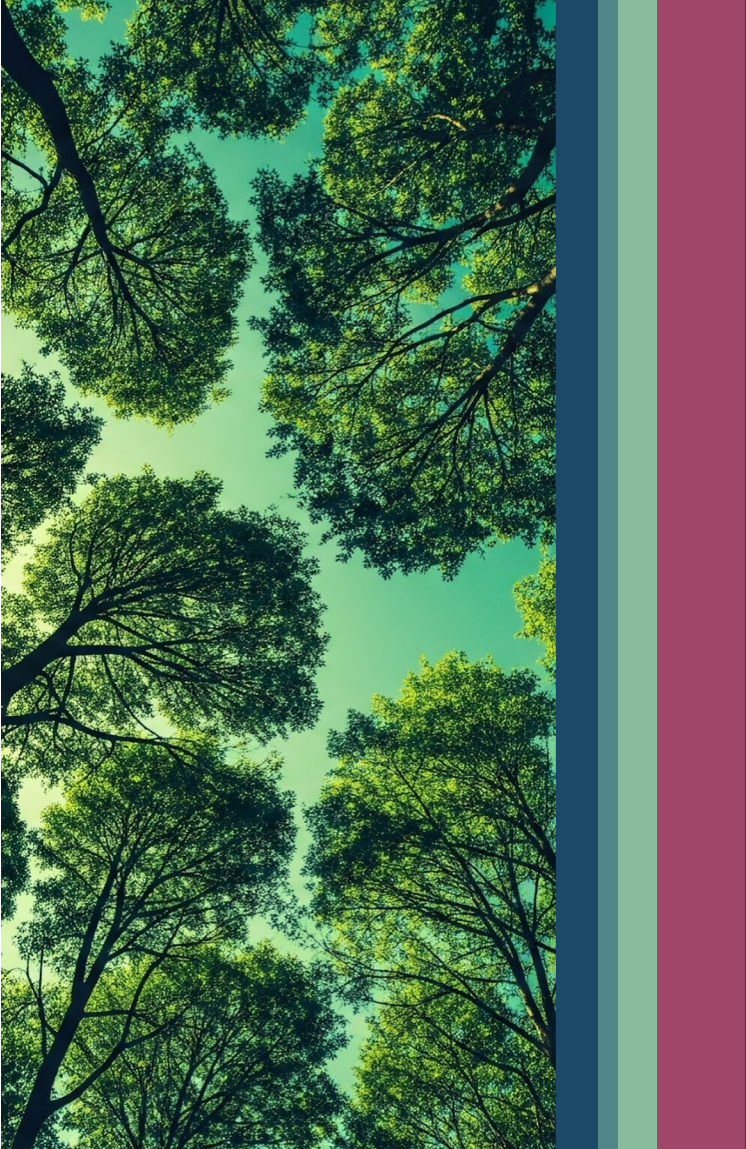




Navigating Demographic Shifts: Enrollment Tools for Today

ACIS Admissions Fall Webinar
October 17, 2025



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Agenda

- Welcome
- The Big Picture
- Colorado By The Numbers
- Meet Colorado
- Nooks and Crannies Marketing
- Reflections and Discussion



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Welcome

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**Strategic Enrollment and Marketing
Research, Consulting, and Support**

