

# **WISCONSIN'S DEMOGRAPHIC CHANGES IMPACT ON RURAL SCHOOLS AND COMMUNITIES**

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# Wisconsin's Demographic Changes

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## General Population

- ❖ Statewide change
- ❖ Rural vs urban trends
- ❖ Racial and ethnic diversity

## Socioeconomic Concerns

- ❖ Economy
- ❖ Healthcare services
- ❖ Infrastructure
- ❖ Housing

## Public School Trends

- ❖ Racial & ethnic composition
- ❖ Free & reduced lunch program
- ❖ Declining student population
- ❖ School funding issues
- ❖ Future enrollment by location

# Applied Population Laboratory

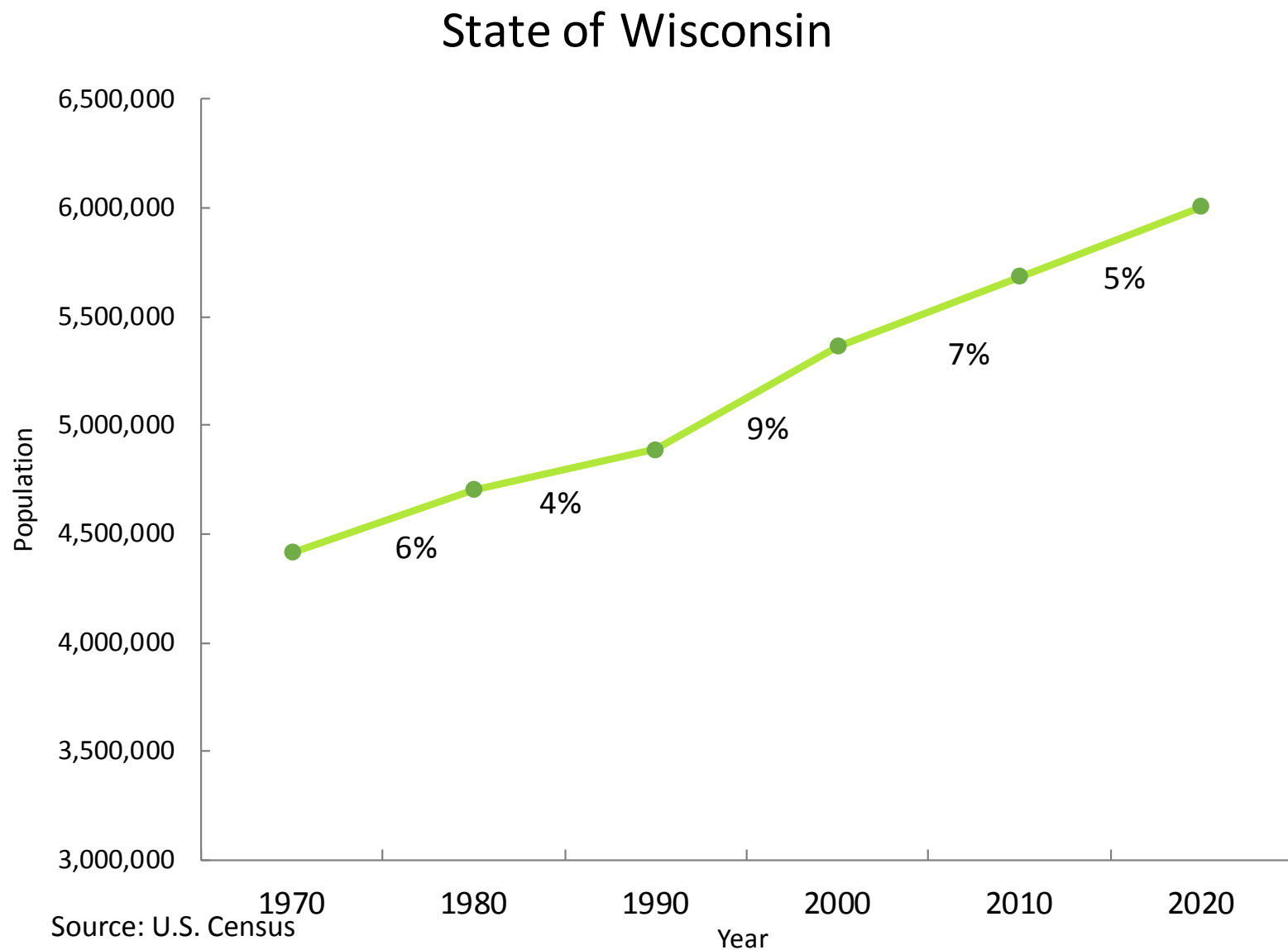
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- Research and outreach professionals at University of Wisconsin-Madison since the 1960s
- Clearinghouse for Demographic Data and Products
  - Census State Data Center
  - UW-Extension
- Applied Work
  - Mapping and online tools
  - Regional profiles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

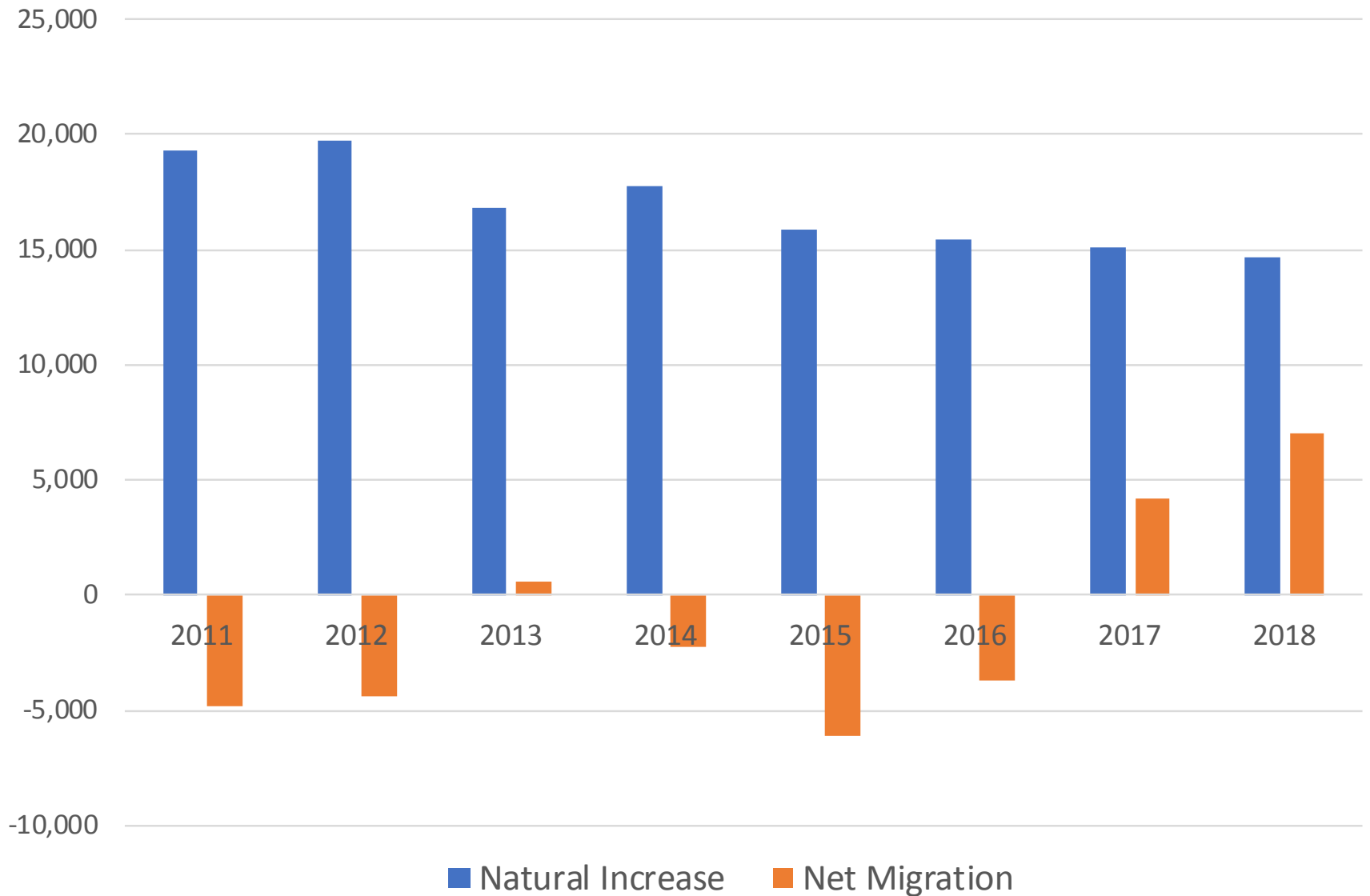


Visit APL on the web at: [www.apl.wisc.edu](http://www.apl.wisc.edu)

# Population Change, 1970 to 2020

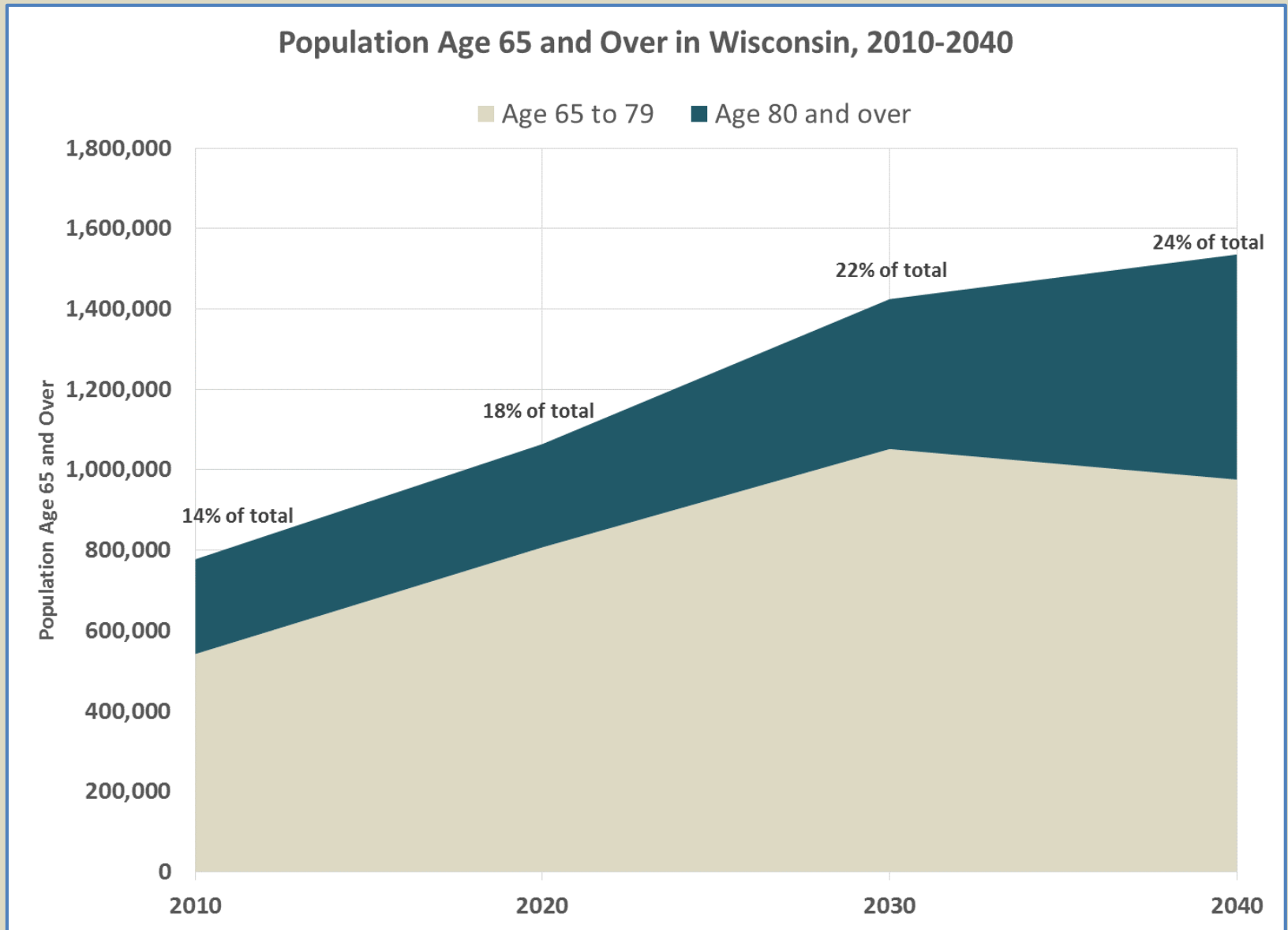


# Components of Population Change



Source: U.S. Census

# Age Wave, 2010-2040



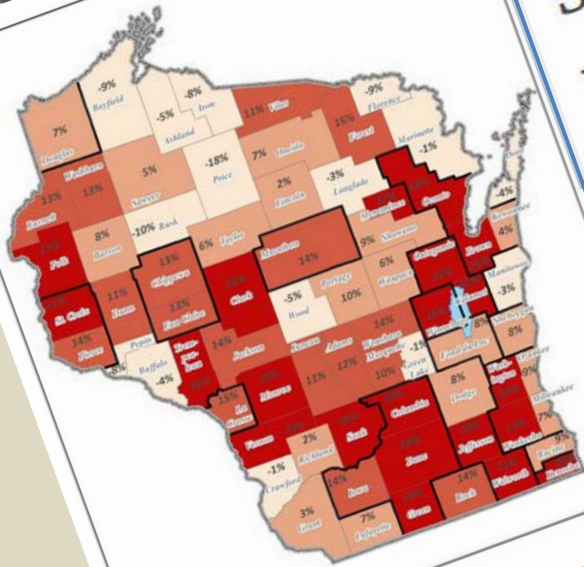
Source: WI Department of Administration, 2013

