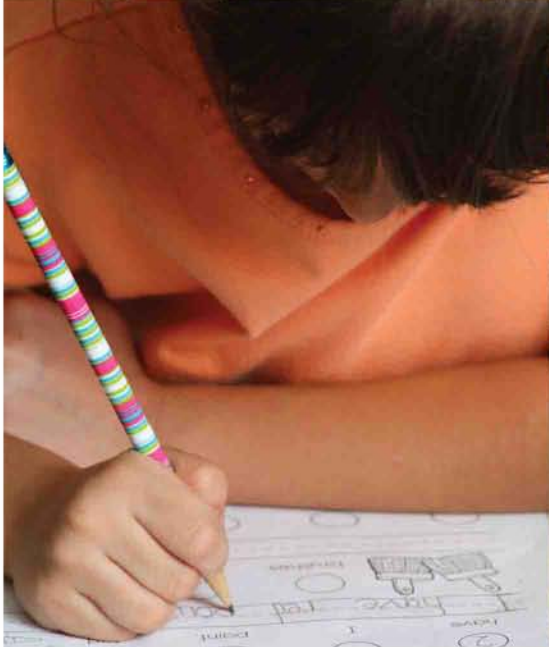




2012
Northwest Arkansas Report Card



Office for
Education
Policy

Letter from the Director

By Dr. Gary Ritter, *OEP Director*



Each new fall offers opportunities for new beginnings. We see this in our region's schools each and every year -- new teachers setting up new classrooms and students moving on to new challenges in each successive grade level.

Here at the Office for Education Policy, we realize that students and educators are pursuing various goals and that there are many forms of success. In the classroom, each student-teacher relationship has unique goals and unique obstacles along the way. Teachers, administrators, and, of course, the parents are all trying to encourage students to push ahead in challenging subjects and to find those other areas of study that they enjoy and perhaps even find a future career!

Members of the Northwest Arkansas Council view our region's educational system as one of the primary forces that pushes our community and our economy forward. We at the OEP heartily agree! While there are obvious benefits to ever increasing levels of education for each individual, there are community benefits as well. When somebody else learns – whether it is a first year kindergarten student, a graduating high school senior, a Masters level engineering student, or someone who earns a mid-career certificate – we all benefit.

“Education is the main force that pushes our community and our economy forward.”

One of the best ways for the Northwest Arkansas community to push our education system forward is to examine the evidence and pay attention to data. We can learn from both our past successes and challenges. So, we at the OEP are proud to release our 2012 Northwest Arkansas Report Card. We have expanded the publication, at the urging of the Northwest Arkansas Council, to include data on resources for K-12 education as well as community profiles and Higher Education indicators. From kindergarten to high school graduation to the highest levels of education and participation in the workforce, we hope that this information will inform our decisions going forward as we all work to push the Northwest Arkansas region to even greater levels of success.

Let's keep pushing,

Gary W. Ritter

A handwritten signature in black ink that reads "Gary W. Ritter". The signature is written in a cursive style.

We would like to thank the Northwest Arkansas Council for its support and help with this publication. We are proud to work with those who believe that education is a vital part of what makes our community a great place to live and grow.

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NORTHWEST
ARKANSAS

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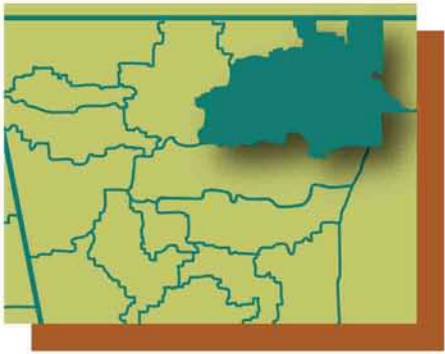
By The Numbers

- 5.3%** Unemployment rate, as of August 2012, making it the lowest for any region in the state
- 17** Number of school districts serving the Benton and Washington county areas, including two charter schools
- 2,931** Houses sold in Benton and Washington County, YTD '12, a 3.38% increase over last year
- 10,626** New residents to the area from 2010 to 2011, making it the 21st fastest growing Metropolitan area in the country
- 74,319** Students served in the K-12 schools of Northwest Arkansas during the 2011-12 school year

