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2013

Northwest Arkansas Report Card

Office for
Education
Policy

Letter from the Director

By Dr. Gary Ritter, *OEP Director*



Changes and updates. Life is filled with constant changes and updates to our daily patterns – and we know that the world of education is no different!

The Northwest Arkansas education community must make changes on a daily basis. Every teacher knows daily changes are required based on the individual needs of her or his students. Pile on top of this the more rigorous standards of the newly implemented Common Core State Standards, and you can see that our teachers operate in an ever-changing, ever-updating education world!

And the changes do not stop there – administrators, parents, and students are all facing a changing education world. From new policies to technology innovation reaching the classroom and then coming into the home, we all know that the song lyrics still ring true:

“The Times They Are a-Changin’.”

The Office for Education Policy and the Northwest Arkansas Council see these changes and say they must be met head-on! When our community changes and updates to meet challenges in the classroom, we are all better off.

*Part of assessing these changes and updates is to examine the evidence and pay attention to data. So, we at the OEP are proud to release our **2013 Northwest Arkansas Report Card**. We updated the numbers and changed some charts in order to best communicate the state of education in our region. Also, we added some spotlight sections to congratulate some of the best efforts to improve education close to home. From kindergarten to high school graduation to the highest levels of education and participation in the workforce, these updates will inform our decisions going forward as we change for the future.*

Updating with the Times,

Gary W. Ritter

A handwritten signature in black ink that reads "Gary W. Ritter". The signature is fluid and cursive.

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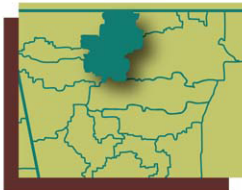
Jennifer Ash
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Margaret Watermann

By the Numbers

- 5.4** Unemployment rate, as of August 2013, making it the lowest for any region in the state
- 122** Number of schools in 17 school districts in Benton and Washington counties
- 5,106** Certified Teachers employed by the 17 districts in Benton and Washington counties
- 35,760** Enrollment total for the University of Arkansas at Fayetteville, John Brown University, and NorthWest Arkansas Community
- 77,543** Students served in the K-12 schools of Northwest Arkansas during the 2012-13 School Year

Bentonville School District

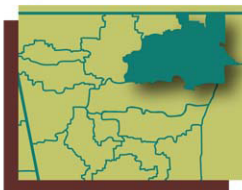
Enrollment 2012-2013	14,880
Enrollment 2004-2005	9,210
% Change	61.6%
Total District Population	76,750
Median Household Income	\$39,442
Educational Attainment (Ages 25-64)	
Less than high school graduation	8.3%
High school graduate	24.7%
Some college or associate's degree	29.8%
Bachelor's degree or higher	37.2%

**Fayetteville School District**

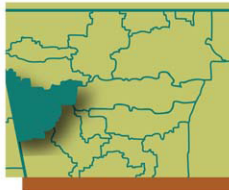
Enrollment 2012-2013	9,142
Enrollment 2004-2005	8,212
% Change	11.3%
Total Population	80,171
Median Household Income	\$34,081
Educational Attainment (Ages 25-64)	
Less than high school graduation	8.9%
High school graduate	20.1%
Some college or associate's degree	27.9%
Bachelor's degree or higher	43.1%

**Rogers School District**

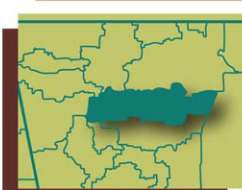
Enrollment 2012-2013	14,452
Enrollment 2004-2005	12,791
% Change	13.0%
Total Population	83,536
Median Household Income	\$40,792
Educational Attainment (Ages 25-64)	
Less than high school graduation	19.9%
High school graduate	29.6%
Some college or associate's degree	26.0%
Bachelor's degree or higher	24.5%

**Siloam Springs School District**

Enrollment 2012-2013	3,959
Enrollment 2004-2005	3,262
% Change	21.4%
Total Population	22,357
Median Household Income	\$35,900
Educational Attainment (Ages 25-64)	
Less than high school graduation	16.5%
High school graduate	34.9%
Some college or associate's degree	25.1%
Bachelor's degree or higher	23.5%

**Springdale School District**

Enrollment 2012-2013	20,141
Enrollment 2004-2005	14,454
% Change	39.3%
Total Population	92,682
Median Household Income	\$38,870
Educational Attainment (Ages 25-64)	
Less than high school graduation	27.4%
High school graduate	31.9%
Some college or associate's degree	22.4%
Bachelor's degree or higher	18.4%