# Population Trends by Location

## 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.

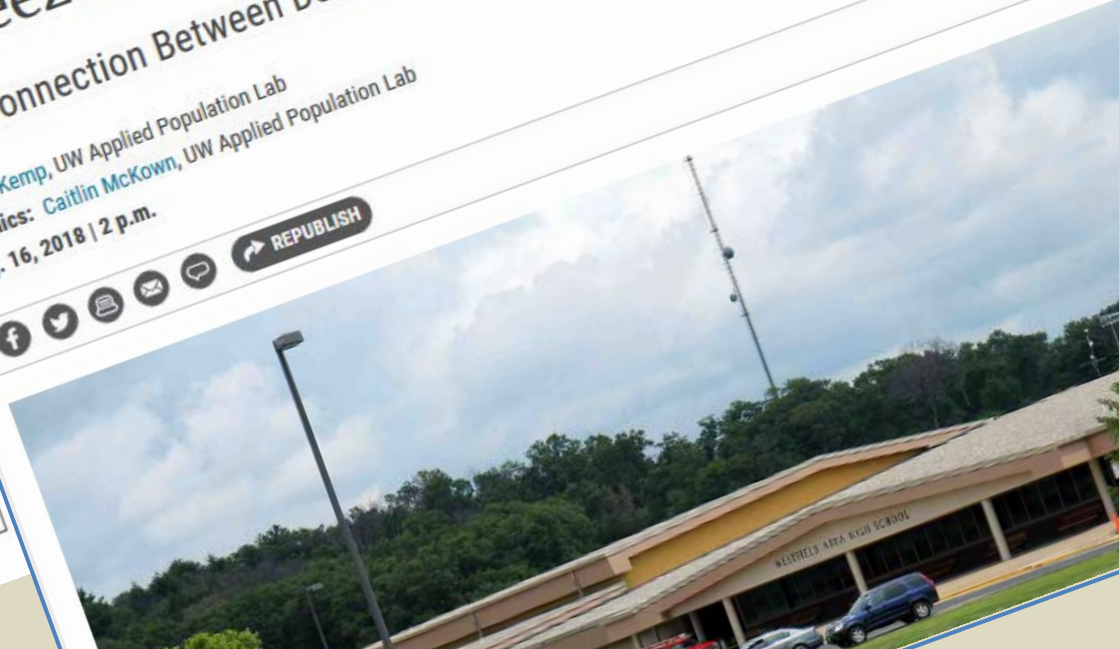


## Series: Challenges To Wisconsin's Rural Schools

### Wisconsin's Rural Schools Are Getting Squeezed By Student Loss

The Connection Between Declining Enrollment And Revenue Limits

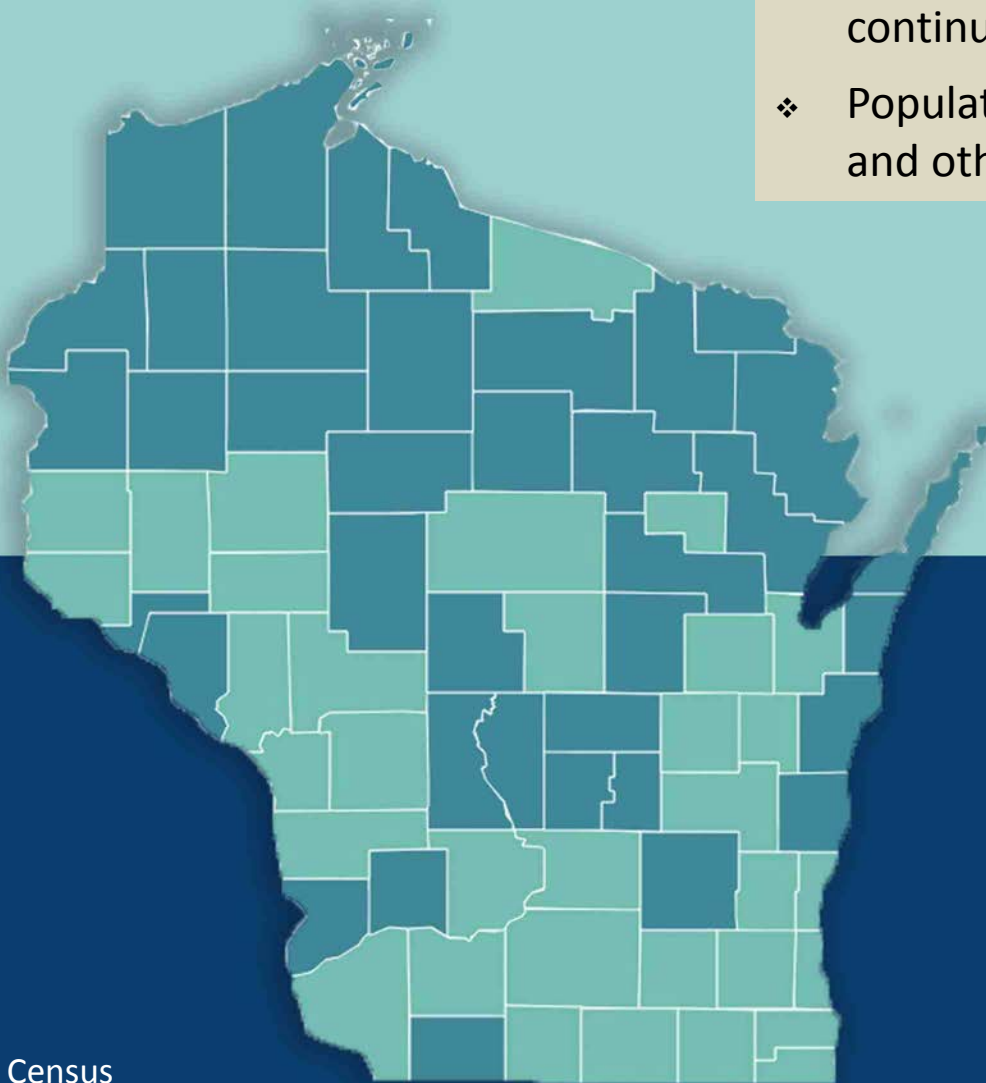
Sarah Kemp, UW Applied Population Lab  
Graphics: Caitlin McKown, UW Applied Population Lab  
Aug. 16, 2018 | 2 p.m.



# 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



# Urban and Rural

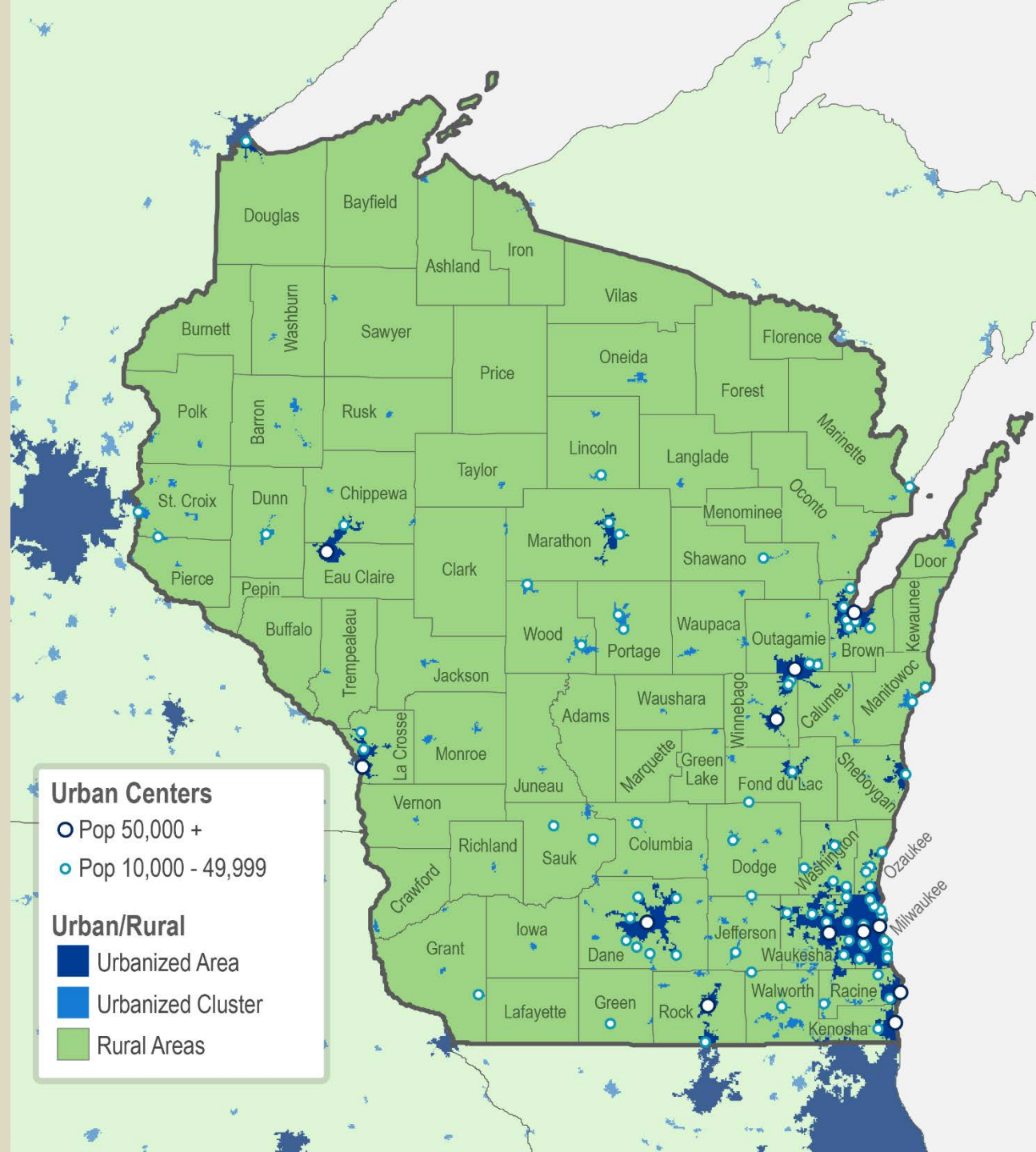
U.S. Census Bureau

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

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

UA + UC = Urban

All other areas = Rural



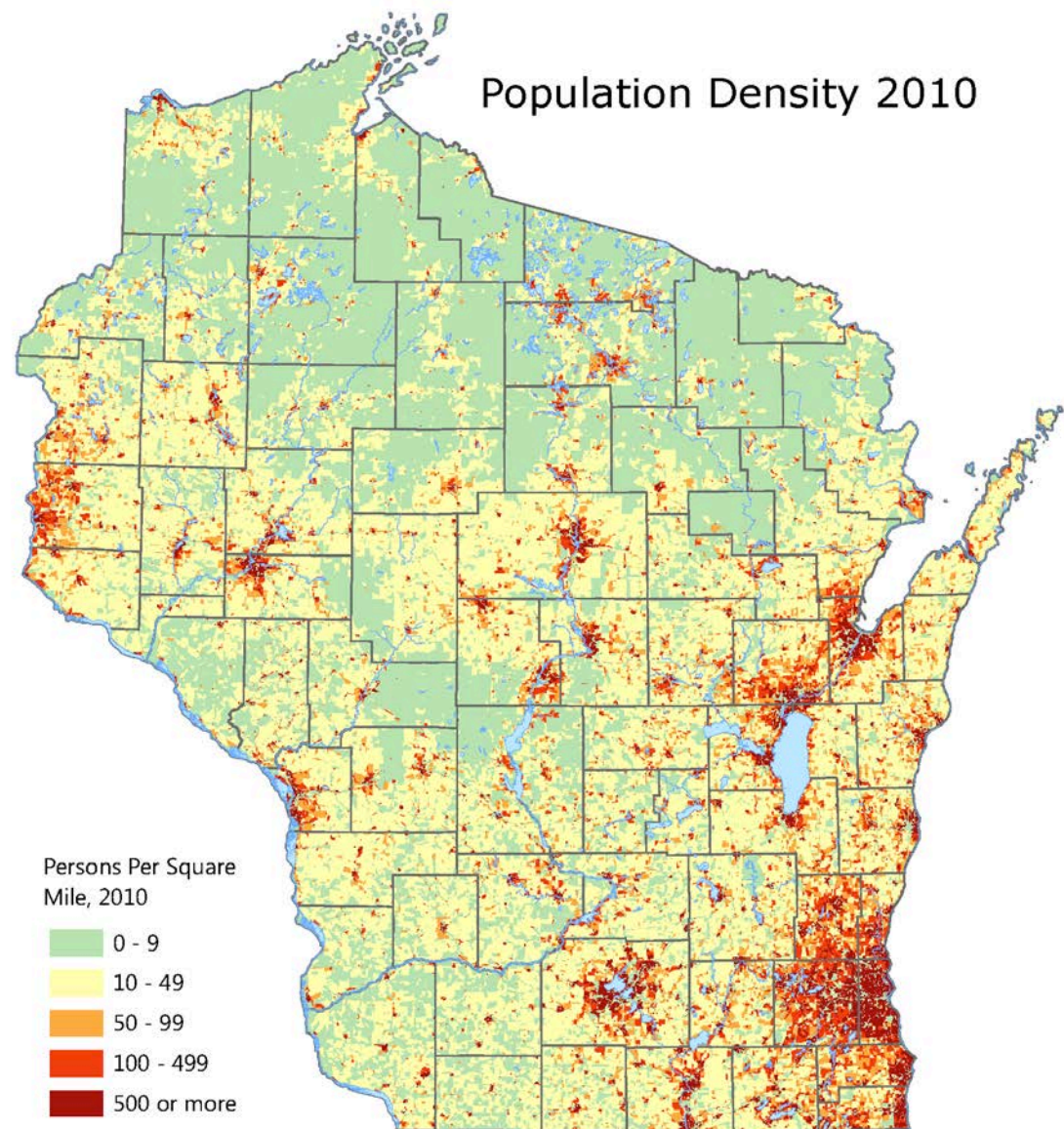
# Population Density

	Land Area	Population
Urban	3.5%	70%
Rural	96.5%	30%

Most economic growth in the large & medium sized cities.

Much of rural Wisconsin is covered by fields and forests.

Rural identity means different things to different people.



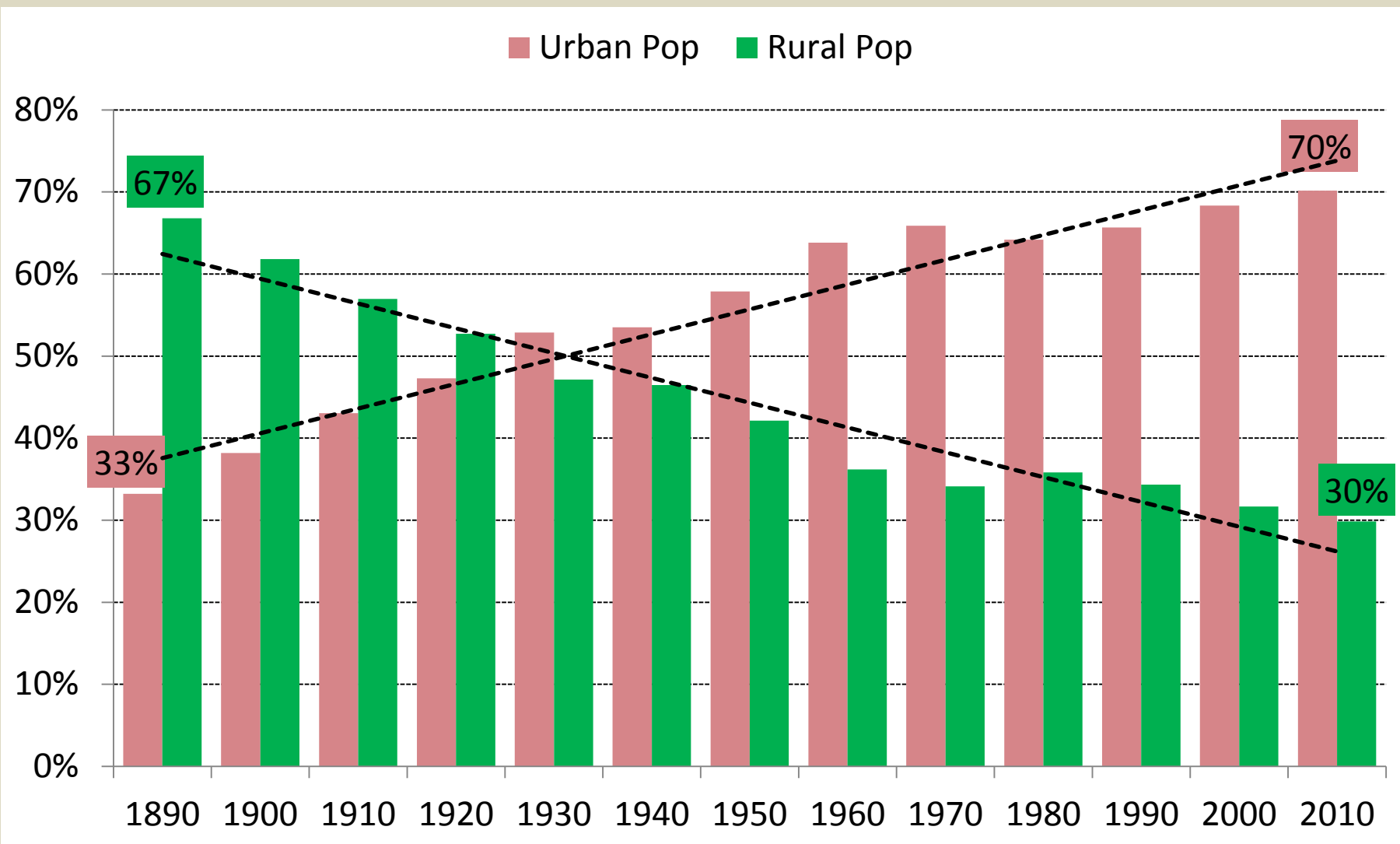
Data source: Census 2010 Redistricting Data

Applied Population Laboratory  
UW-Madison  
Department of Community & Environmental Sociology