Northwest Arkansas

**HIGHLIGHTS &
COMMUNITY PROFILES**

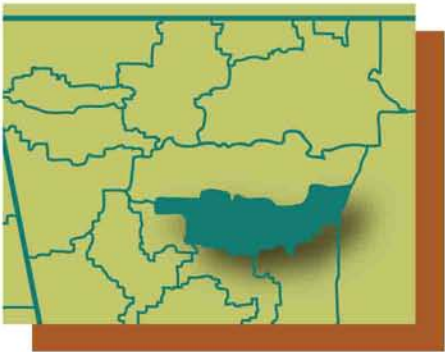




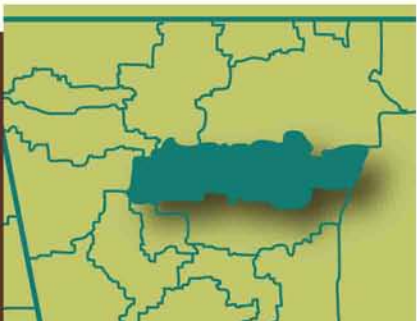
Rogers School District	
Enrollment 2011-2012	14,145
Enrollment 2004-2005	12,791
% Change	10.6%
Total Population	81,828
Median Household Income 2010	\$40,792
Educational Attainment (Ages 25-64)	
Less than High School Graduate	20.1%
High school graduate	29.7%
Some college or associate's degree	26.6%
Bachelor's degree or higher	23.6%



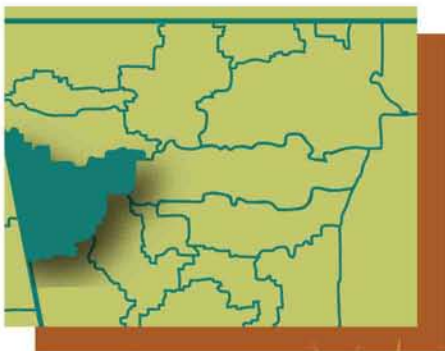
Bentonville School District	
Enrollment 2011-2012	14,123
Enrollment 2004-2005	9,210
% Change	53.3%
Total Population	75,179
Median Household Income 2010	\$39,442
Educational Attainment (Ages 25-64)	
Less than High School Graduate	8.5%
High school graduate	25.3%
Some college or associate's degree	30.3%
Bachelor's degree or higher	35.8%



Fayetteville School District	
Enrollment 2011-2012	9,017
Enrollment 2004-2005	8,212
% Change	9.8%
Total Population	78,857
Median Household Income 2010	\$34,081
Educational Attainment (Ages 25-64)	
Less than High School Graduate	8.2%
High school graduate	19.5%
Some college or associate's degree	28.0%
Bachelor's degree or higher	44.3%



Springdale School District	
Enrollment 2011-2012	19,376
Enrollment 2004-2005	14,454
% Change	34.1%
Total Population	91,117
Median Household Income 2010	\$38,870
Educational Attainment (Ages 25-64)	
Less than High School Graduate	24.2%
High school graduate	31.3%
Some college or associate's degree	23.6%
Bachelor's degree or higher	20.9%



Siloam Springs School District	
Enrollment 2011-2012	3,922
Enrollment 2004-2005	3,262
% Change	20.2%
Total Population	21,904
Median Household Income 2010	\$35,900
Educational Attainment (Ages 25-64)	
Less than High School Graduate	13.7%
High school graduate	34.1%
Some college or associate's degree	28.4%
Bachelor's degree or higher	23.8%

Criterion-Referenced Benchmark Scores

2011-12 Benchmark Proficiency Rating



NWA Similar School District Grouping

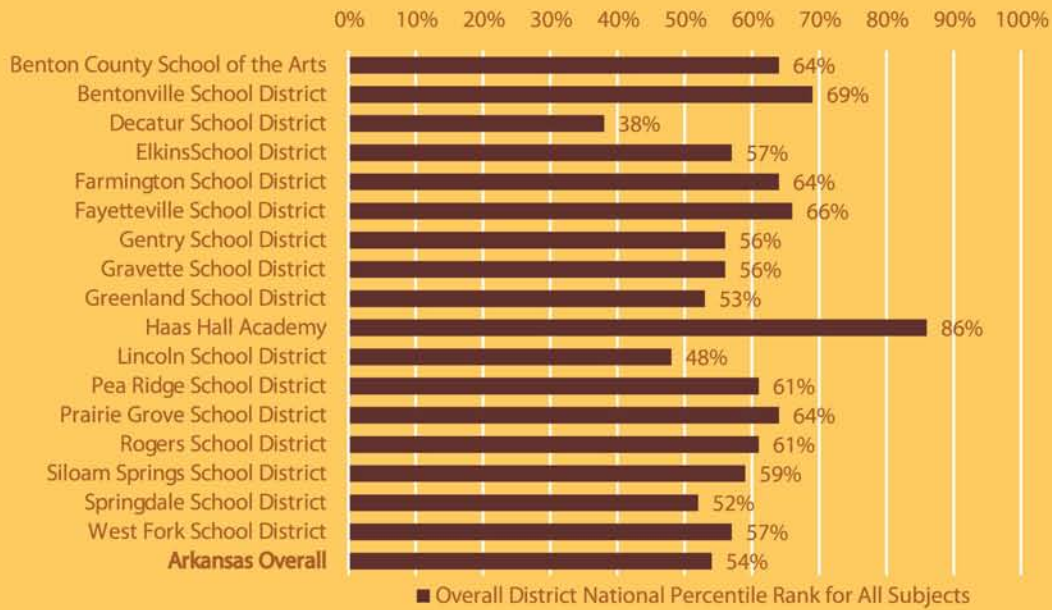
Overall performance on the Arkansas Benchmark exams for each of the "Big 5" districts, and group averages for the "Rural 10" districts and state are presented above. New this year to the Report Card is the inclusion of **Similar District** comparisons. Districts are grouped together on enrollment size and student poverty levels, and from this point matched against similar districts, thus allowing an "apples-to-apples" comparison. Positive numbers indicate a favorable comparison to similar districts, while a negative number indicates an unfavorable comparison.