Community Profiles

Decatur School District

Enrollment 2012-2013	526
Enrollment 2004-2005	554
% Change	-5.1%
Total Population	3,466
Median Household Income	\$ 34,682
Educational Attainment (Ages 25-64)	
Less than high school graduation	31.3%
High school graduate	39.1%
Some college or associate's degree	18.4%
Bachelor's degree or higher	11.2%

Elkins School District

Enrollment 2012-2013	1,114
Enrollment 2004-2005	1,071
% Change	4.0%
Total Population	5,143
Median Household Income	\$ 32,075
Educational Attainment (Ages 25-64)	
Less than high school graduation	20.6%
High school graduate	38.0%
Some college or associate's degree	27.7%
Bachelor's degree or higher	13.8%

Farmington School District

Enrollment 2012-2013	2,283
Enrollment 2004-2005	1,955
% Change	16.8%
Total Population	11,257
Median Household Income	\$ 40,170
Educational Attainment (Ages 25-64)	
Less than high school graduation	11.3%
High school graduate	35.0%
Some college or associate's degree	26.0%
Bachelor's degree or higher	27.8%

Gentry School District

Enrollment 2012-2013	1,398
Enrollment 2004-2005	1,404
% Change	-0.4%
Total Population	7,824
Median Household Income	\$ 34,210
Educational Attainment (Ages 25-64)	
Less than high school graduation	16.4%
High school graduate	43.0%
Some college or associate's degree	24.7%
Bachelor's degree or higher	16.0%

Gravette School District

Enrollment 2012-2013	1,814
Enrollment 2004-2005	1,617
% Change	12.2%
Total Population	15,132
Median Household Income	\$ 34,325
Educational Attainment (Ages 25-64)	
Less than high school graduation	13.4%
High school graduate	32.2%
Some college or associate's degree	30.1%
Bachelor's degree or higher	24.3%

Greenland School District

Enrollment 2012-2013	776
Enrollment 2004-2005	1,107
% Change	-29.9%
Total Population	6,464
Median Household Income	-
Educational Attainment (Ages 25-64)	
Less than high school graduation	12.9%
High school graduate	39.8%
Some college or associate's degree	31.2%
Bachelor's degree or higher	16.1%

Lincoln School District

Enrollment 2012-2013	1,240
Enrollment 2004-2005	1,199
% Change	3.4%
Total Population	7,215
Median Household Income	\$ 29,633
Educational Attainment (Ages 25-64)	
Less than high school graduation	24.4%
High school graduate	40.9%
Some college or associate's degree	23.0%
Bachelor's degree or higher	11.7%

Pea Ridge School District

Enrollment 2012-2013	1,685
Enrollment 2004-2005	1,223
% Change	37.8%
Total Population	8,214
Median Household Income	\$ 36,795
Educational Attainment (Ages 25-64)	
Less than high school graduation	13.2%
High school graduate	50.1%
Some college or associate's degree	24.7%
Bachelor's degree or higher	11.9%

Prairie Grove School District

Enrollment 2012-2013	1,845
Enrollment 2004-2005	1,494
% Change	23.5%
Total Population	9,300
Median Household Income	\$ 36,016
Educational Attainment (Ages 25-64)	
Less than high school graduation	14.8%
High school graduate	35.3%
Some college or associate's degree	31.6%
Bachelor's degree or higher	18.3%

West Fork School District

Enrollment 2012-2013	1,193
Enrollment 2004-2005	1,159
% Change	2.9%
Total Population	5,566
Median Household Income	\$ 35,519
Educational Attainment (Ages 25-64)	
Less than high school graduation	10.8%
High school graduate	38.6%
Some college or associate's degree	33.6%
Bachelor's degree or higher	17.0%