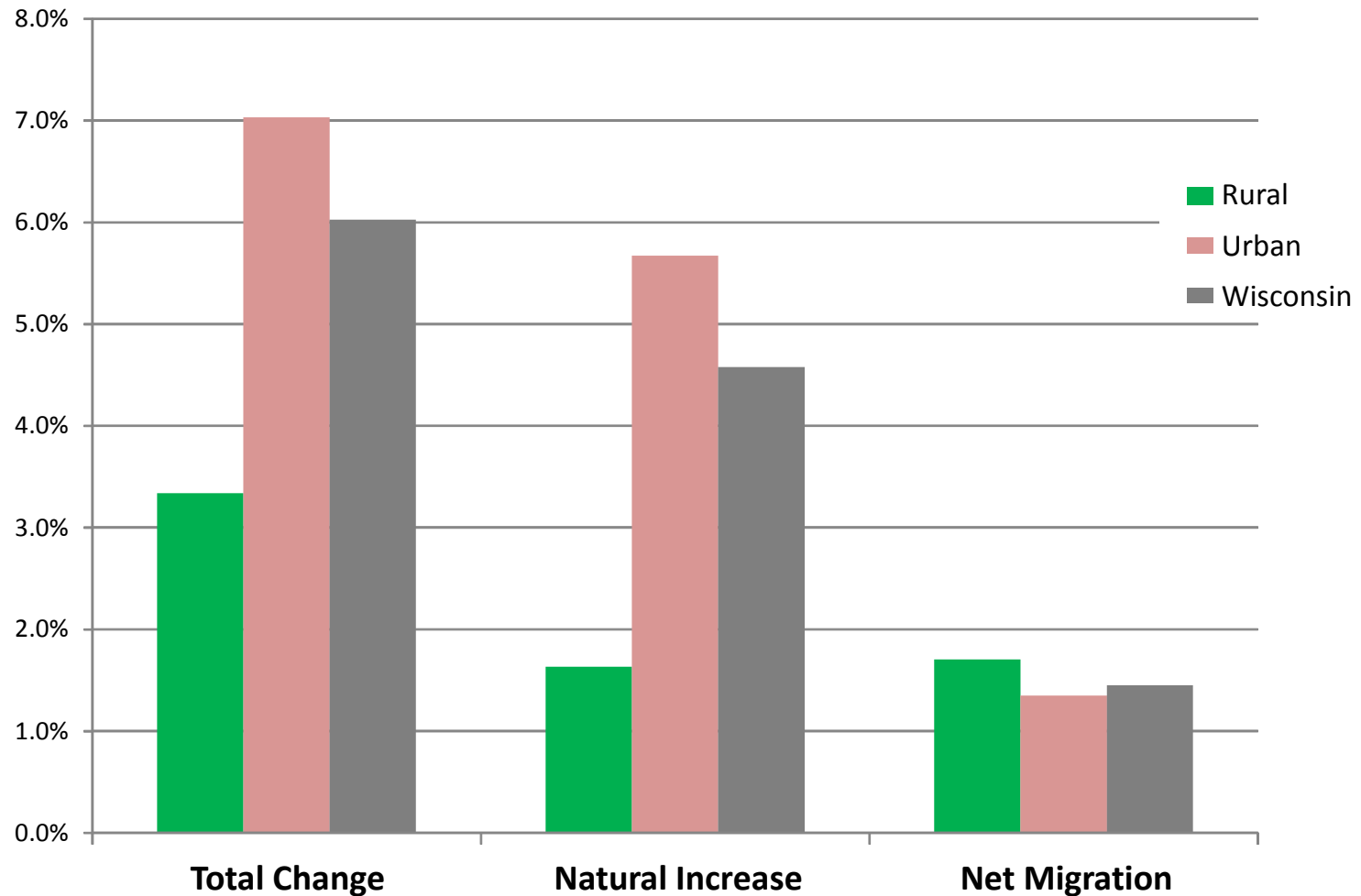
UW  
Extension

# Urban And Rural Populations, 1890-2010



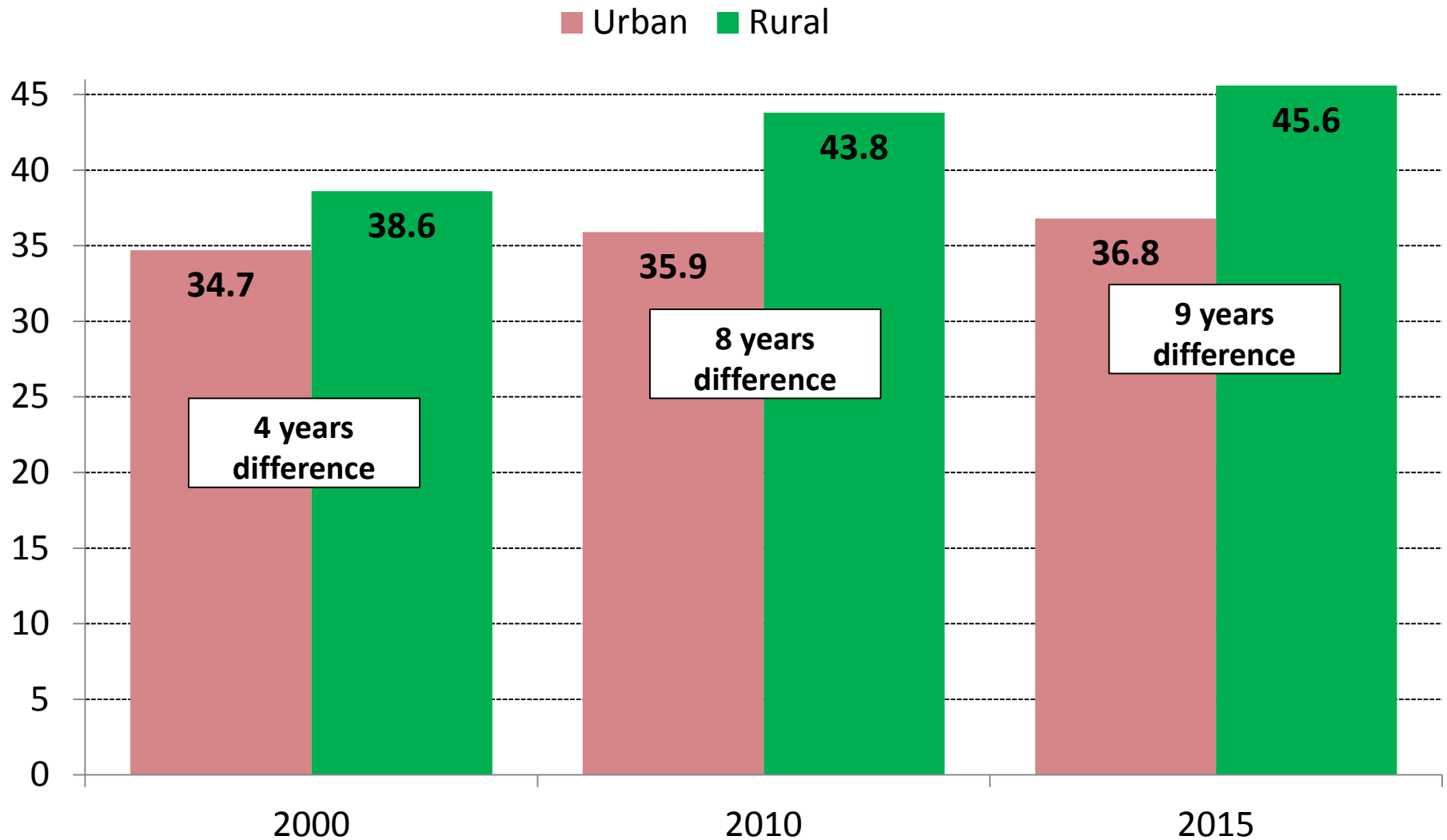
# Population Change, 2000-2010

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



Source: U.S. Census

# Median Age, 2000 to 2015



Source: U.S. Census

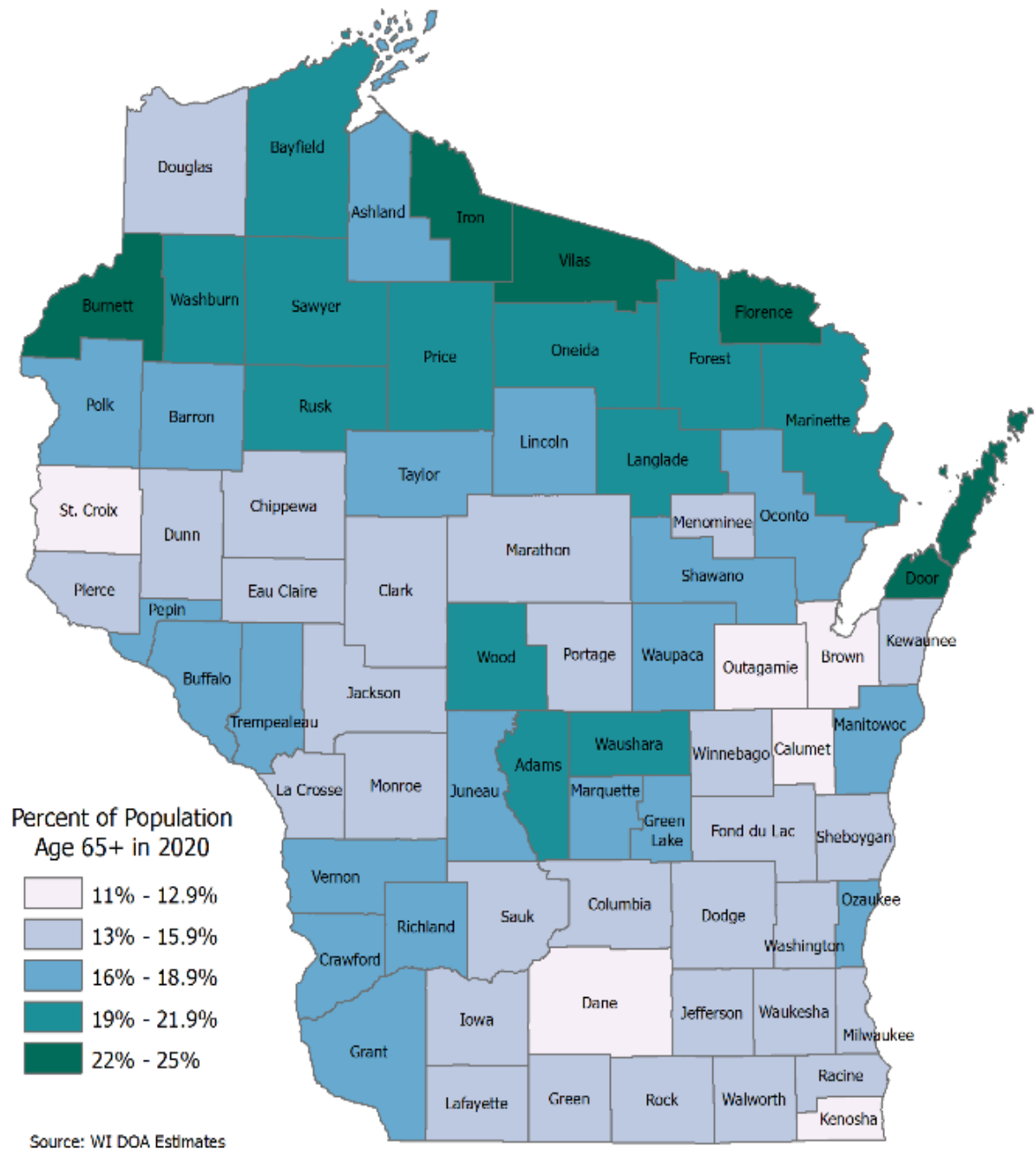
# Persons age 65 & older, 2020

Younger population will live in urban areas.

Aging population will dominate northern Wisconsin.

Today, the top six highest median age counties are:

County	Median Age
Iron	54
Vilas	53
Adams	52
Door	52
Burnett	52
Florence	52





# Racial and Ethnic Composition

IMMIGRATION

October 9, 2012

## Hispanic immigrants help rural county stave off population dip

By Mario Koran and Lukas Keapproth



Lukas Keapproth/WCIJ

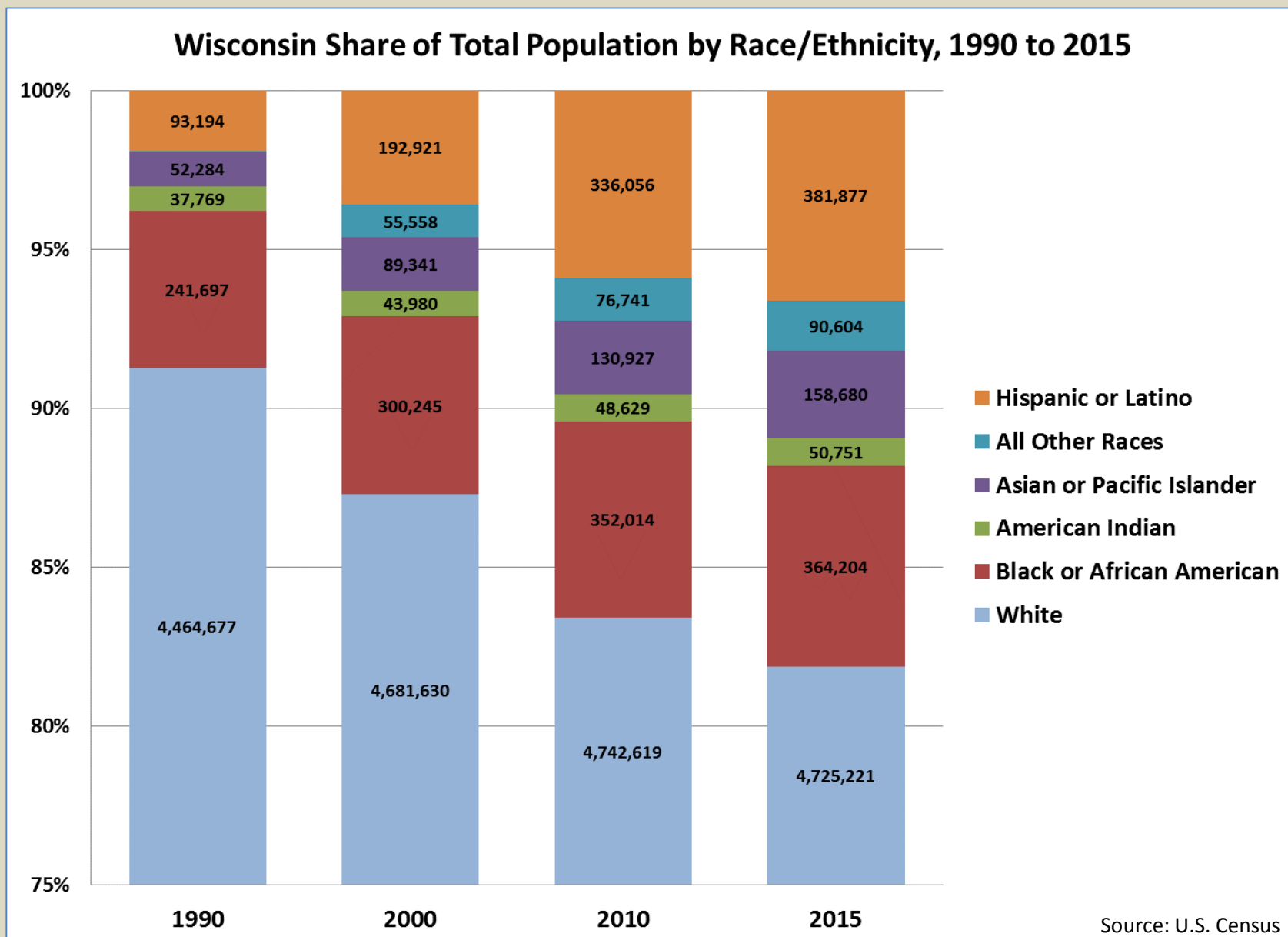
Alex Vasquez, 15, jumps on his trampoline to dunk a basketball during a game against his cousin, Jordi Acosta, 19, in Marshfield, Wis., on July 8, 2012.



Lukas Keapproth / WCIJ

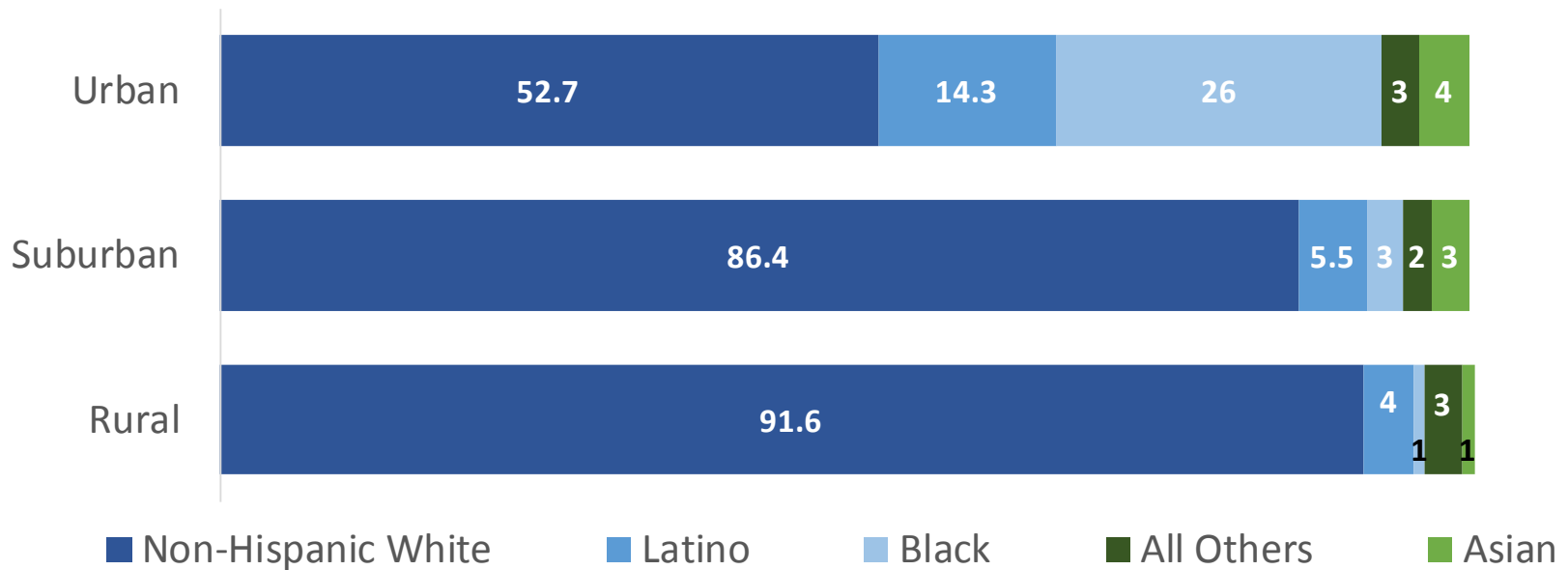
Huron Mireles, 31, a herdsman at Norm-E-Lanes, walks past dairy cows in one of the barns at the farm on July 11, 2012.