District Name	Similar District Group	Math Similar Districts Rating (% Prof./Adv.)	Literacy Similar Districts Rating (% Prof./Adv.)
Benton County School of the Arts	Medium, Low Poverty Districts	+2%	+5%
Bentonville School District	Large, Low Poverty Districts	+4%	+2%
Decatur School District	Small, High Poverty Districts	-11%	-4%
Elkins School District	Medium, Low Poverty Districts	-1%	+2%
Farmington School District	Large, Low Poverty Districts	+1%	-3%
Fayetteville School District	Large, Low Poverty Districts	-3%	-2%
Gentry School District	Large, Mid-poverty Districts	+4%	+3%
Gravette School District	Large, Low Poverty Districts	-5%	-5%
Greenland School District	Medium, Mid-poverty Districts	-9%	-6%
Haas Hall Academy	Small, Low Poverty Districts	+21%	+16%
Lincoln School District	Medium, Mid-poverty Districts	-6%	-4%
Pea Ridge School District	Large, Low Poverty Districts	+3%	-0%
Prairie Grove School District	Large, Low Poverty Districts	-2%	-2%
Rogers School District	Large, Mid-poverty Districts	+6%	+5%
Siloam Springs School District	Large, Low Poverty Districts	-3%	-5%
Springdale School District	Large, Mid-poverty Districts	-1%	-1%
West Fork School District	Medium, Low Poverty Districts	-5%	-4%

For more information, visit our website: http://www.uark.edu/ua/oep/Resources/2011_2012_District_Level_Benchmark_Data.xls

Norm-Referenced Iowa Tests of Basic Skills (ITBS) Scores

NWA District ITBS Scores



ITBS By Subject

District Name	Reading NPR*	Mathematics NPR*	Language NPR*	Science NPR*	Overall District NPR*
Benton County School of the Arts	65	63	60	68	64
Bentonville School District	68	72	65	78	69
Decatur School District	36	41	32	53	38
Elkins School District	55	61	53	66	57
Farmington School District	61	66	61	74	64
Fayetteville School District	66	68	63	72	66
Gentry School District	55	57	53	73	56
Gravette School District	55	58	51	69	56
Greenland School District	52	54	53	60	53
Haas Hall Academy	89	84	85	N/A	86
Lincoln School District	46	51	43	61	48
Pea Ridge School District	59	66	55	67	61
Prairie Grove School District	63	65	60	78	64
Rogers School District	57	65	58	70	61
Siloam Springs School District	55	62	57	69	59
Springdale School District	47	56	50	61	52
West Fork School District	57	60	52	67	57
Arkansas Overall	52	57	52	61	54



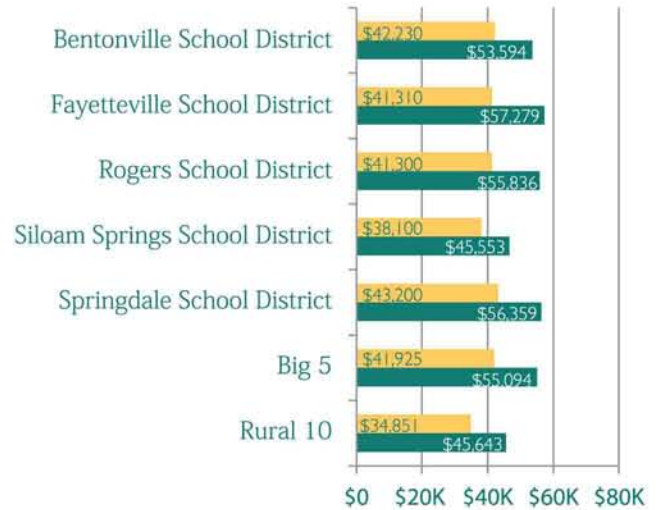
*National Percentile Rank

Student and Teacher Demographics

Teacher Education

	Bachelor's	Master's	Greater than MA
Bentonville	42.4%	55.4%	1.9%
Fayetteville	31.7%	64.5%	3.7%
Rogers	45.2%	52.1%	2.7%
Siloam Springs	63.1%	36.3%	0.7%
Springdale	42.6%	54.7%	2.7%
Big 5	42.9%	54.5%	2.5%
Rural 10	55.6%	42.1%	1.4%
Arkansas Overall	51.1%	46.1%	2.0%