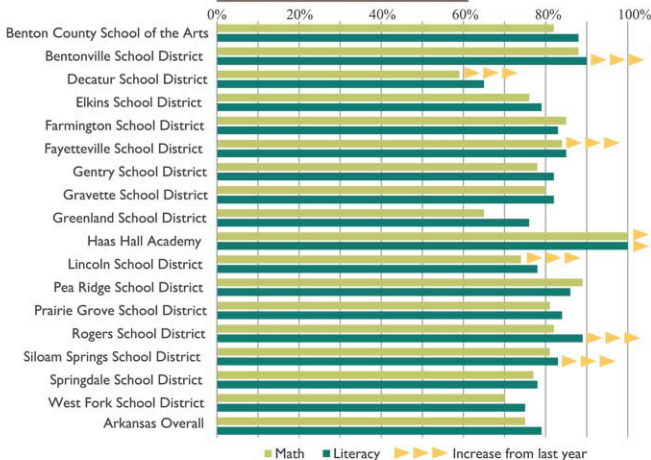
Criterion-Referenced Test

Overall performance on the Arkansas Benchmark exams for each of the seventeen Northwest Arkansas districts is presented. We compare these scores across the past five years by district. To highlight some of the positive changes over last year's test, we give a special indicator for those districts that have either maintained or improved their scores. We also provide a visual representation of Math and Literacy scores for this year.

Criterion-Referenced Benchmark Proficient and Advanced Scores

District Name	Math			Literacy		
	2012-13	2011-12	2007-08	2012-13	2011-12	2007-08
Benton County School of the Arts	82%	83%	74%	88%	89%	79%
Bentonville School District	88%	91%	86%	90%	90%	80%
Decatur School District	59%	55%	62%	65%	70%	56%
Elkins School District	76%	80%	73%	79%	86%	68%
Farmington School District	85%	88%	80%	83%	85%	74%
Fayetteville School District	84%	84%	79%	85%	86%	77%
Gentry School District	78%	83%	77%	82%	86%	71%
Gravette School District	80%	82%	74%	82%	83%	72%
Greenland School District	65%	70%	65%	76%	77%	65%
Haas Hall Academy	100%	100%	-	100%	100%	-
Lincoln School District	74%	73%	69%	78%	79%	64%
Pea Ridge School District	89%	90%	80%	86%	88%	74%
Prairie Grove School District	81%	85%	79%	84%	86%	72%
Rogers School District	82%	85%	74%	89%	88%	69%
Siloam Springs School District	81%	84%	75%	83%	83%	63%
Springdale School District	77%	78%	66%	78%	82%	60%
West Fork School District	70%	76%	72%	75%	80%	66%
Arkansas Overall	75%	78%	68%	79%	81%	64%
Northwest Arkansas Average	81%	84%	75%	84%	86%	70%

2012-13 Benchmark Scores



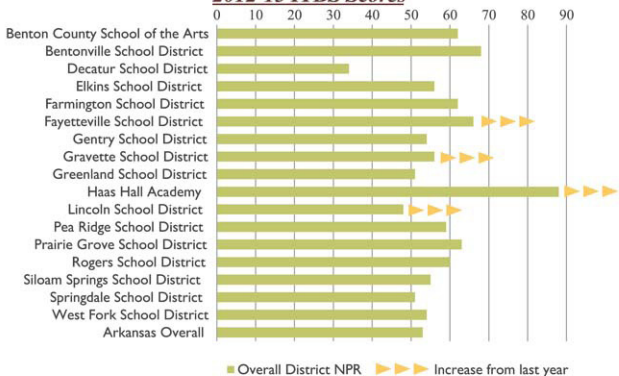
Norm-Referenced Test

In addition to the Benchmark exam, which is given only within the state, the Iowa Test of Basic Skills (ITBS) compares students to their peers in states across the country. We compare these scores across the past two years by district. As with the Benchmark, in order to highlight some of the positive changes over last year's test, we give a green arrow for those districts that have either maintained or improved their scores. The chart at the bottom of this page shows the National Percentile Rank (NPR) for each district on all subjects combined for the 2012-13 year.