# Change in Racial and Ethnic Diversity



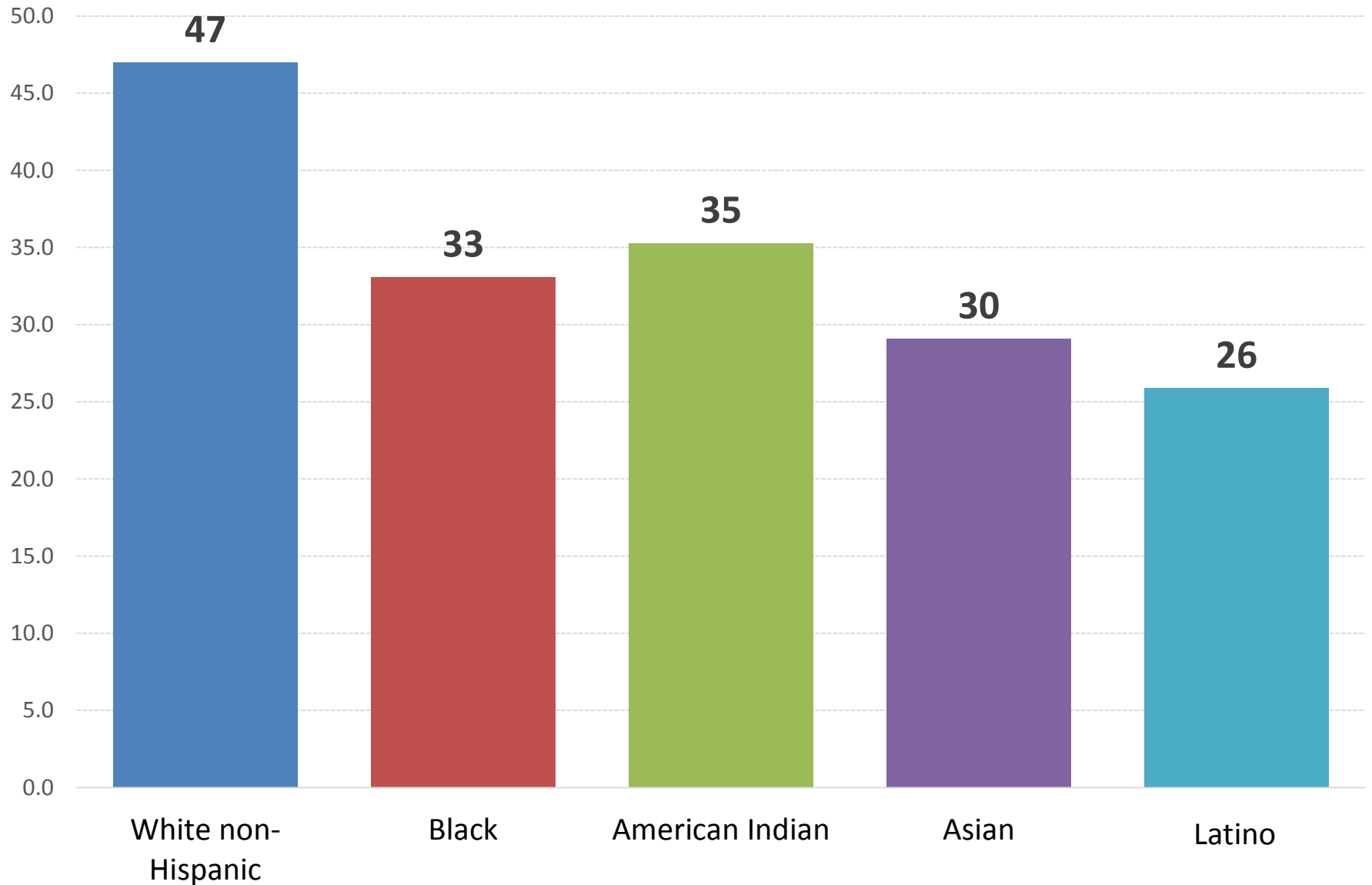


# Racial & Ethnic Diversity by Location



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

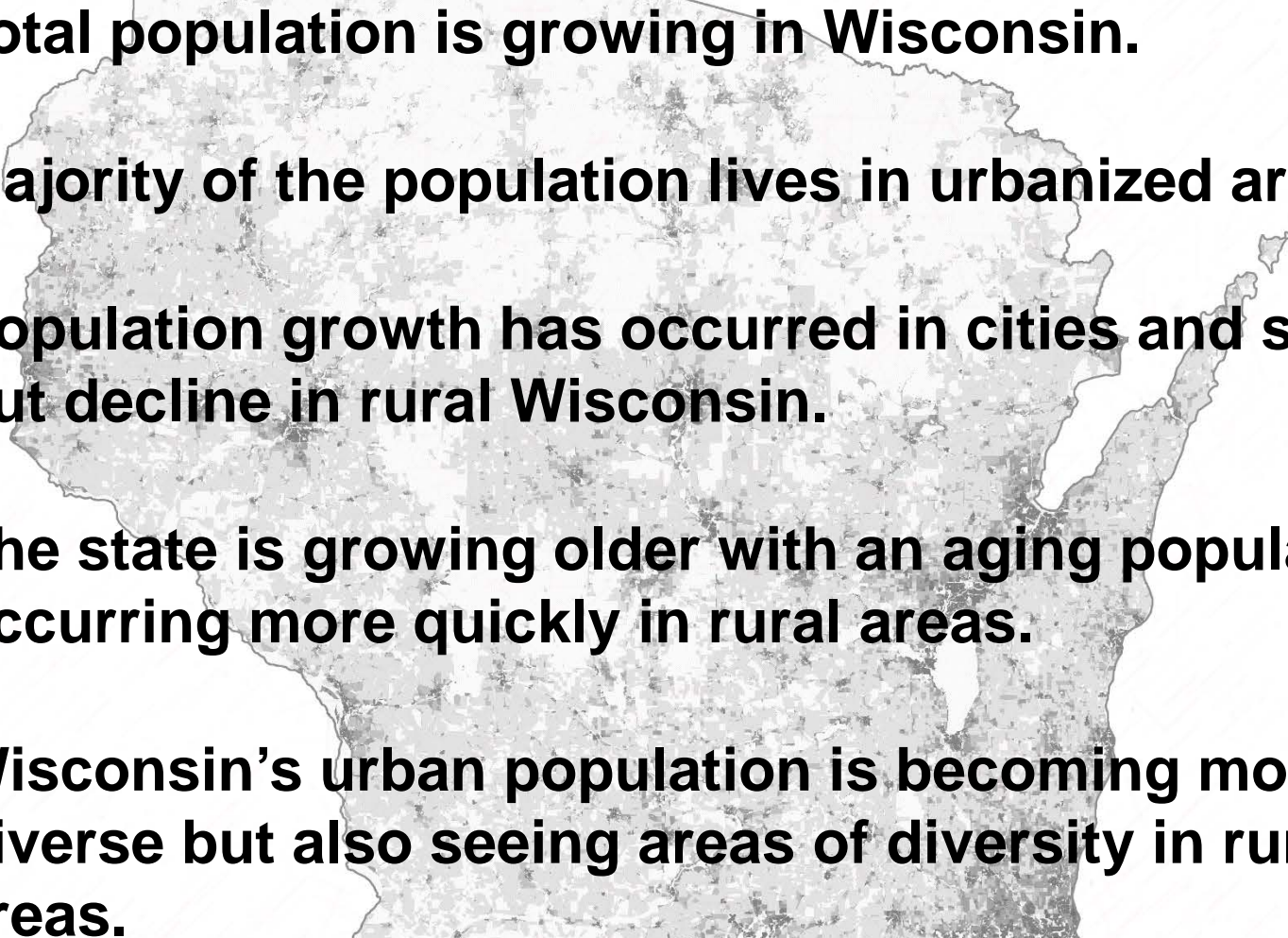
# Rural Median Age by Race and Ethnicity



Source: American Community Survey

# Observations about the general population

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- 
- **Total population is growing in Wisconsin.**
  - **Majority of the population lives in urbanized areas.**
  - **Population growth has occurred in cities and suburbs but decline in rural Wisconsin.**
  - **The state is growing older with an aging population occurring more quickly in rural areas.**
  - **Wisconsin's urban population is becoming more diverse but also seeing areas of diversity in rural areas.**

# Perception vs Reality in Rural Wisconsin

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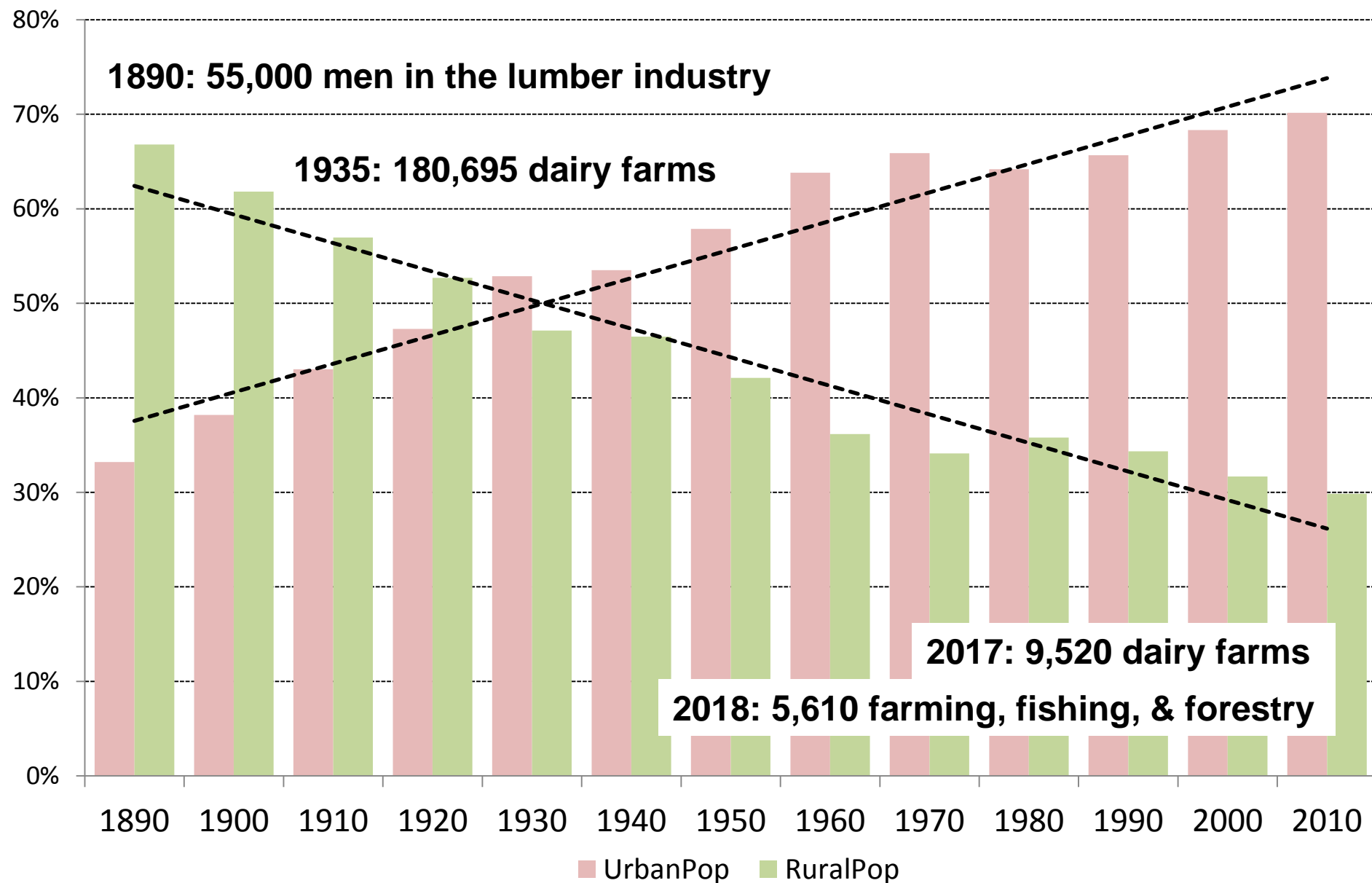


## Socioeconomic Concerns

- ❖ Economy (Jobs)
- ❖ Healthcare services
- ❖ Infrastructure (Internet)
- ❖ Housing



# Urban/Rural Economy

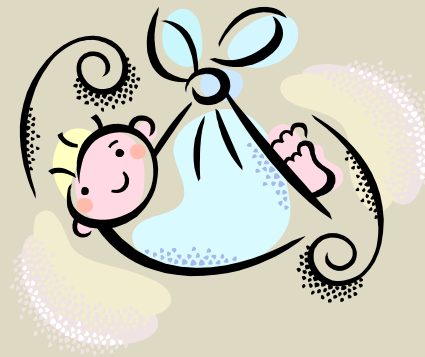


# Healthcare Services

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## Obstetric Delivery Services in Rural Hospitals Report by Wisconsin Office of Rural Health (July 2019)

- ❖ **56%** of rural Wisconsin hospitals provide obstetric delivery services.
- ❖ **99%** of women of child-bearing age live within a 30-minute drive of services.
- ❖ **11** rural hospitals have closed their obstetric units in the past **10** years.
- ❖ Challenges with provider coverage, maintenance of provider skills, and low or reduced volume of deliveries.



<http://www.worh.org/library/obstetric-delivery-services-and-workforce-rural-wisconsin-hospitals>



# Infrastructure

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## Rural Internet Access

### Concerns

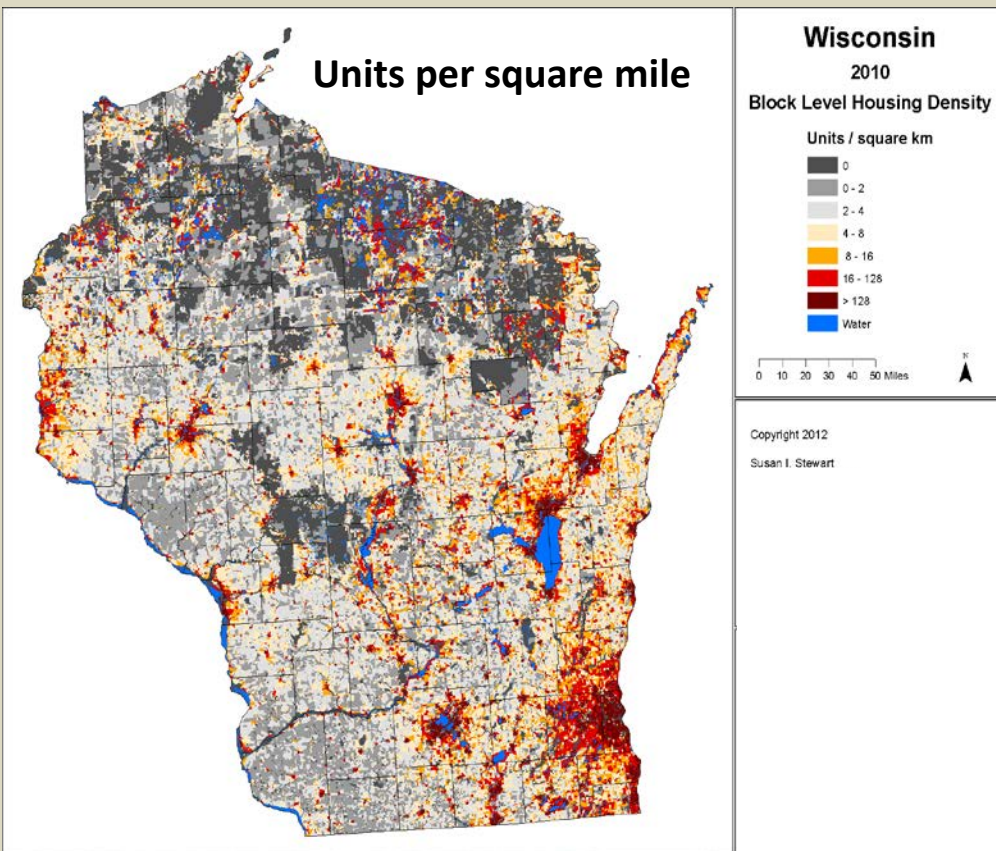
- *U.S. News and World Report* ranks Wisconsin 37th for Internet access.
- Especially important for students, tourism, and businesses.
- “Northern Wisconsin Leaders Frustrated with Lack of Broadband Service.”