Teacher Average & Base Pay

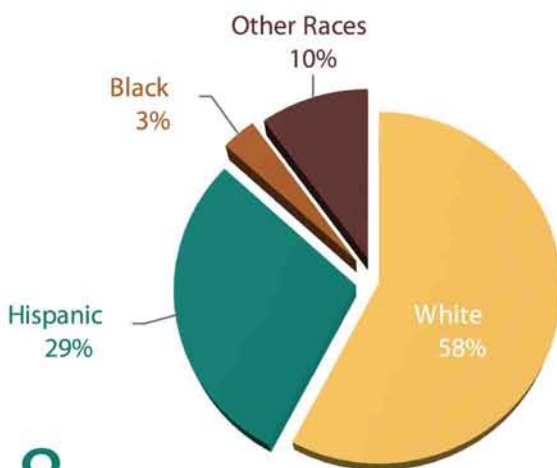


NWA Student Demographics

	Gifted and Talented	Special Education	Free & Reduced Lunch Eligible
Bentonville School District	5%	10%	28%
Fayetteville School District	10%	11%	41%
Rogers School District	7%	11%	59%
Siloam School District	9%	10%	56%
Springdale School District	10%	9%	66%
Big 5	8%	10%	51%
Rural 10	9%	11%	53%

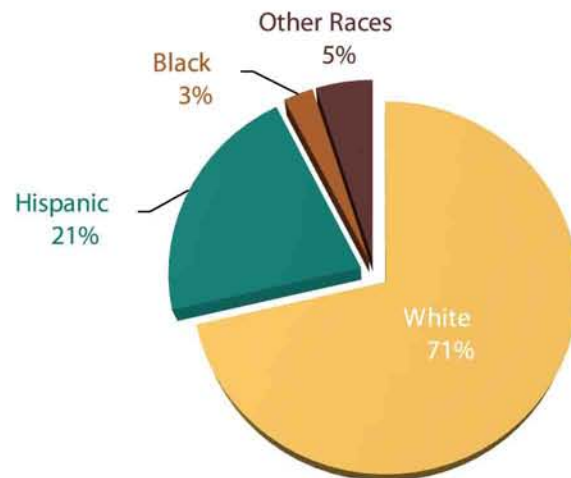


“Big 5” School District Racial Composition, 2011-12



Total Students 60,583

“Big 5” School District Racial Composition, 2004-05



Total Students 47,929

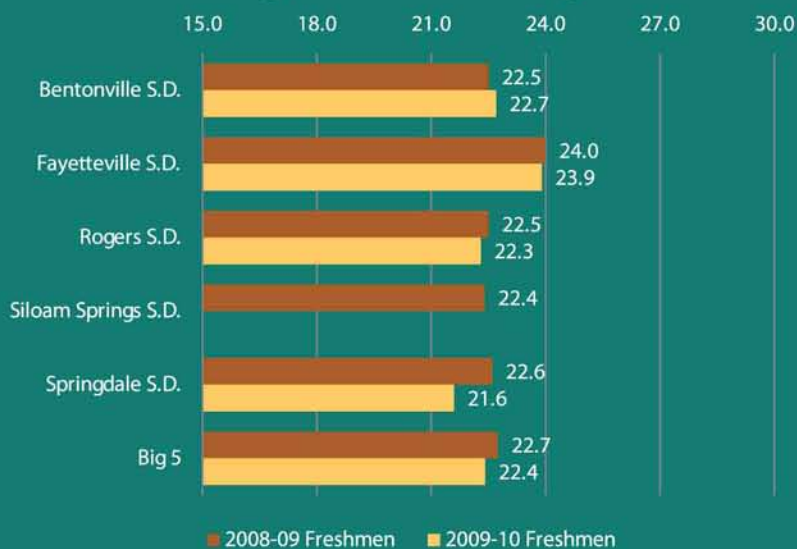
High School Education Indicators



NWA School District EOC Scores, Percent Proficient or Advanced

District Name	Algebra	Geometry	Literacy	Biology
Bentonville	93%	92%	90%	75%
Fayetteville	92%	84%	86%	63%
Rogers	84%	82%	78%	46%
Siloam Springs	84%	89%	67%	53%
Springdale	83%	74%	67%	39%
Big 5	87%	83%	78%	54%
Rural 10	86%	85%	75%	49%
Arkansas Overall	81%	75%	68%	42%