Norm-Referenced Test National Percentile Ranking

District Name	Reading NPR		Mathematics NPR		Language NPR		Overall District NPR		Overall District NCE	
	2012-13	2011-12	2012-13	2011-12	2012-13	2011-12	2012-13	2011-12	2012-13	2011-12
Benton County School of the Arts	64	65	62	63	59	60	62	64	56	57
Bentonville School District	67	68	70	72	66	65	68	69	60	61
Decatur School District	32	36	39	41	30	32	34	38	41	43
Elkins School District	55	55	59	61	52	53	56	57	53	54
Farmington School District	60	61	64	66	61	61	62	64	56	57
Fayetteville School District	66	66	67	68	65	63	66	66	59	59
Gentry School District	54	55	55	57	53	53	54	56	52	53
Gravette School District	56	55	59	58	53	51	56	56	53	53
Greenland School District	52	52	52	54	50	53	51	53	51	52
Haas Hall Academy	90	89	87	84	87	85	88	86	75	73
Lincoln School District	47	46	52	51	46	43	48	48	49	49
Pea Ridge School District	57	59	65	66	54	55	59	61	55	56
Prairie Grove School District	61	63	64	65	62	60	63	64	57	58
Rogers School District	56	57	63	65	59	58	60	61	55	56
Siloam Springs School District	53	55	59	62	54	57	55	59	53	55
Springdale School District	47	47	55	56	51	50	51	52	51	51
West Fork School District	55	57	55	60	51	52	54	57	52	54
Arkansas Overall	52	52	55	57	52	52	53	54	52	52
Northwest Arkansas Average	57	58	60	62	56	56	58	59	55	55

2012-13 ITBS Scores



End-of-Course Exams

At the high school level, Arkansas schools administer the End-of-Course (EOC) exam to test mastery of specific subjects in preparation for graduation. Whenever a student takes one of the targeted subjects, no matter what grade, the year ends with the appropriate exam. We highlight those areas where improvements have occurred from last year in the table below.

EOC Exam Proficient and Advanced Scores

District Name	Total % Proficient or Advanced Algebra		Total % Proficient or Advanced Geometry		Total % Proficient or Advanced Literacy		Total % Proficient or Advanced Biology		District Overall GPA	
	2012-13	2011-12	2012-13	2011-12	2012-13	2011-12	2012-13	2011-12	2012-13	2011-12
Benton County School of the Arts	81%	92%	90%	89%	91%	83%	82%	80%	3.25	3.24
Bentonville School District	92%	93%	93%	92%	89%	90%	74%	75%	3.37	3.37
Decatur School District	68%	59%	79%	68%	61%	53%	46%	40%	2.67	2.66
Elkins School District	77%	85%	N/A	87%	72%	76%	22%	39%	2.64	2.95
Farmington School District	85%	89%	81%	81%	76%	74%	56%	51%	3.01	3.03
Fayetteville School District	93%	92%	90%	84%	82%	86%	70%	63%	3.25	3.20
Gentry School District	93%	89%	73%	85%	84%	72%	43%	57%	2.97	3.05
Gravette School District	95%	84%	83%	91%	82%	78%	57%	63%	3.15	3.18
Greenland School District	67%	71%	73%	71%	75%	73%	37%	40%	2.79	2.74
Haas Hall Academy	100%	100%	98%	98%	100%	100%	100%	90%	3.79	3.61
Lincoln School District	59%	76%	63%	82%	67%	74%	21%	29%	2.54	2.75
Pea Ridge School District	86%	96%	68%	90%	78%	85%	55%	58%	2.92	3.13
Prairie Grove School District	88%	92%	89%	81%	85%	76%	53%	52%	3.06	2.97
Rogers School District	72%	84%	85%	82%	73%	78%	50%	46%	2.90	2.98
Siloam Springs School District	73%	84%	71%	89%	83%	67%	39%	53%	2.87	3.04
Springdale School District	81%	83%	73%	74%	68%	67%	43%	39%	2.79	2.81
West Fork School District	64%	92%	47%	96%	76%	73%	45%	39%	2.69	3.08
Arkansas Overall	77%	81%	72%	75%	70%	68%	44%	42%	2.82	2.83
Northwest Arkansas Average	83%	87%	82%	83%	77%	77%	54%	53%	3.01	3.05



Spotlight: Razor C.O.A.C.H.

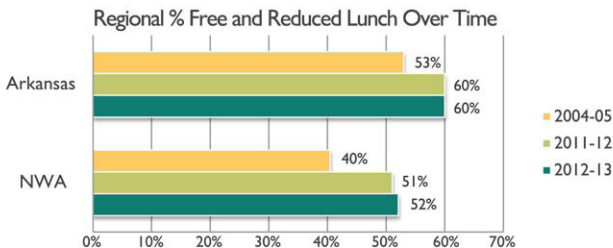
Each year, there are a few students who are on the margin of attending college. Often, the obstacle in their way is a lack of information. The goal of the Razor C.O.A.C.H. program (Create Opportunities for Arkansas's Career Hopes) is to aid area high school students in attending post-secondary institutions after graduation. The program has 15 Master's and Doctoral level students from the Counselor Education program at the University of Arkansas who go into area high schools to provide guidance and mentoring to students about what to do after high school. The first year, the program worked with 323 students, many of whom were first generation college students.