### Solutions

- \$7 million in broadband expansion grants in FY 2019.
- Local telecom cooperatives are one path to expanding broadband options.

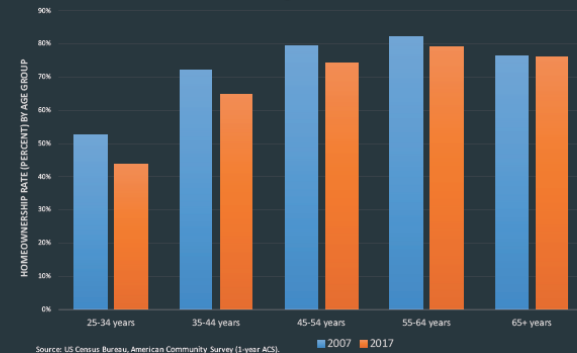


# Housing Availability and Affordability

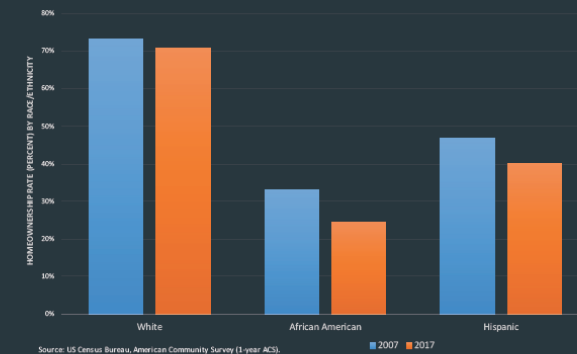


## Report: “Falling Behind”

**FIGURE 3** Homeownership Rates Declined In Wisconsin from 2007-2017 Across All Age Groups (except Seniors), with Largest Drop for Youngest Families



**FIGURE 4** Homeownership Rates Declined In Wisconsin from 2007-2017 Across All Racial/Ethnic Groups, with Largest Drop for African American Families



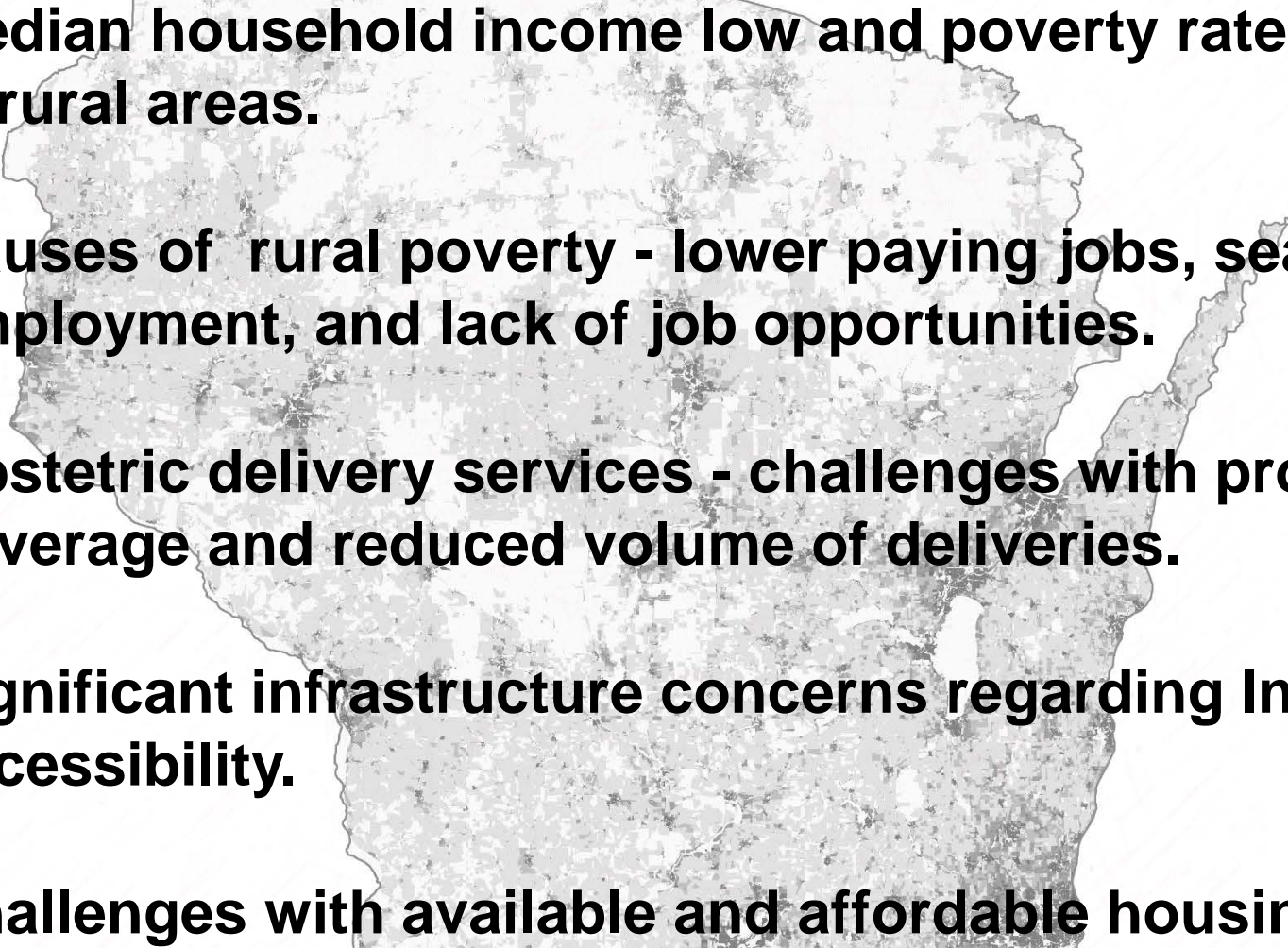
**Homeownership Rates Declined from 2007-2017 Across All Age Groups (except Seniors)**

**Homeownership Rates Declined from 2007-2017 Across All Racial/Ethnic Groups**



# Observations about rural socioeconomic concerns

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- 
- **Median household income low and poverty rates high in rural areas.**
  - **Causes of rural poverty - lower paying jobs, seasonal employment, and lack of job opportunities.**
  - **Obstetric delivery services - challenges with provider coverage and reduced volume of deliveries.**
  - **Significant infrastructure concerns regarding Internet accessibility.**
  - **Challenges with available and affordable housing.**

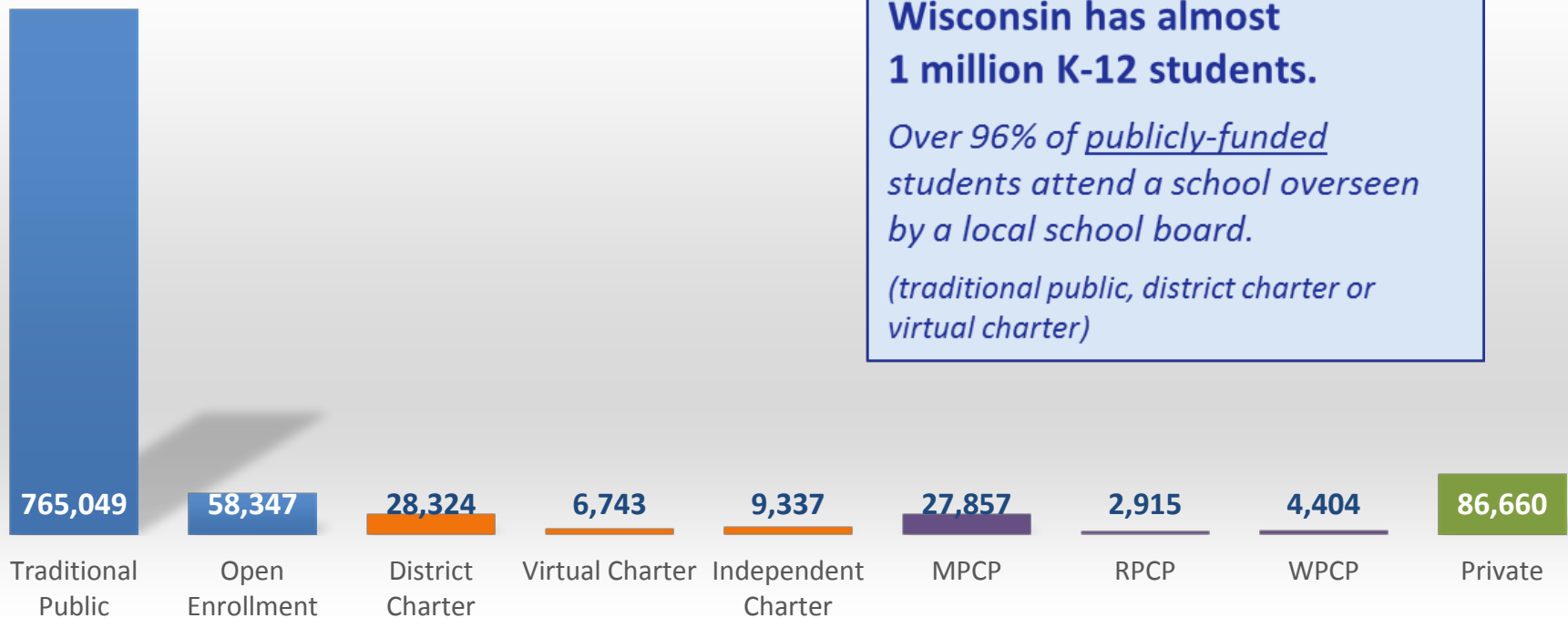
# Wisconsin's Schools

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- ❖ Racial & ethnic composition
- ❖ Free & reduced lunch program
- ❖ Declining student population
- ❖ School funding issues
- ❖ Future enrollment by location



# 2017/18 Statewide Enrollment by Sector



**Wisconsin Education Landscape: 2017-19 State Budget Overview**

*Tom McCarthy, Communication Director*

# Wisconsin's Schools More Diverse

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12%



of Wisconsin's total population identified  
as a person of color.  
*(2013 U.S. Census)*

**\*Nationally, 38% identify as people of color**

28%



of Wisconsin's public school population  
identified as students of color.

**\*Nationally, 49% identify as students of color**

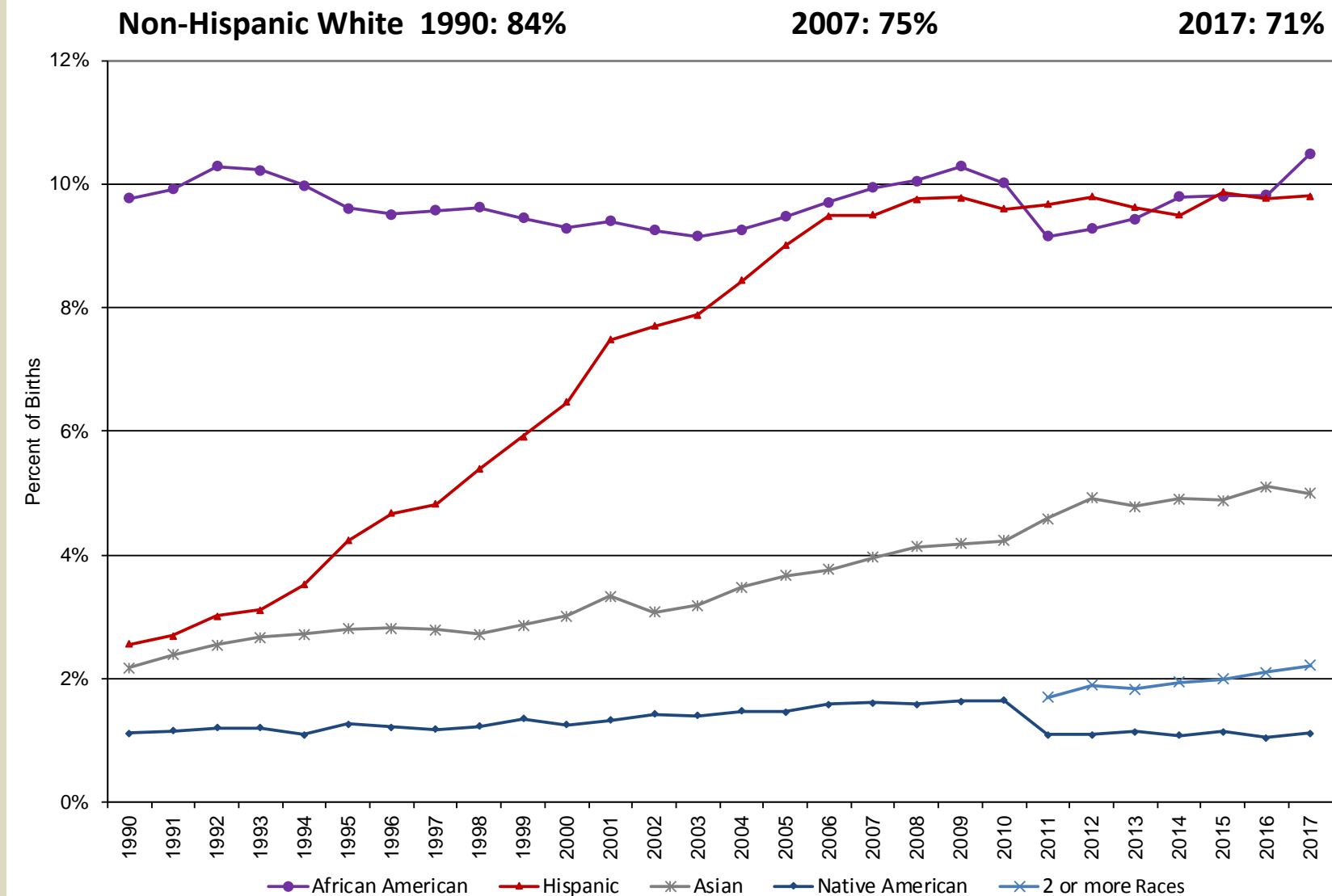
# Population by Age and by Race/Ethnicity