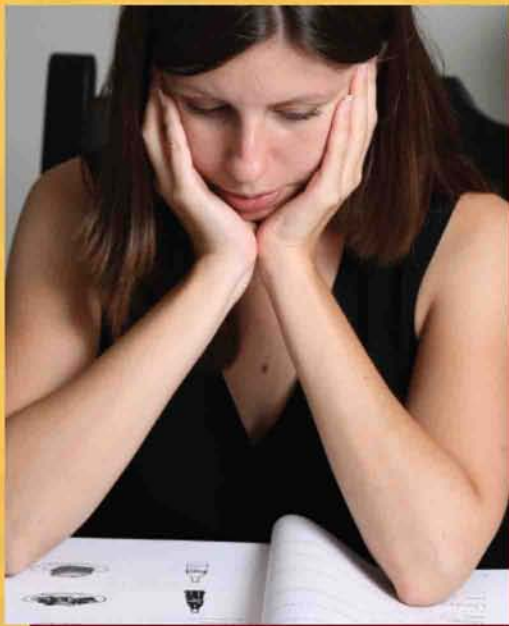
ACT Average for AR College Attendees



NWA School District 4yr Graduation Rates

Grad Rates	2010	2011
Bentonville School District	86%	90%
Fayetteville School District	82%	85%
Rogers School District	89%	85%
Siloam Springs School District	89%	89%
Springdale School District	79%	80%
Big 5	84%	85%
Rural 10	86%	88%
Arkansas Overall	81%	81%

In preparation for graduation and postsecondary education, Arkansas students take End-of-Course examinations and the ACT. This section highlights the most recent scores from such exams in Arkansas, the "Big 5", and the "Rural 10" districts. Additionally, graduation rates for the "Big 5" and "Rural 10" school districts allow us to see the outcomes of the K-12 experience.



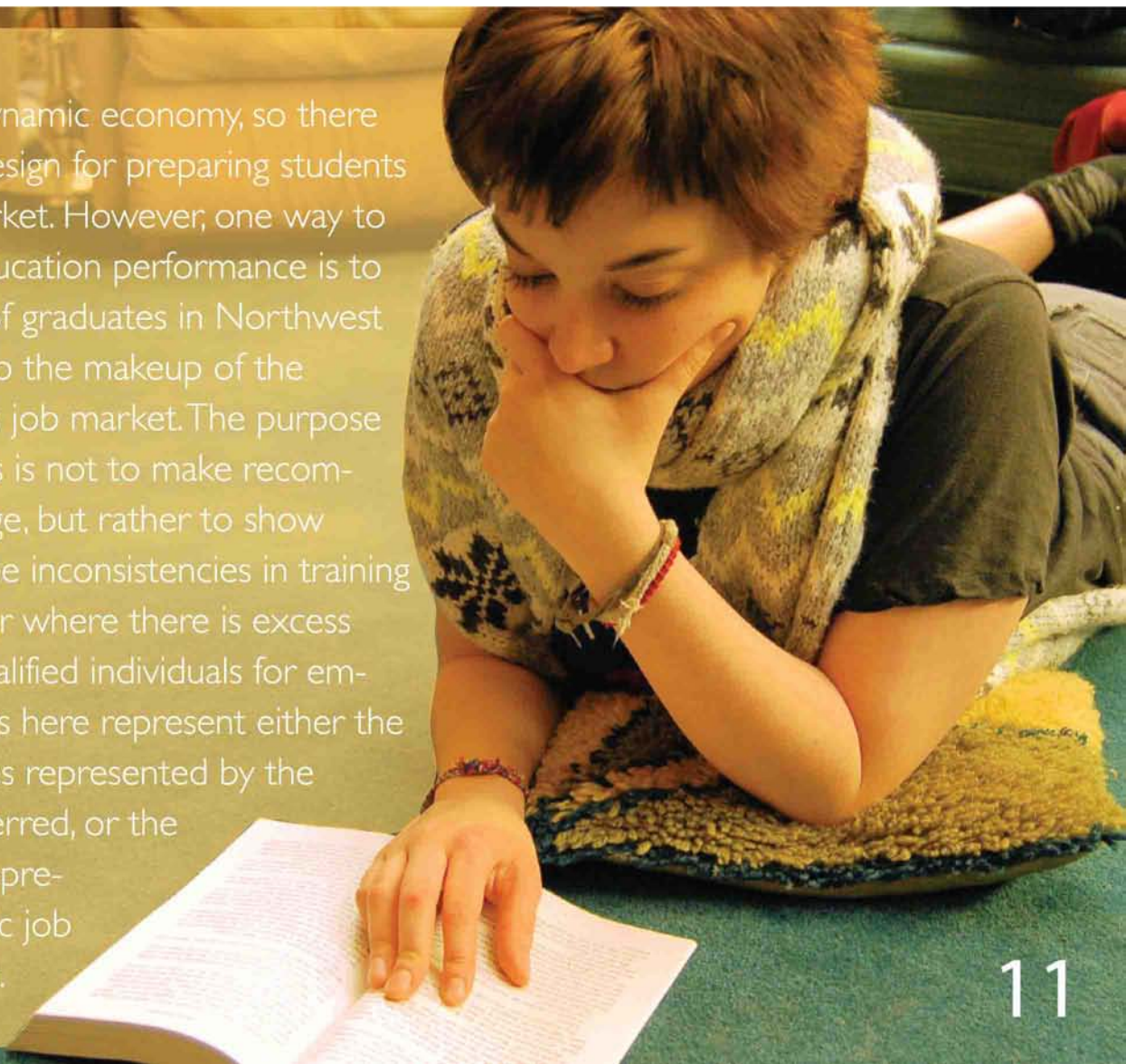
Job Sector	Average Annual Wage	NWA Employment	Percent of NWA Workforce	Degree Granting Institution	Number Granted	% of Total Degrees Granted in Region
All Occupations	\$40,390	197,600	100.00%	UAF	4569	79%
				NWACC	924	16%
Education	\$48,700	11,710	5.93%	UAF	254	4%
				NWACC	5	0%
Healthcare	\$54,765	13,220	6.69%	UAF	94	2%
				NWACC	225	4%
Business	\$59,231	42,840	21.68%	UAF	518	9%
				NWACC	233	4%
Arts and Community	\$30,780	11,060	5.60%	UAF	239	4%
				NWACC	51	1%
S.T.E.M. (Science, Technology, Engineering, and Math)	\$62,539	9,930	5.03%	UAF	499	9%
				NWACC	-	-
Total Degrees Granted by Institution - 2011-12						
	University of Arkansas - Fayetteville	4569				
	Northwest Arkansas Community College	924				