Student Demographics

In order to best understand who our schools serve, we offer this look into the demographics and make-up of the K-12 student body. Northwest Arkansas is blessed by a diverse population that is able to interact across all school districts. For these students, demographic breakdowns are given for poverty status, race/ethnicity, and educational needs and how these numbers have changed over time. Also, we highlight the growth of Free and Reduced Lunch enrollment across the region and the state.

2012-13 Student Demographics

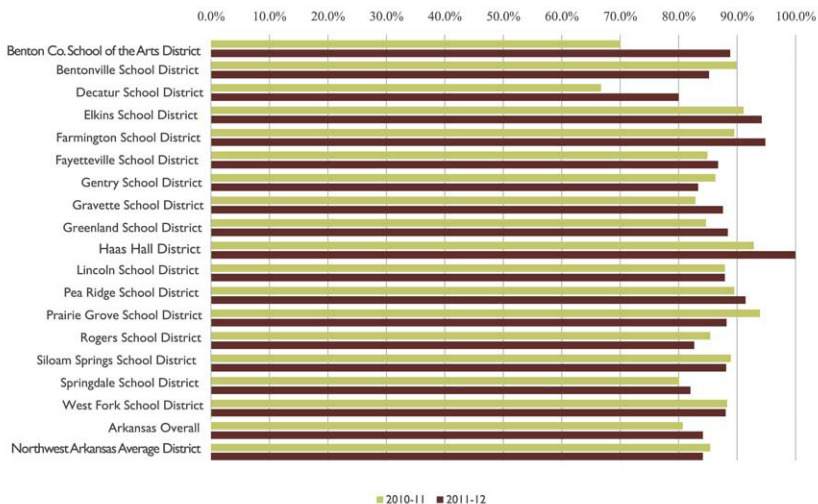
District Name	District Enrollment	District% FRL	White %	Hispanic%	Black %	Other Races %	District Overall % Minority
Benton County School of the Arts	776	34%	79%	11%	2%	8%	2%
Bentonville School District	14,880	30%	76%	11%	3%	11%	24%
Decatur School District	526	82%	57%	32%	2%	10%	43%
Elkins School District	1,114	47%	90%	7%	1%	3%	10%
Farmington School District	2,283	39%	86%	8%	3%	4%	14%
Fayetteville School District	9,142	41%	69%	11%	9%	10%	31%
Gentry School District	1,398	65%	70%	11%	1%	19%	30%
Gravette School District	1,814	51%	88%	6%	1%	6%	12%
Greenland School District	776	61%	91%	4%	2%	3%	9%
Haas Hall Academy	319	1%	86%	5%	3%	6%	14%
Lincoln School District	1,240	71%	80%	9%	0%	11%	20%
Pea Ridge School District	1,685	47%	91%	6%	1%	3%	9%
Prairie Grove School District	1,845	47%	93%	4%	1%	2%	7%
Rogers School District	14,452	61%	51%	42%	2%	5%	49%
Siloam Springs School District	3,959	56%	63%	23%	1%	14%	37%
Springdale School District	20,141	67%	41%	44%	2%	13%	59%
West Fork School District	1,193	59%	93%	3%	1%	4%	7%
Arkansas Overall	471,867	61%	64%	10%	21%	5%	36%



Graduation Rates

How do you measure all of the effort put into each individual's education, by teachers, parents, and students? While there is no perfect measure, graduation rates, which simply measure whether you cross the finish line in the end, show the district's standards for finishing. A high school diploma is a great step in the direction of a productive career or continuing education.

Graduation Rates



Teacher Demographics

When our children go to school, the frontline in education is our teachers, yet we know so little about them as a group. The table on this page seeks to address this gap by presenting how many teachers are in each district, and the subsequent student to teacher ratio, as well as teacher payment level by educational attainment.