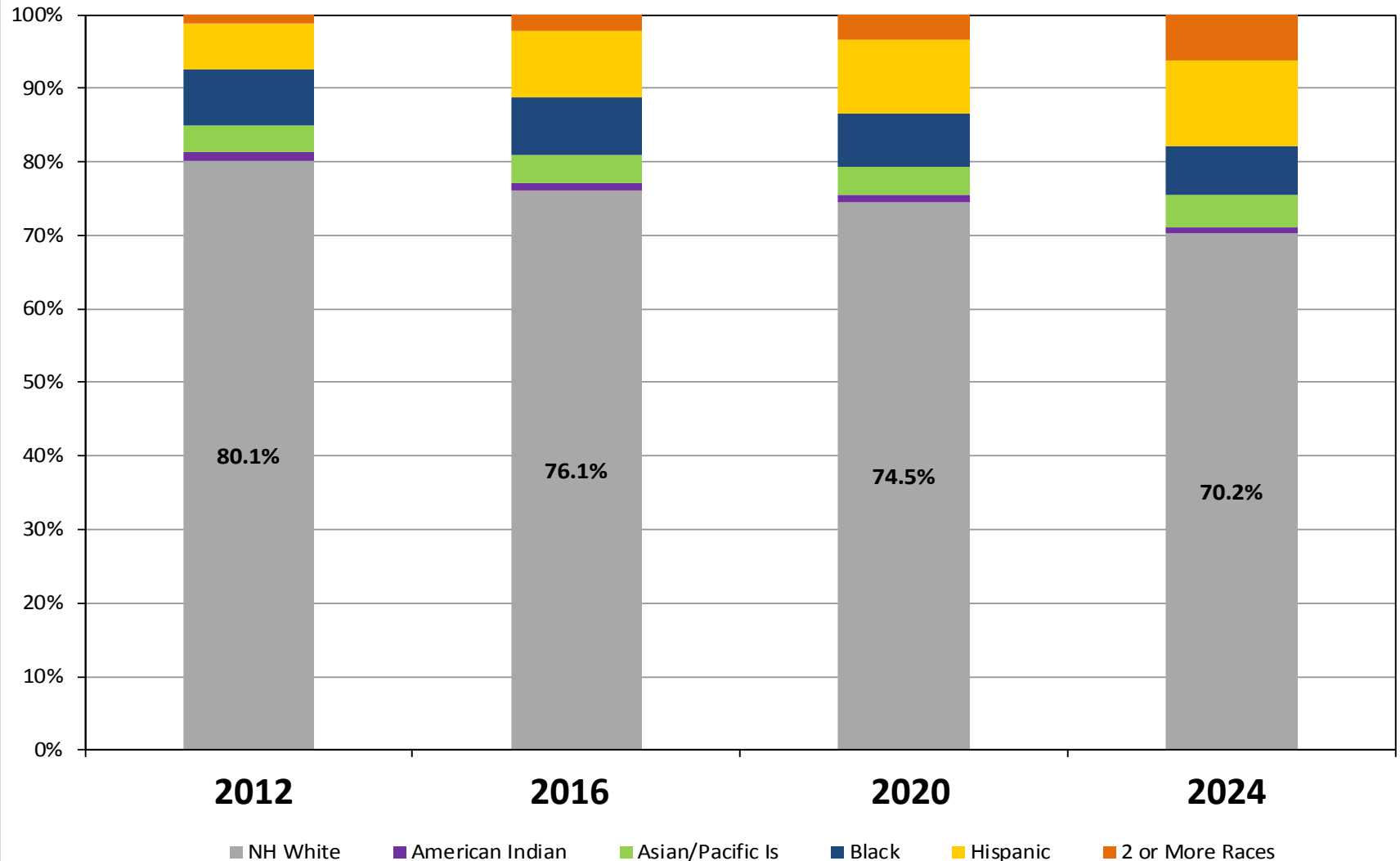
Source: American Community Survey

□ People of color    ■ Non-Hispanic White

# Wisconsin Births by Race/Ethnicity



# High School Graduates by Race/Ethnicity



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

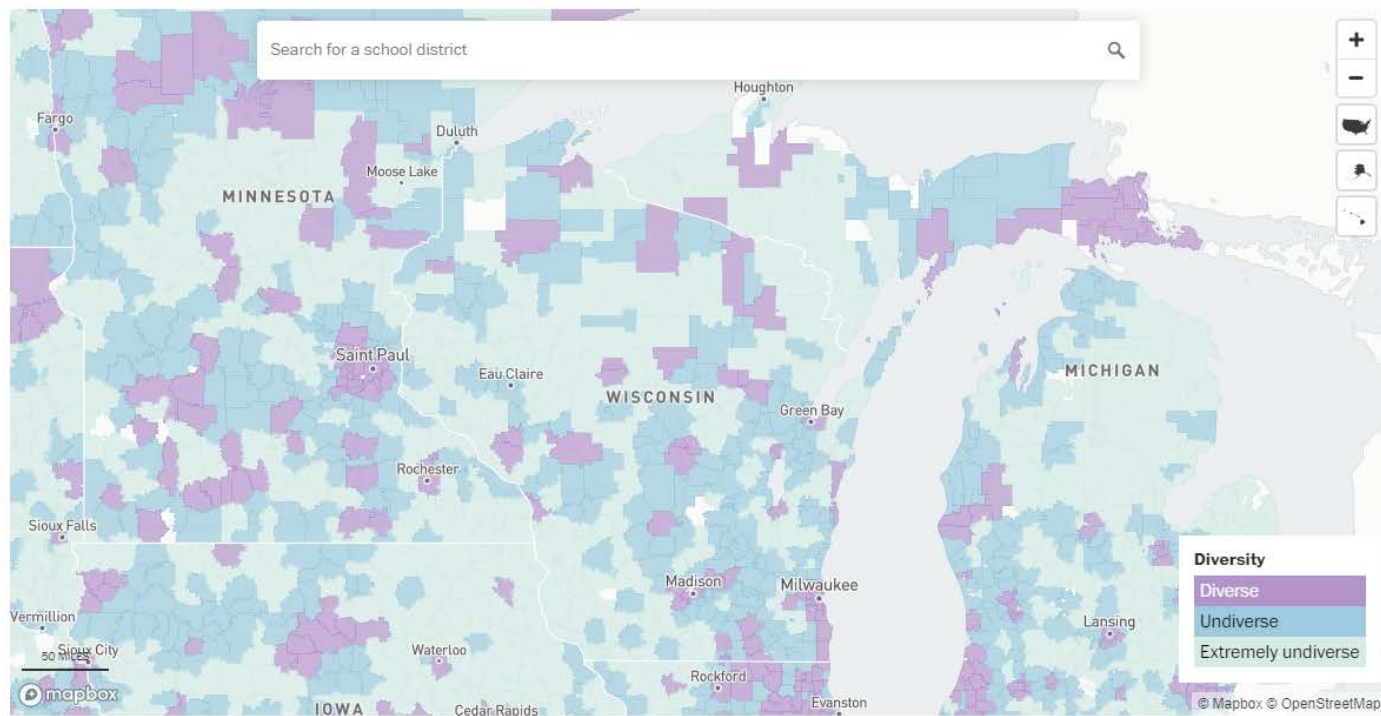


# Racial & Ethnic Diversity by School District

<https://www.washingtonpost.com/graphics/2019/local/school-diversity-data/>

## Explore your school district

Find out the overall racial makeup of your school district and how well that's mirrored in individual schools. The map currently shows the diversity of school districts. Use the toggle underneath the map to view integration.



Show indicator

Diversity

Integration

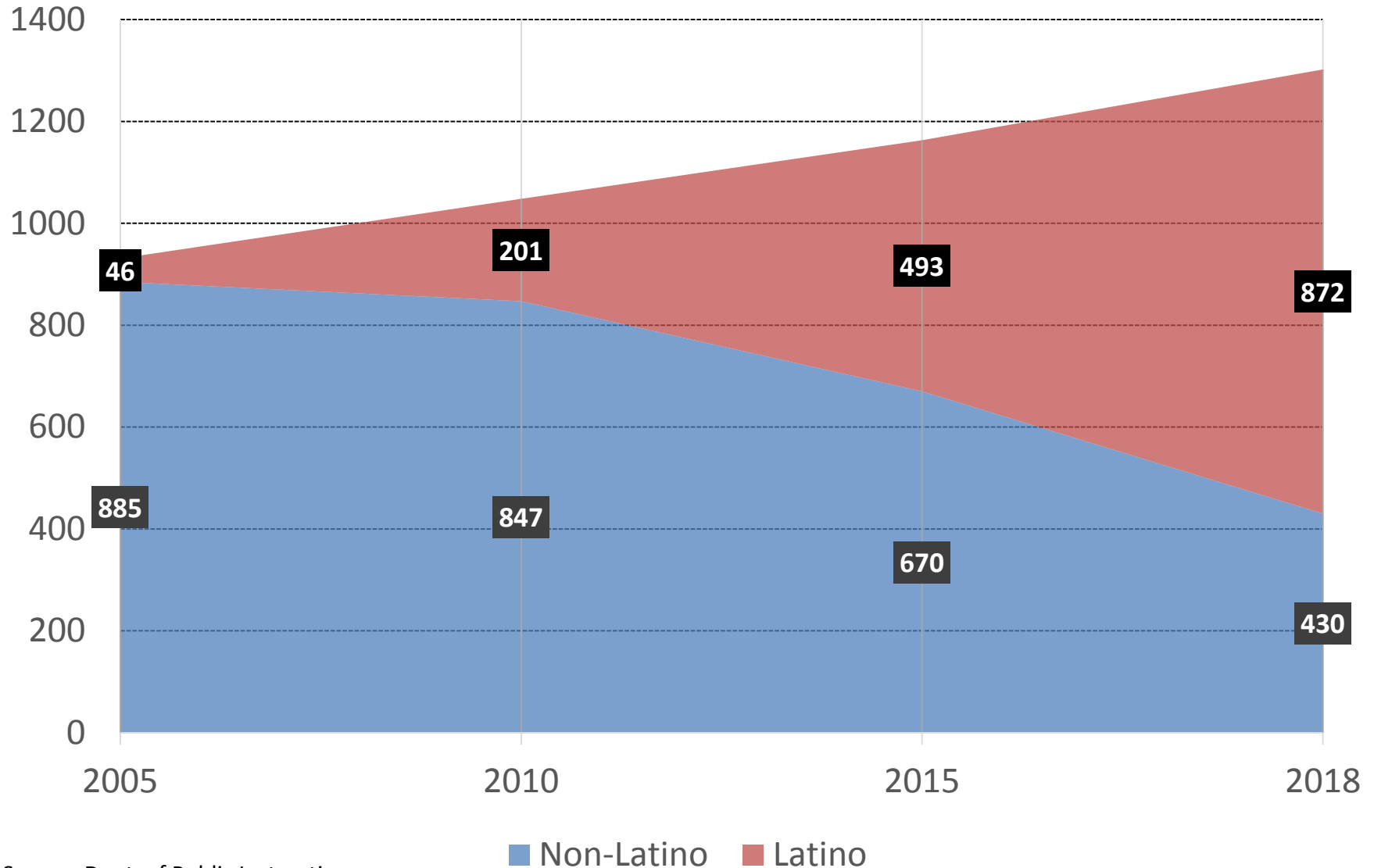
Show districts

Lower

Upper



# Arcadia School District Enrollment Trempealeau County, 2005 - 2018



Source: Dept. of Public Instruction

# Challenges facing Wisconsin Rural Schools

## A Perfect Storm

Declining enrollment, increasing student poverty and rising operational costs are putting pressures on rural schools | Sarah Kemp

In Wisconsin, aging population and declining births have meant a decrease in rural school district enrollment.

In addition to declining enrollment, poverty increased during the recession of the late 2000s, especially among children. This increase is evident by the increasing number of students qualifying for free or reduced-price lunch.

Meanwhile, fixed costs like transportation and food services have increased. Many rural school districts responded by cutting variable costs including instruction and

support staff and by delaying facility improvements.

Faced with these challenges, rural school districts have been placed in a perilous situation. As a researcher at the University of Wisconsin-Madison's Applied Population Laboratory, I have been exploring these trends including enrollment decline, increasing costs and rising poverty, and their effects on rural schools.

**Enrollment, Costs, and Poverty**  
Of the trends mentioned above, rural schools have been hit especially hard.

The study analyzed data from the Department of Public Instruction (DPI) for the 2008-09 and 2013-14 school years and on three data sources of concern: change in enrollment, change in costs per student, and change in free and reduced lunch eligibility.

Over this five year period, statewide student enrollment declined by 0.43 percent. Enrollment change has a town, urban and suburban differently. Enrollment for 65 percent of urban

WisCONTEXT



Series: Challenges To Wisconsin's Rural Schools

## Wisconsin's Rural Schools Are Getting Squeezed By Student Loss

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.



Faced with multiple challenges, rural school districts have been placed in a perilous situation.

# Student Decline

Almost **65%** of Wisconsin's school districts experienced declining enrollment in thirteen years.

Rural schools are declining the most compared to other areas.

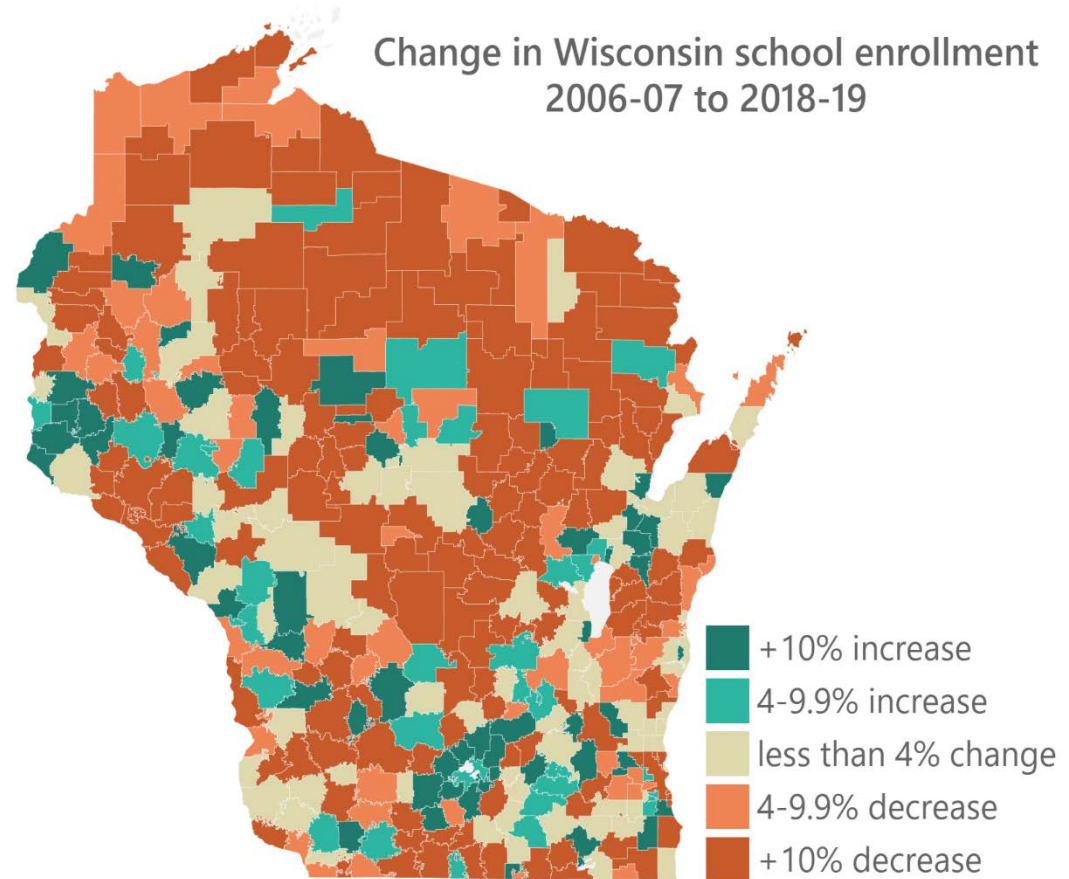
## % of districts that declined:

Rural - 75%

Urban - 67%

Town - 57%

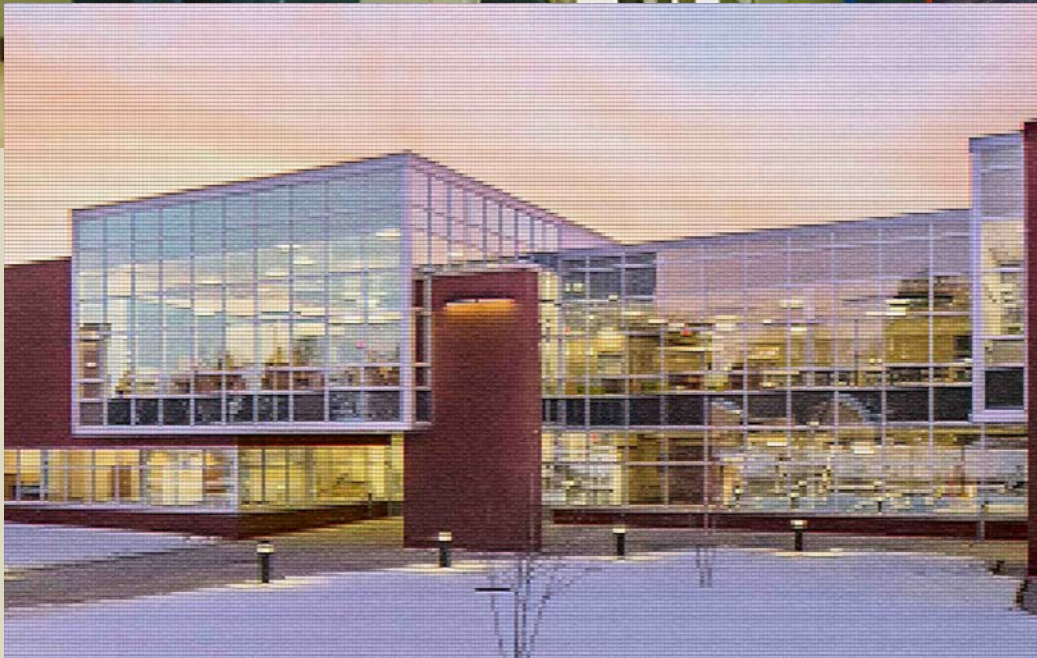
Suburban - 46%



Source: WI Department of Public Instruction



# School District Costs



# Free and Reduced Lunch Participation

Free and Reduced Lunch program is a proxy for measuring poverty.