Sources: Bureau of Labor Statistics, Occupational Employment Statistics; University of Arkansas - Office of Institutional Research;



Higher Education Degrees Conferred & Northwest Arkansas Job Market Makeup

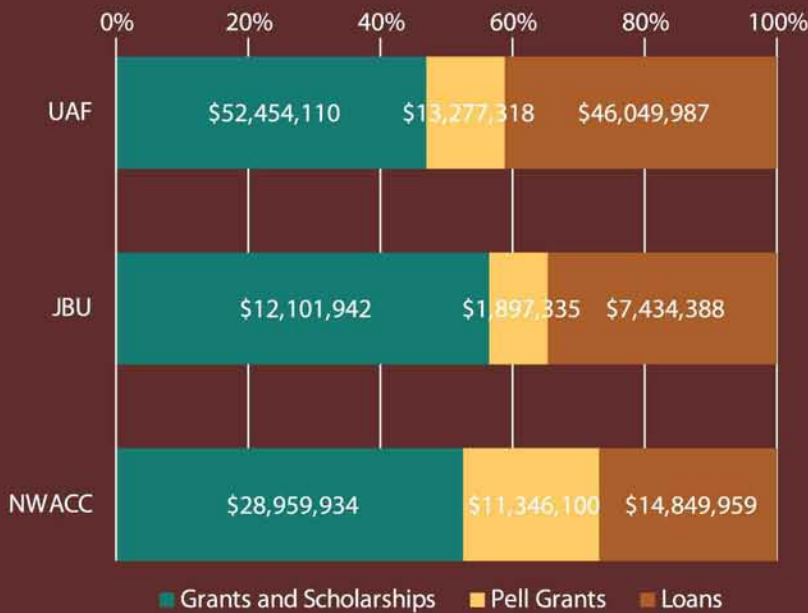
We live in a dynamic economy, so there can be no perfect design for preparing students to enter the job market. However, one way to view our Higher Education performance is to assess how the set of graduates in Northwest Arkansas compare to the makeup of the Northwest Arkansas job market. The purpose of these connections is not to make recommendations of change, but rather to show where there might be inconsistencies in training for the job market or where there is excess capacity of highly qualified individuals for employers. The numbers here represent either the fraction of all degrees represented by the specific degree conferred, or the fraction of all jobs represented by the specific job type being looked at.