Teacher Salary Schedule (2012-13)

District Name	Number of Certified Teachers	Bachelor's Degree Pay	Master's Degree Pay	Top of the Schedule	Certified Teacher/Student Ratio
Benton County School of the Arts	56	\$33,000	\$35,750	\$49,750	1:13.9
Bentonville School District	954	\$43,612	\$46,708	\$69,694	1:15.6
Decatur School District	46	\$31,100	\$35,225	\$46,725	1:11.4
Elkins School District	78	\$32,976	\$35,976	\$55,551	1:14.3
Farmington School District	171	\$37,000	\$39,500	\$55,920	1:13.4
Fayetteville School District	638	\$41,310	\$44,778	\$70,176	1:14.3
Gentry School District	125	\$33,300	\$37,832	\$54,068	1:11.2
Gravette School District	122	\$39,500	\$42,845	\$62,635	1:14.9
Greenland School District	74	\$31,508	\$35,230	\$49,530	1:10.5
Haas Hall Academy	20	\$32,500	\$35,000	\$47,250	1:16.0
Lincoln School District	103	\$34,000	\$37,000	\$52,000	1:12.0
Pea Ridge School District	109	\$36,125	\$38,675	\$56,975	1:15.5
Prairie Grove School District	128	\$36,488	\$38,635	\$54,424	1:14.4
Rogers School District	890	\$43,500	\$45,946	\$72,039	1:16.2
Siloam Springs School District	259	\$38,600	\$40,800	\$57,307	1:15.3
Springdale School District	1247	\$44,570	\$47,094	\$73,070	1:16.2
West Fork School District	86	\$34,507	\$37,107	\$54,457	1:13.9
Northwest Arkansas Average	5,106	\$37,206	\$40,223	\$58,971	1:15.2
Arkansas Minimum	-	\$29,244	\$33,630	\$41,130	-



Spotlight: Reach Out NWA

Reach Out NWA is a region-wide effort to keep high school students from leaving school early. The program works with area high schools to compile lists of students who have not returned to school the first week of the school year. On the first Saturday of the school year, teams of educators and volunteers go into the community to do home visits with these students. The goal is to aid them in returning to school – to encourage them to give school and their future education a second chance. Registrars are on site for most schools, so students can get their schedules that day, allowing them to feel more integrated when returning to school the next week. This program has been in operation since 2011, and has turned around the lives of students and their families across the region.

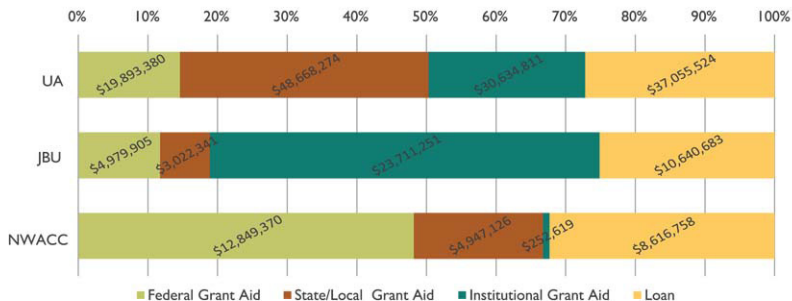
Higher Education Indicators

Increasingly, jobs across our country require a college degree, so the success of our higher education system is allowing the best and the brightest to learn and grow 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.

Higher Education Indicators

	UA		JBU		NWACC	
	2012	2011	2012	2011	2012	2011
Average ACT	25.8	25.7	25.6	25.0	20.3	20.1
Average HS GPA, Fall 2012	3.60	3.56	3.67	3.62	-	2.83
Freshmen Retention, Fall 2012	81.2%	83.5%	82.0%	78.0%	54.0%	48.3%
% Degrees Earned in 6/3 years	60.4%	59.0%	68.1%	65.4%	34.8%	36.5%

Financial Aid by Type





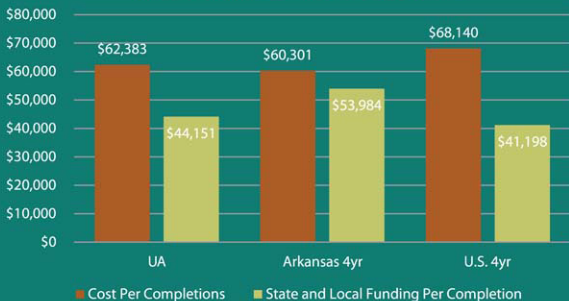
Spotlight: Graduate NWA

Six colleges in Northwest Arkansas have teamed up to establish a program to encourage adults to return to school and complete their degree. The program launched in September 2012, and includes the University of Arkansas in Fayetteville, NorthWest Arkansas Community College, Northwest Technical Institute in Springdale, John Brown University, the University of Arkansas for Medical Sciences-Northwest in Fayetteville, and the University of Arkansas in Fort Smith. In order to connect people to opportunities, a website was created to aid individuals in obtaining information about returning to school, financial assistance, employers' tuition assistance, and how to manage responsibilities of work and family while in school. With these additional knowledge resources, countless individuals have been able to make the leap back into higher education in order to complete a degree, and reap the rewards for their families. Find out more at GraduateNWA.com.