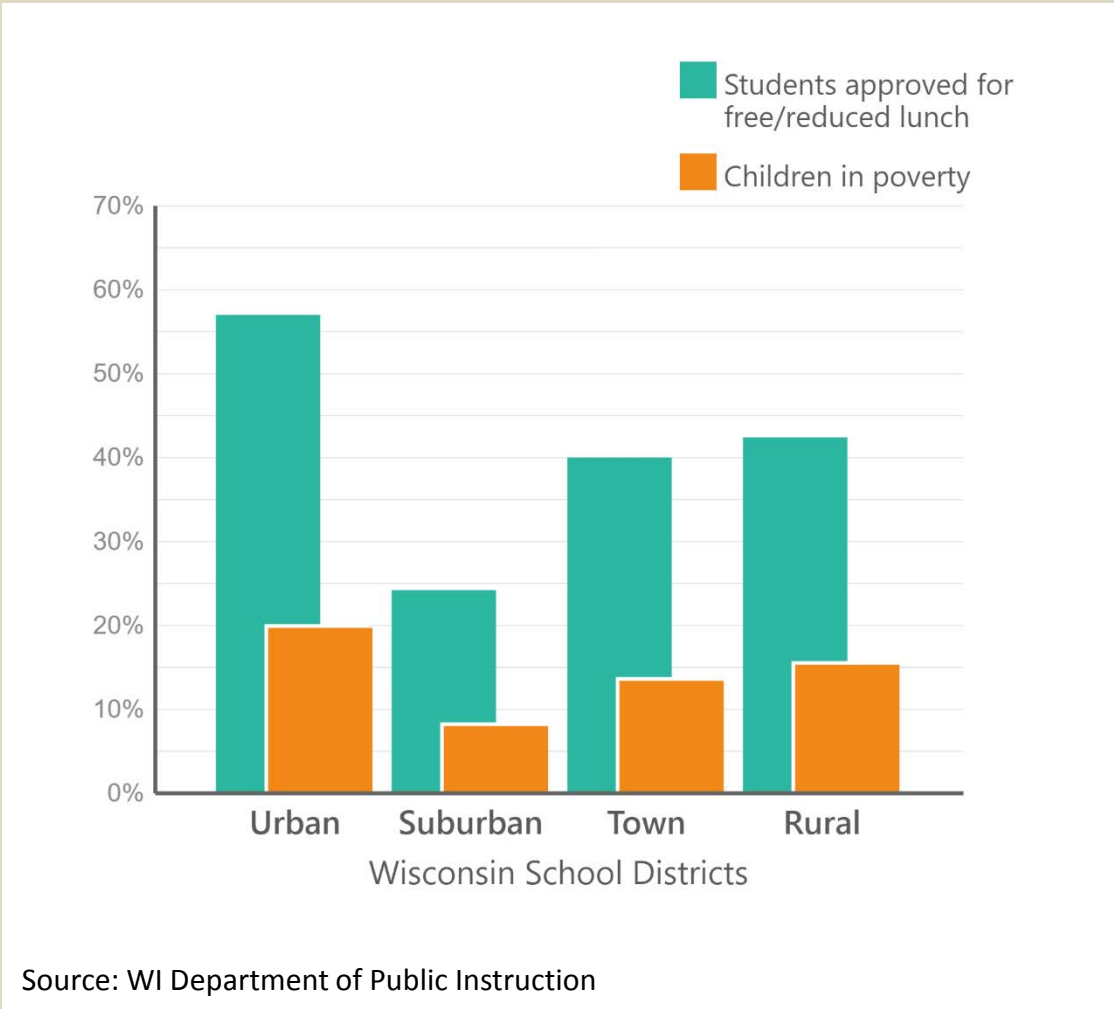
Higher percentage of participation in southwest and northern districts as well as urban districts.

**Students eligible for F/R lunch:**

- Urban - 57%
- Rural - 42%
- Town- 40%
- Suburban - 24%

**Children living below poverty level:**

- Urban - 20%
- Rural - 15%
- Town - 13%
- Suburban - 8%



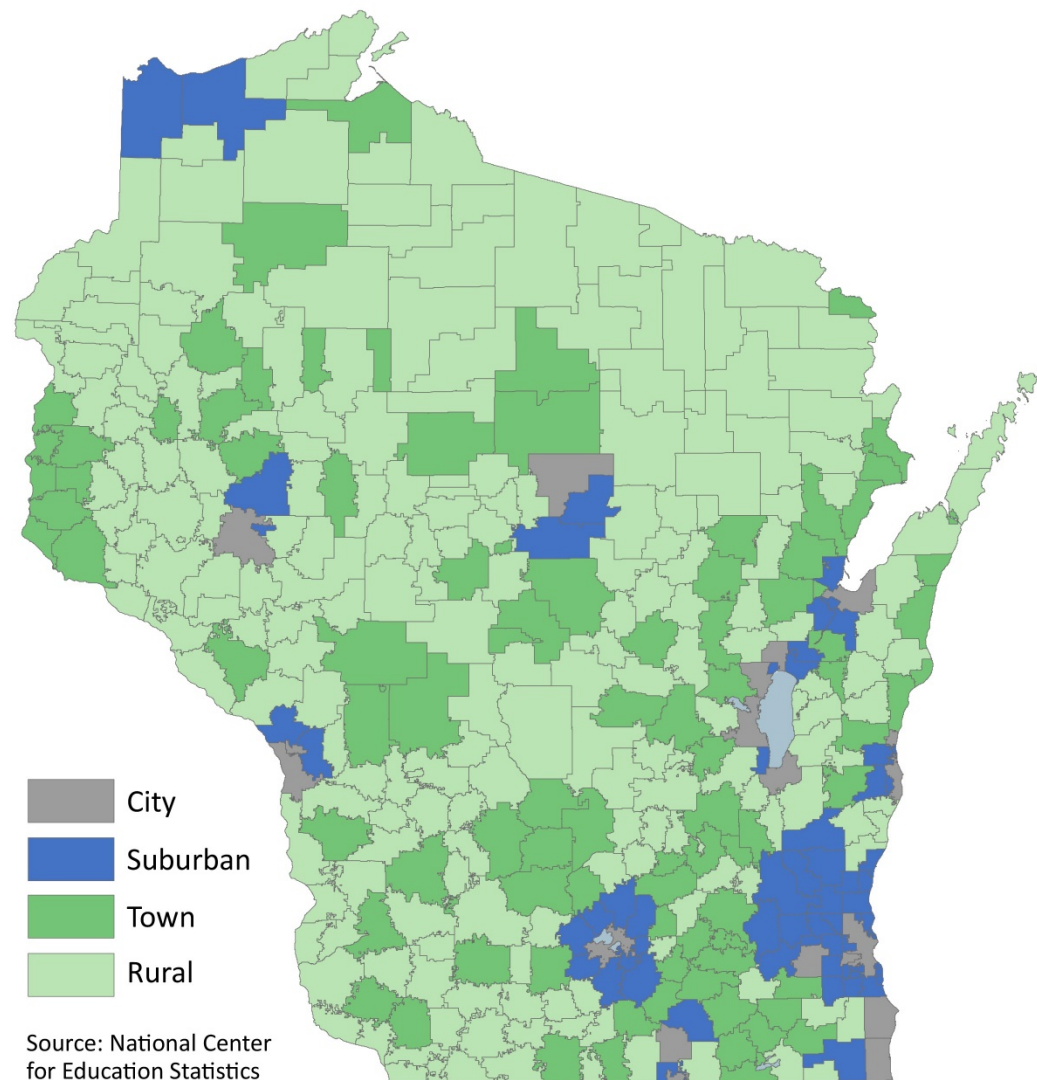


# School District Classifications

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

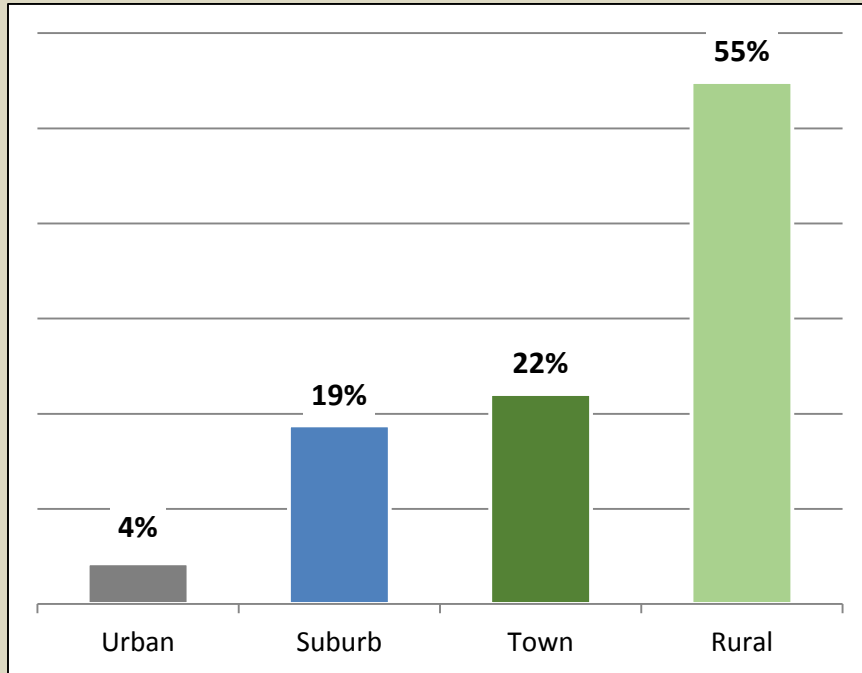


Source: National Center  
for Education Statistics

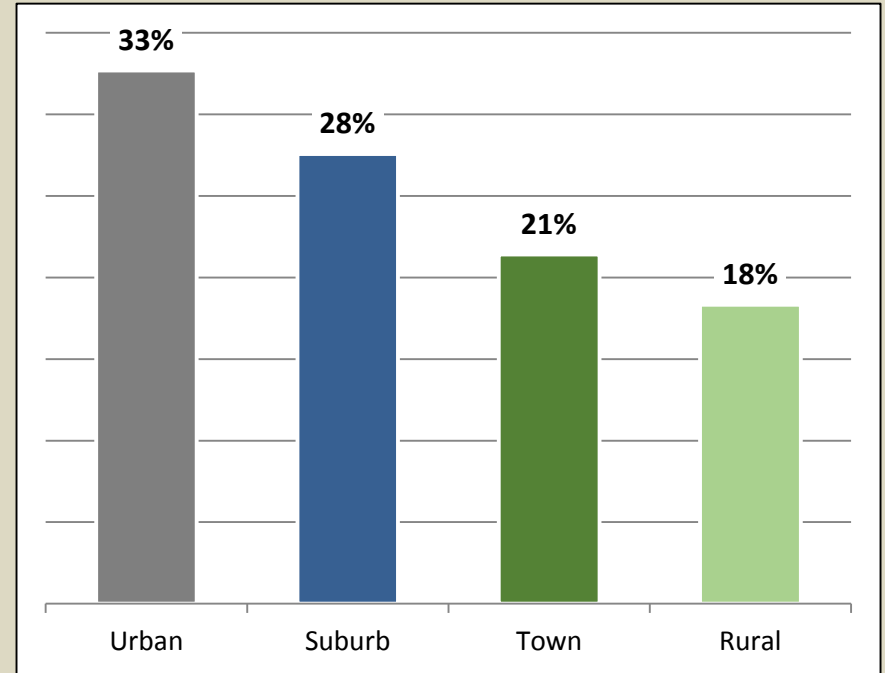


# Districts and Enrollment by Location

Public School Districts



Public School Students

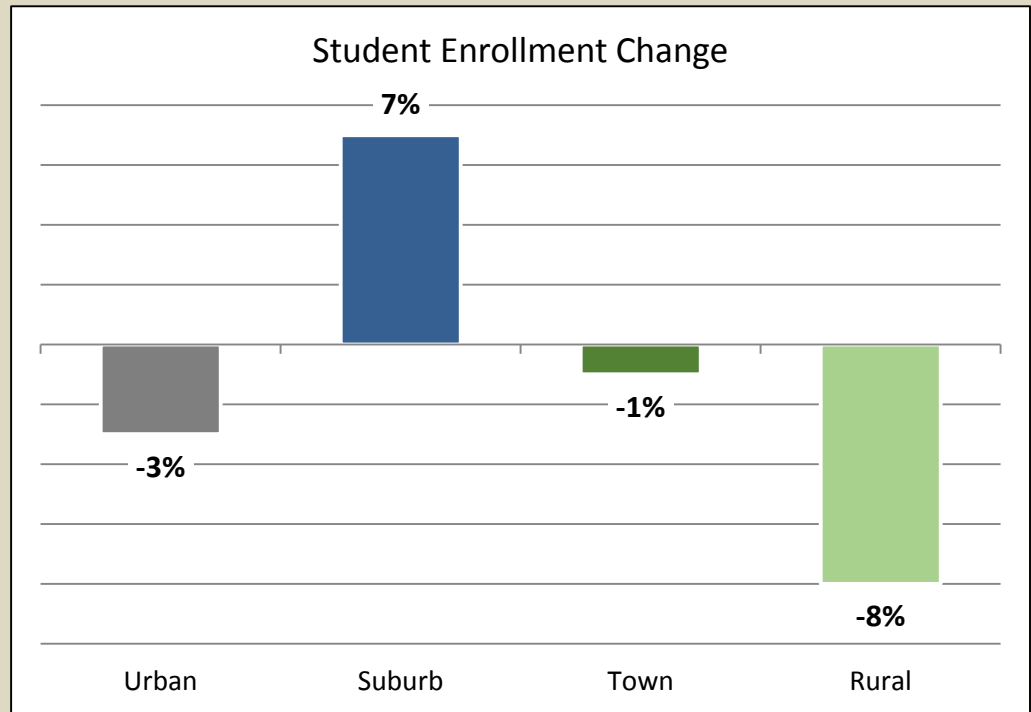


Source: WI Department of Public Instruction

# Enrollment Change in Public Schools

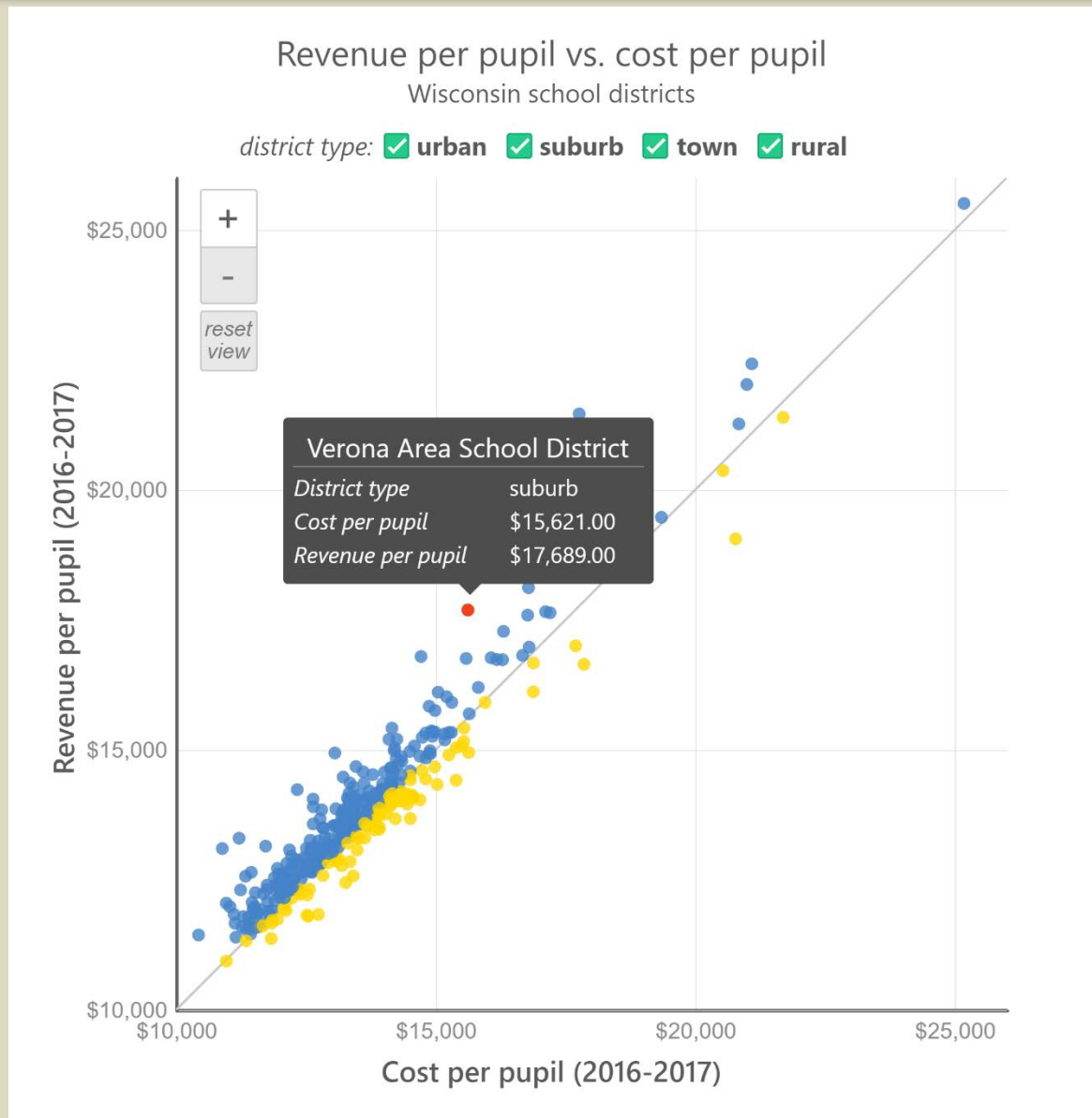
District	Change
Racine	-22.0%
Milwaukee	-20.0%
La Crosse	-8.3%
Beloit	-6.6%
Wausau	-6.2%
West Allis	-6.1%
Fond du Lac	-5.9%
Waukesha	-5.7%
Kenosha	-4.0%
Janesville	-3.6%
Oshkosh	-3.1%
Sheboygan	-0.3%
Green Bay	2.6%
Eau Claire	4.3%
Neenah	6.3%
Appleton	7.4%
Madison	8.5%
Onalaska	8.8%