Higher Education Institutional Indicators



Financial Aid by Type



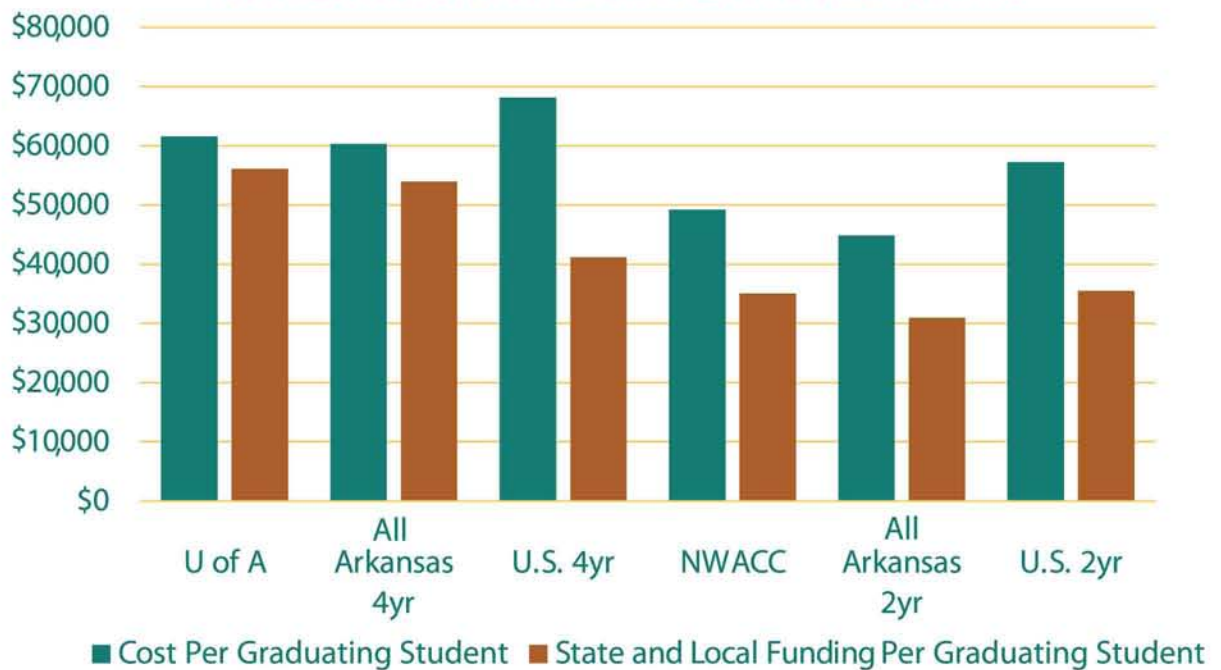
Higher Education Indicators

	UAF	JBU	NWACC
Average ACT, Fall 2011	25.7	25.0	20.1
Average HS GPA, Fall 2011	3.56	3.62	2.83
Freshman Retention, Fall 2011	83.5%	78.0%	48.3%
% Degrees Earned in 6/3 years	59.0%	65.4%	38.6%

Part of the success of our Higher Education system is allowing our students to learn and grow, while at the same time doing so in a cost-efficient manner. The following tables and figures present some of those indicators. For the three main Higher Education institutions of Northwest Arkansas – the University of Arkansas at Fayetteville, John Brown University, and Northwest Arkansas Community College – we provide the average ACT score and high school GPA, along with first-year retention rates and institutional graduation rates. Also, we take a look at the Financial Aid breakdown for each school, comparing the percentage that comes from loans, Pell grants, or Grants and Scholarships.

Institutional Cost Effectiveness

Institutional Cost Effectiveness



Source:
<http://icw.uschamber.com/reportcard/arkansas/>
<http://www.adhe.edu/SiteCollectionDocuments/Institutional%20Finance%20Division/Publications/2010%20Uniform%20Reporting.pdf>
Data from 2009-2010

We often think of costs in Higher Education as a matter of tuition costs per year. However, in order to measure the output of our Higher Education institutions, we believe it is valuable to measure costs per completion as a way of showing Institutional Cost Effectiveness. We provide a measure of Institutional Cost Effectiveness for our region's state schools: the University of Arkansas at Fayetteville and Northwest Arkansas Community College. These numbers measure the educational cost per graduating student for these two institutions, and then also included is a measure of state and local funding per completion. For a point of comparison, these same calculations are provided for the state of Arkansas and for the United States, for both four and two year institutions.