Higher Education Outcomes

How do we measure the outputs of our colleges and universities? We can use two measures to answer these questions: college graduation rates and institutional cost effectiveness. College graduation rates measure how many students graduate within six years at a four-year institution or within three years at a two-year college (these numbers are provided on the previous page). For institutional cost effectiveness, we measure the educational cost per completion for our local colleges and universities. 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 four-year institutions.

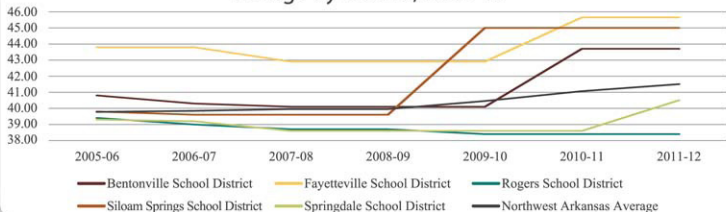
Institutional Cost Effectiveness



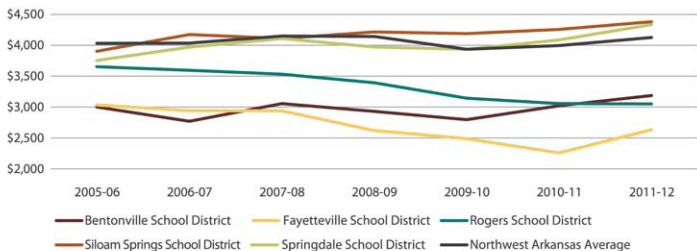
School Finance

While the money spent on education is not always the best measure of how a school district performs, every responsible community has trade-offs to make when it comes to financing their school system. Here, we consider some of those decisions and how the districts of Northwest Arkansas are funded. For each measure, we look at dollars per enrolled student, to put all of the districts on an equal playing field.

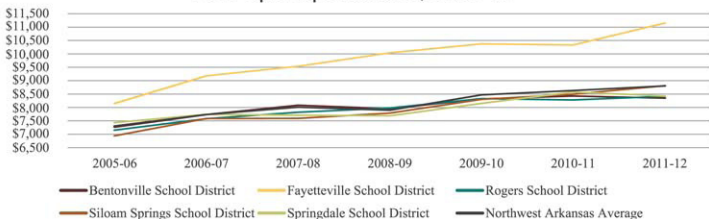
Millage by District, 2005-12



Local Funding Per Pupil, 2005-12



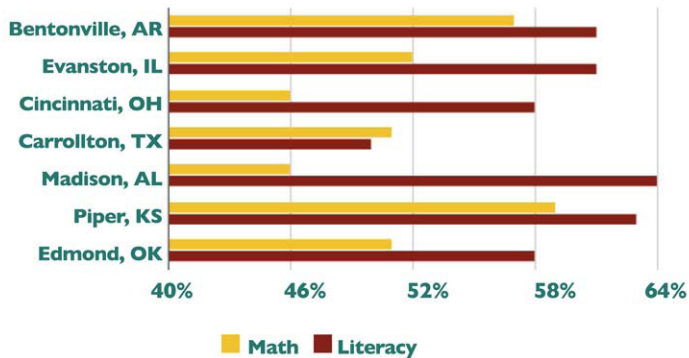
Per Pupil Expenditures, 2005-12



How Do We Compare?

We at the OEP are always asking, and being asked: how does an education in Northwest Arkansas compare to one in comparable regions across the country? Here we compare one of our school districts (Bentonville) to demographically similar districts in other comparable metropolitan statistical areas. Using nationally standardized tests, we are able to compare across state lines, and see how some of our schools match on an equal playing field.

Global Report Card Comparison



We would like to thank the Northwest Arkansas Council for their support and help with this publication. We are proud to work with those who believe that the ever-updates face of education is worth investigating and preparing for the changes to come.



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.

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. Strengthened by our mission, we are here to help you and to be a resource for your education questions. We hope you find this edition of the NWA Report Card helpful. We appreciate your support and interest in the students of Northwest Arkansas!

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