Describe significant community information/factors/changes that are affecting your school, its student population, and their needs. Pay particular attention to changes that have occurred since your last accreditation.

**Population and Statistics**

* **Maple Grove**
  + Population from 50,365 to 61,567 (22% increase)
  + Population of 18 year olds or younger dropped from 30.8% to 26.9% (- 14.5%)
  + Median Income $76,100
* **Rogers**
  + Population from 3588 to 8597 (140% increase)
  + Population of 18 year olds or younger increased from 33.8% to 34.9% (+ 3%)
  + Median Income $73,100
* **Corcoran**
  + Population from 5630 to 5379 (- 4.5%)
  + Population of 18 year olds or younger decreased from 32.7% to 25.1% (- 23.2%)
  + Median Income $79,000

**School Competition**

* See PowerPoint Presentation

The data above shows three different aspects: population, population mix, and median income. Each is needed to help understand where each of our three main community feeders is growing. Maple Grove and Rogers are still showing strong growth and would be expected to keep growing as there is both space for expansion and more infrastructure is being built to support the growth. While the population percent under 18 is shrinking, the growth of the towns is offsetting the aging population which is resulting in similar number of children in the general vicinity. The median income is also key to understanding how sensitive parents may be to tuition rates and how that may drive their school choice. The school choice by parents is also based on what niche do these schools want to focus on. Be it sports, academics, arts, math among others brings STJL to keep asking ourselves what is our niche? The answer is easy after considering why STJL has a school, to teach children about their savior Jesus Christ. That is STJL’s niche; we are a Lutheran school that teaches about Jesus Christ first and foremost. This does not preclude our school from also specializing on other topics like our competition does, but STJL needs to balance the time it takes to teach our children about faith along with the other academic topics. Both the economy and competition has impacted our enrollment numbers. We have seen about a 25% reduction in enrollment, but the mix in member and non-member children has not decreased evenly. The number of member students has remained around 100 to 110 over the past 5 years, but the number of non-member students has gone from 100 to approximately 45. This reduction is a reflection of the other options in the area for private schooling, and also the financial ability for parents to send their children to a ‘private’ school.