Arkansas Lottery Scholarship

Arkansas Lottery Scholarship Usage Rate

College/High School	2010-11 # of Scholarships		Student Count Renew	Average HS GPA Renew	Average ACT Renew	Average College GPA Renew	Student Count Not Renew	Average HS GPA Not Renew	Average ACT Not Renew	Average College GPA Not Renew
	% Renewed									
Higher Education										
JBU	74	76%	56	3.7	26.1	3.3	18	3.3	23.8	1.8
NWACC	328	40%	130	3.5	22.1	3.2	198	3.0	21.1	1.7
UAF	1960	69%	1355	3.7	25.3	3.2	605	3.2	23.6	1.8
Secondary Education										
Bentonville	244	66%	162	3.6	24.9	3.2	82	3.0	23.2	1.9
Decatur	-	-	-	3.6	23.7	3.5	-	3.7	21.5	1.4
Elkins	26	58%	15	3.3	23.9	3.1	11	3.1	23.3	1.9
Farmington	45	47%	21	3.5	22.3	3.0	24	3.0	21.8	1.4
Fayetteville	164	67%	110	3.5	25.6	3.3	54	3.2	23.5	1.8
Gentry	-	-	16	3.6	23.1	3.2	-	3.3	23.7	1.9
Gravette	30	57%	17	3.6	23.4	3.3	13	3.1	22.4	1.7
Greenland	-	-	17	3.5	24.1	3.2	-	3.0	22.0	1.9
Lincoln	-	-	10	3.6	22.3	3.4	-	3.4	22.3	1.3
Pea Ridge	-	-	12	3.8	24.5	3.3	-	2.9	19.7	1.3
Prairie Grove	40	55%	22	3.5	22.7	3.4	18	3.2	21.0	1.4
Rogers	287	64%	183	3.6	25.1	3.2	104	3.2	23.2	1.8
Siloam Springs	63	63%	40	3.7	24.6	3.2	23	3.3	22.9	2.2
Springdale	301	58%	175	3.6	24.1	3.2	126	3.2	22.7	1.5
West Fork	25	56%	14	3.5	24.4	3.4	11	2.9	21.9	2.0

Students who were awarded the Academic Challenge Scholarship starting prior to the fall 2010 term must meet the following continuing eligibility requirements to have their scholarships renewed:

1. Maintain a 2.75 cumulative GPA.
2. Complete 27 semester hours the first academic year and 30 semester hours each year thereafter.

Source for Eligibility: Arkansas Department of Higher Education, Retrieved 6/25/12



In Conclusion

This report card provides a snapshot of our progress in education. As with any report card, this publication presents summary results rather than sophisticated evaluations of programs - one has to dig deeper to conduct that type of analysis and OEP is available to help with such efforts. Nevertheless, this report card provides meaningful information on the performance and characteristics of students, teachers, and schools in our region. Several statistics that stood out to us are listed below. Did any of these figures surprise you?

- Although the results vary, our districts are performing well on the state benchmark examinations. When compared to other students across the nation on norm-referenced tests, most composite scores fall between the 50th and 60th percentiles. Better yet, our average scores in the STEM disciplines range between the 60th and 70th percentiles.
- In high school, our students score well compared to the state on the end-of-course examinations in algebra, geometry, literacy, and biology. Graduation rates continue to be in the mid to high 80% range.
- There are substantial salary differences between the “Big Five” and the “Rural Ten” districts: average pay in the “Big Five” is \$55,094 compared to \$45,643 in the “Rural Ten,” and the average beginning pay is \$41,925 compared to \$34,851.
- In this region, ACT test averages are down slightly from the prior year except in Bentonville. Overall, Fayetteville has the highest averages.
- Characteristics of the incoming freshmen vary with UAF and JBU enrolling students with considerably higher college aptitude scores than at NWACC and the same differences are found in high school GPA. Both UAF and JBU have considerably higher return rates from freshmen to sophomore years than NWACC.
- The Arkansas Lottery Scholarship renewal rates at the three local institutions of higher education (UAF, JBU, and NWACC) reveal considerably different academic records between renewals and non-renewals.
- Finally, the cost of producing college graduates is becoming more significant across the nation, and this is reflected in the data for UAF and NWACC for bachelor and associate degrees respectively. Both are slightly higher than other comparable colleges in Arkansas but lower than national averages.

Office for Education Policy Mission:

The Office for Education Policy seeks to be a resource that aids state policymakers, educators, administrators, and other leaders in thoughtful decision-making concerning K-12 education in the state of Arkansas.



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Do you want to learn more? If you have any questions regarding this report, any of the information found inside, or anything else, please give us a call or e-mail us. As our mission states, we are here to help you and to be a resource for your education questions. We hope you find the NWA edition of the report card helpful. Thanks again for reading. We appreciate your support and interest in the students of Arkansas! Follow us on Twitter and Facebook!