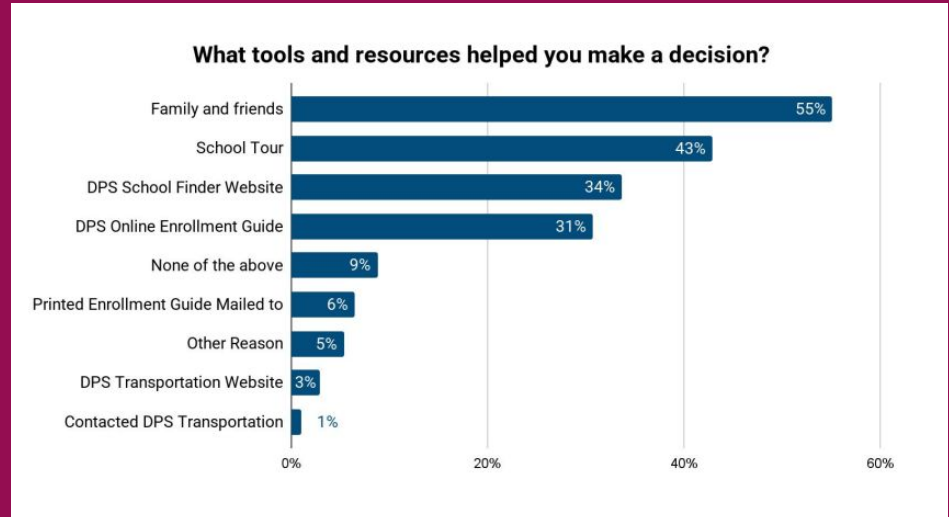
## RESOURCES FAMILIES USED TO DECIDE ON SCHOOLS: K-12

### 2025 Survey

#### Observations:

- *Note the ability for families to select multiple options.*
- Similar research was conducted by CRPE a decade ago and found similar results: personal connections matter the most.
- Good reminder than 43% cited a school tour, so it's key on the enrollment journey to move from building awareness to getting a family to take a tour to help them prioritize you in choice

Family and friend networks was the most utilized resource for K-12 families.



Prepared by **Eschbacher Consulting** for  
**Denver Families for Public Schools**



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