Change from 2006/07 to 2018/19

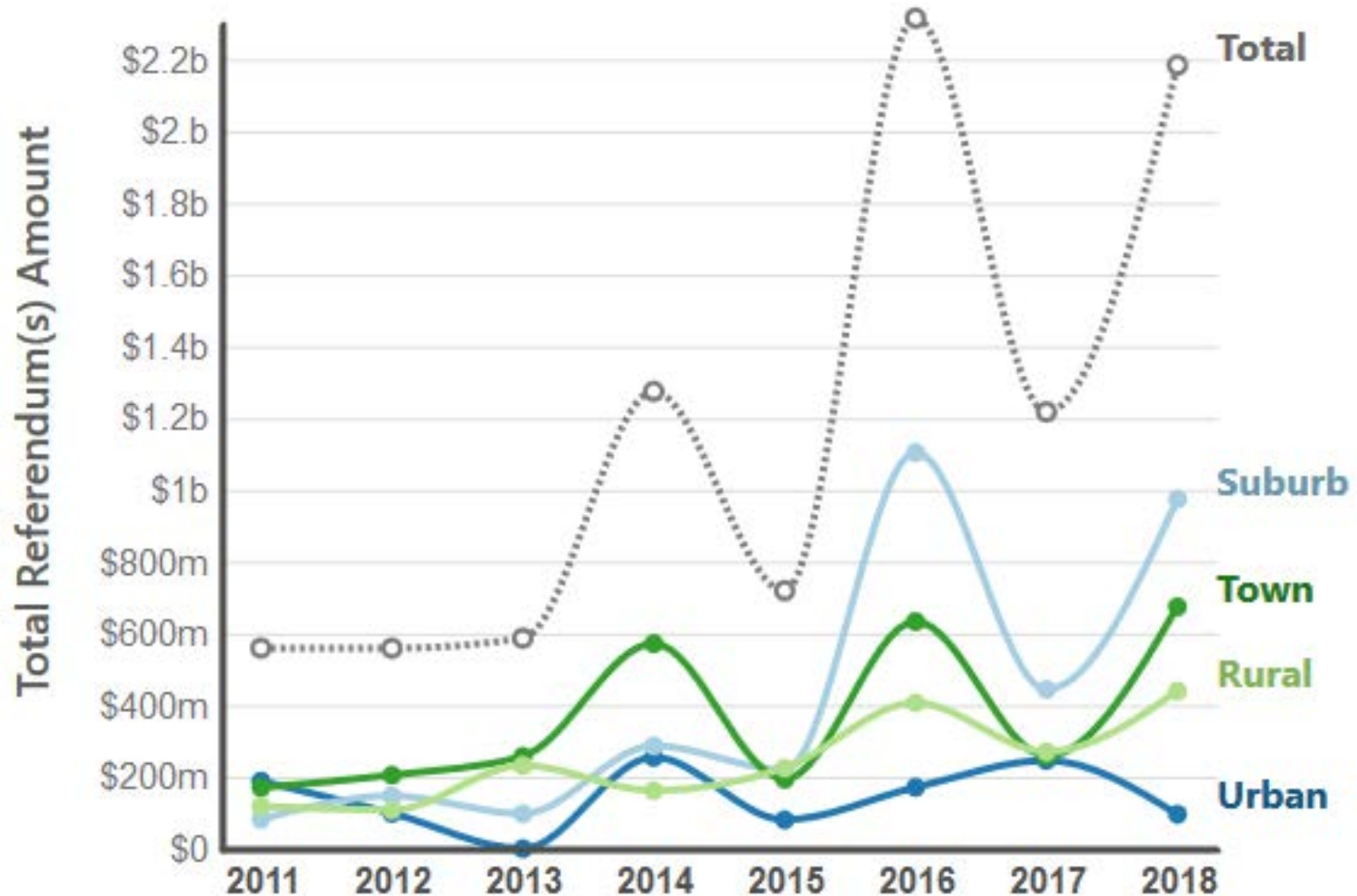


Source: WI Department of Public Instruction

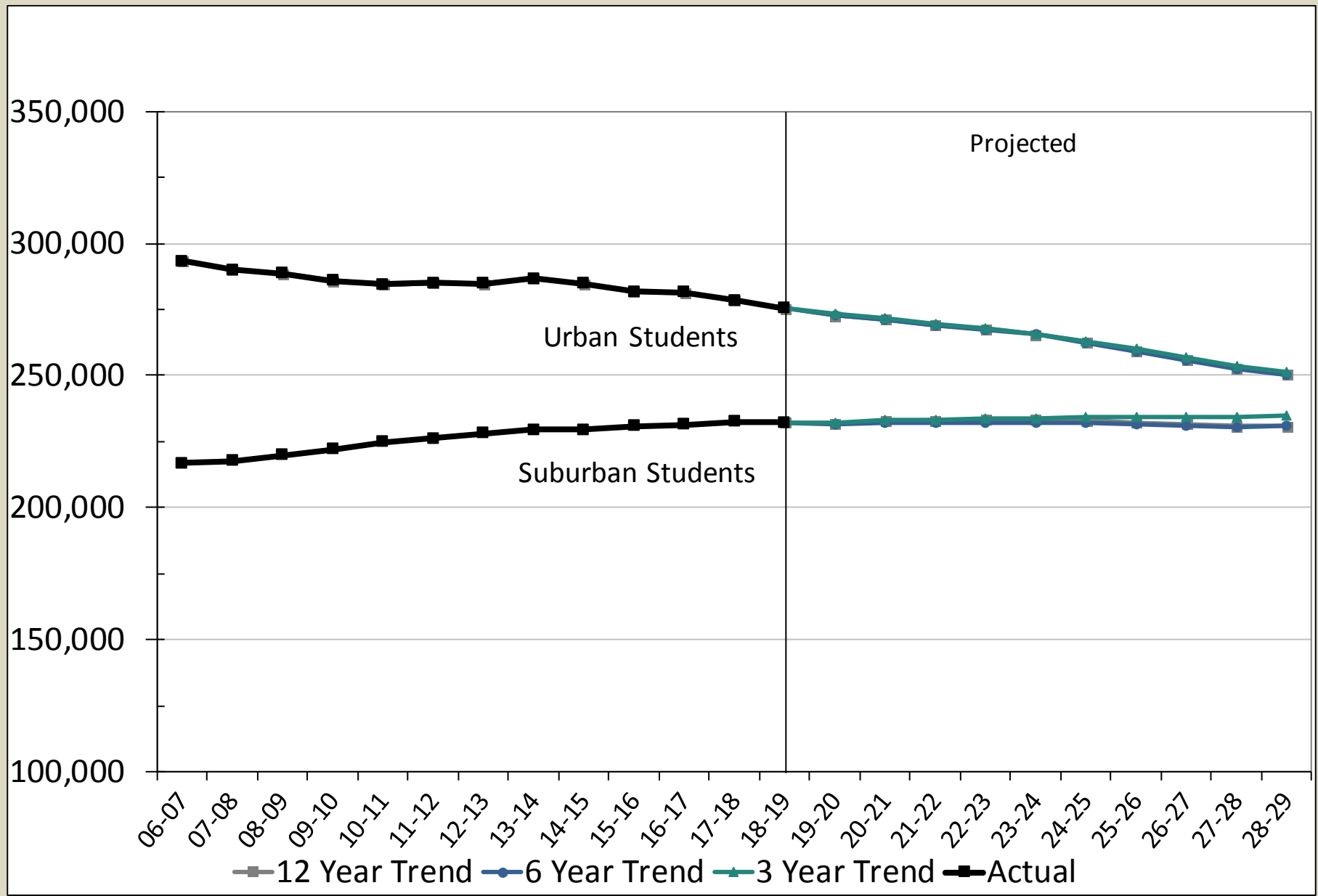
# School District Costs vs. Revenue



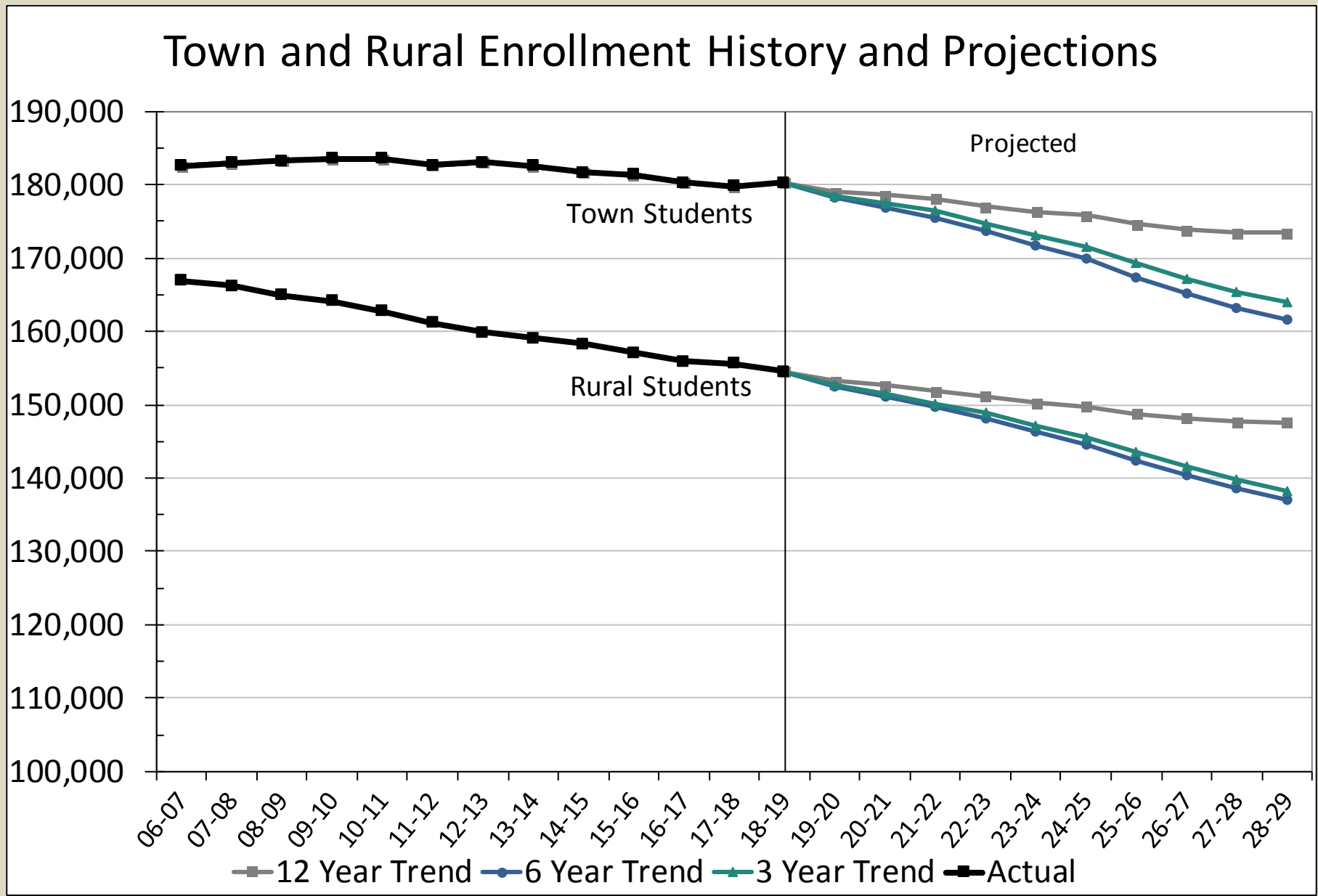
# School District Referendums



# Urban and Suburban Enrollment



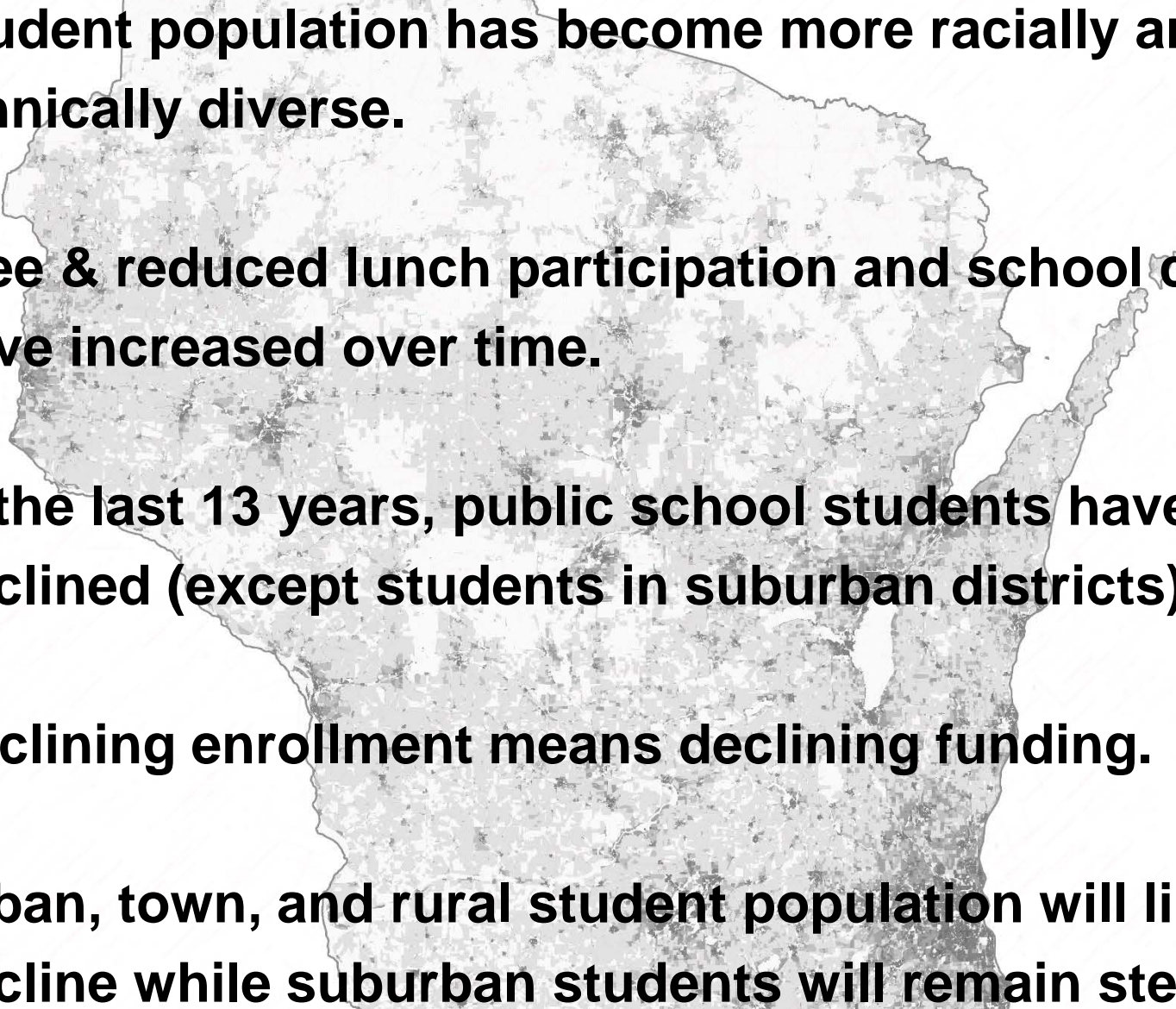
# Town and Rural Enrollment





# Observations about public school districts

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- 
- **Student population has become more racially and ethnically diverse.**
  - **Free & reduced lunch participation and school costs have increased over time.**
  - **In the last 13 years, public school students have declined (except students in suburban districts).**
  - **Declining enrollment means declining funding.**
  - **Urban, town, and rural student population will likely decline while suburban students will remain steady.**

# Wisconsin's public schools and communities

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- Current trends in rural areas make it difficult to compete with cities where:
  1. Lower wages and seasonal jobs are prevalent.
  2. A need to improve infrastructure (broadband).
- Rural areas are less diverse than cities, but increasing students of color, especially Latinx students, will:
  1. Help mitigate population decline.
  2. Impact on ELL and other school resources.
- Declining number of students and young adults in rural areas will:
  1. Impact school districts (funding & school resources).
  2. Impact employers (employee shortage).



# THANK YOU!

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