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

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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

Population Growth Since 1960
State of Wisconsin

% Growth

11.8% 19.1% 23.8% 35.7% 43.9% 54.6%


Source: U.S. Census
Wisconsin Population Change, 2010-2017

- 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.

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

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

Wisconsin's Rural Schools Are Getting Squeezed By Student Loss

The Connection Between Declining Enrollment And Revenue Limits
What is Rural?

Ratio of Deer to People in Wisconsin Counties, 2012

Ratio of Cows to People in Wisconsin Counties, 2012, USDA

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

<table>
<thead>
<tr>
<th>Wisconsin</th>
<th>Land Area</th>
<th>Population</th>
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</thead>
<tbody>
<tr>
<td>Urban</td>
<td>3.4%</td>
<td>70.2%</td>
</tr>
<tr>
<td>Rural</td>
<td>96.6%</td>
<td>29.8%</td>
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- Development on the fringes of medium sized cities.
- Amenities change seasonally in some rural communities.
- Rural identity means different things to different people.
Urban And Rural Populations, 1890-2010

Source: U.S. Census
Population Change by Location, 2000-2010

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

Source: U.S. Census
Median Age, 2000 to 2015

Difference: 3.9 years

Difference: 7.9 years

Difference: 8.8 years

Source: U.S. Census
Persons age 65 and older in 2020

Aging population will dominate northern Wisconsin.

While a younger population will live in urban areas.

Percent of Population Age 65+ in 2020

Source: WI DOA Estimates
Racial and Ethnic Diversity

Hispanic immigrants help rural county stave off population dip

By Mario Koran and Lukas Keapproth

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.

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.
Change in Racial and Ethnic Diversity

Wisconsin Share of Total Population by Race/Ethnicity, 1990 to 2015

- Hispanic or Latino
- All Other Races
- Asian or Pacific Islander
- American Indian
- Black or African American
- White

Source: U.S. Census
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

- White non-Hispanic: 47.0
- Black: 33.1
- American Indian: 35.3
- Asian: 29.1
- Hispanic: 25.9

Source: American Community Survey
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%.
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 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
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.
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

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 population 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

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.
Wisconsin Schools by Location and Enrollment

Number of Districts
- Urban: 4.0%
- Suburban: 18.4%
- Town: 22.5%
- Rural: 55.1%

Number of Students
- Urban: 18.7%
- Suburban: 27.2%
- Town: 21.5%
- Rural: 32.6%

Source: WI Department of Public Instruction
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%.

Source: WI Department of Public Instruction
Rural School Enrollment Decline

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

Town School Districts

Rural School Districts

Prepared by the Applied Population Laboratory
University of Wisconsin-Madison
Department of Community & Environmental Sociology
Wisconsin Age Structure, 2016

Source: American Community Survey

People of color (□) Non-Hispanic White (■)
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
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

https://www.wiscontext.org/wisconsins-rural-schools-are-getting-squeezed-student-loss
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.”