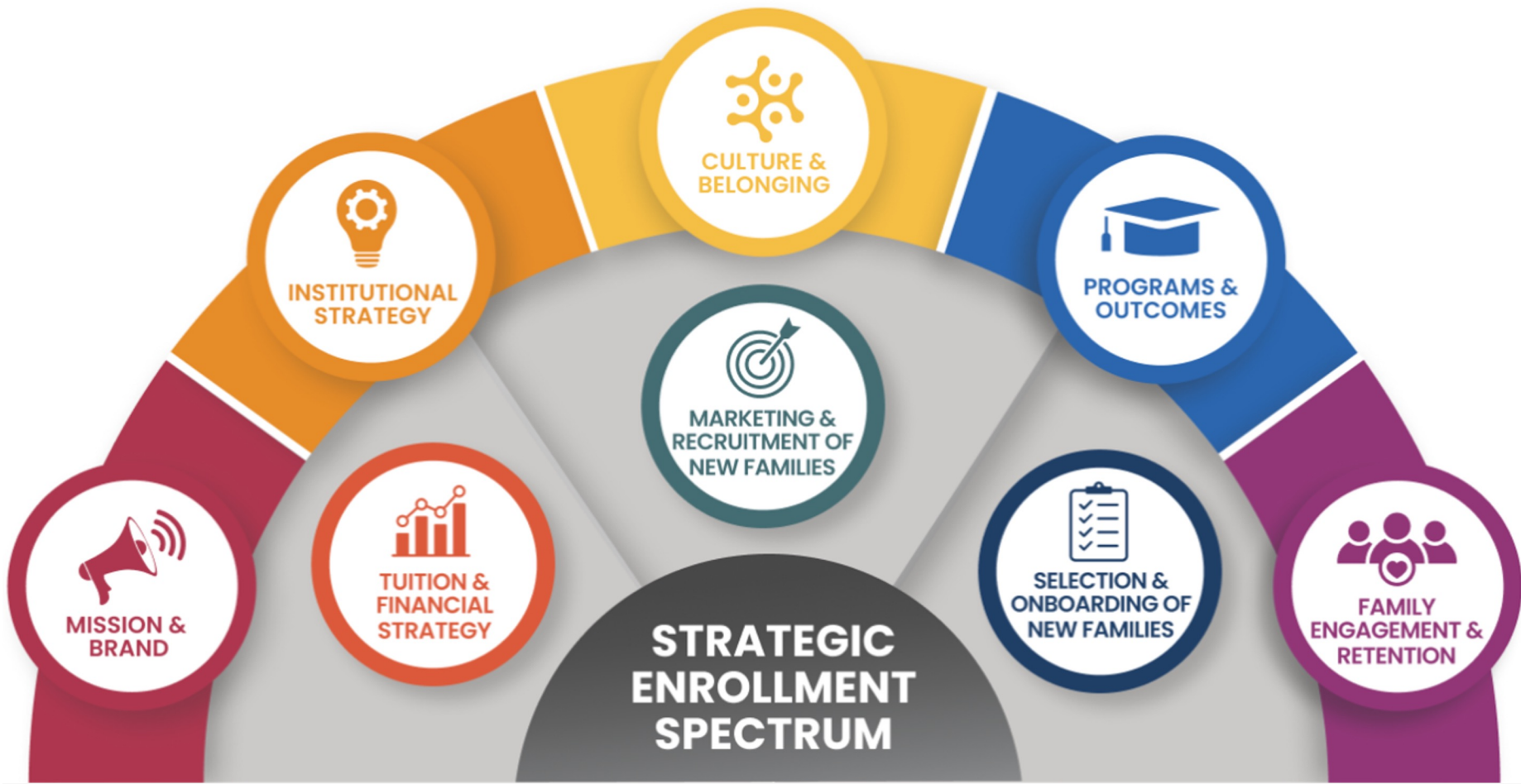


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The Big Picture

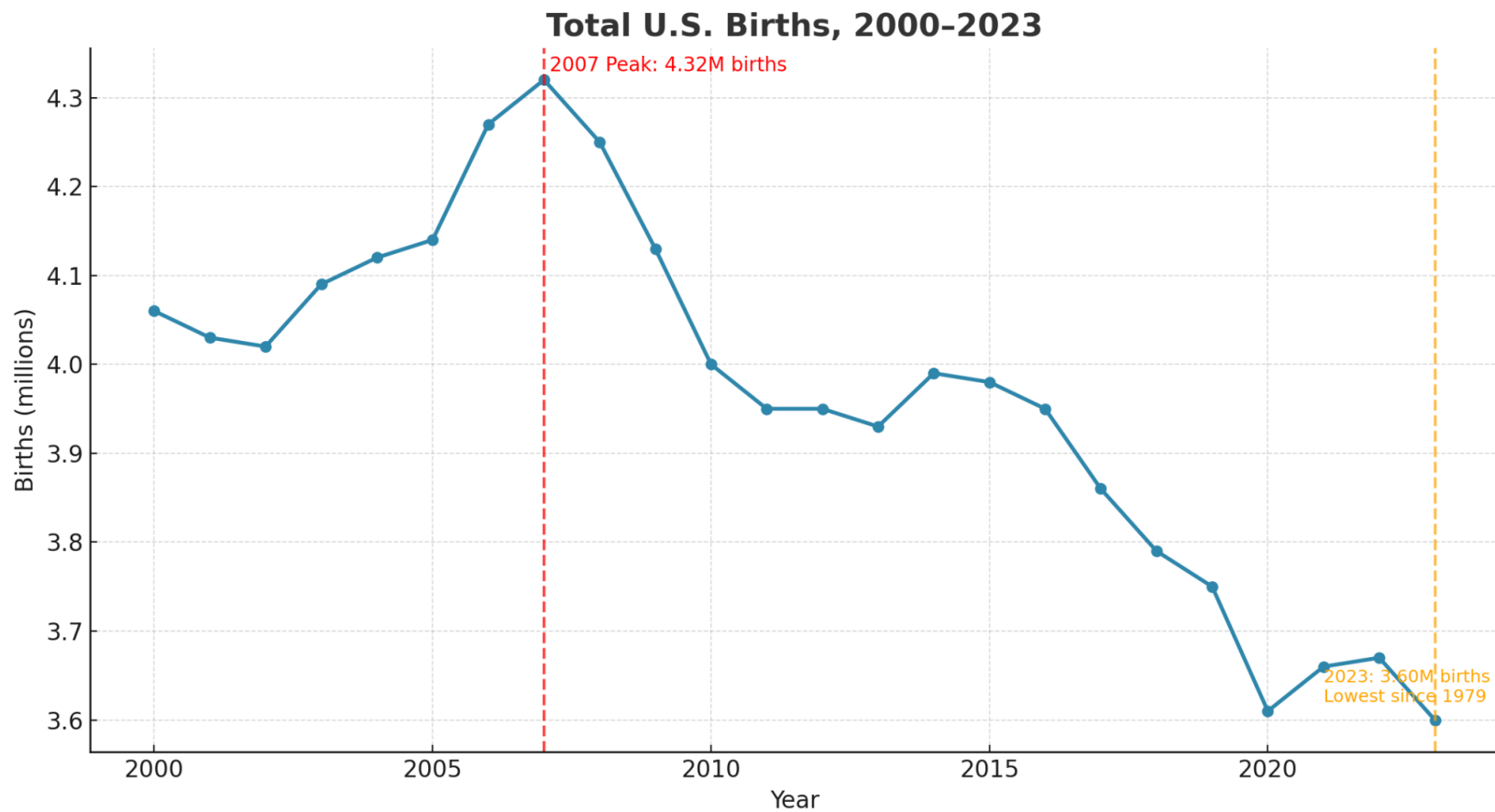
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Enrollment Management Association 2025

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Source: CDC, National Center for Health Statistics (NCHS), Births: Final Data Reports (2000-2023)







Data Lenses

Demographics

VS

Psychographics

Age/Gender

Race

Location

**Employment
Status**



Personality

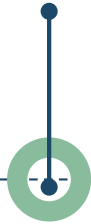
Values

Interests

Lifestyles

The Data Spectrum

Descriptive:
What



Strategic:
Next



Diagnostic:
Why



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Colorado By The Numbers

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Boulder County, CO		
	2024 Values	5 Year Change Forecast
Total Population:	328,310	3.60%
Total Households:	131,370	3.95%
Median Household Income:	95,514	11.75%
Median Home Value:	683,635	0.83%
Employment as Percentage of Employment Potential:	0.63	0.00%
Total School Age Population:	59,640	2.34%
Male School Age Population:	29,926	1.95%
Female School Age Population:	29,714	2.74%
White School Age Population:	39,066	-1.55%
Black School Age Population:	735	11.97%
Asian School Age Population:	2,324	-0.39%
American Indian and Alaska Native School Age Population:	637	5.18%
Other Race School Age Population:	4,709	8.45%
Two or More Races School Age Population:	12,169	12.28%
Hispanic School Age Population:	14,351	4.23%
White Non-Hispanic School Age Population:	33,028	-2.18%
Families with Children 0-17:	33,169	2.26%
Families with Children 0-17 and Income \$150,000 and Above:	14,021.44	18.38%
Education, Enrolled K-12 Private Schools:	6,806	4.38%
K-12 Tuition Spending Per Student:	\$5,671	8.51%



Denver County, CO

	2024 Values	5 Year Change Forecast
Total Population:	717,947	4.20%
Total Households:	332,829	7.01%
Median Household Income:	82,178	11.00%
Median Home Value:	551,114	0.35%
Employment as Percentage of Employment Potential:	0.69	0.00%
Total School Age Population:	128,519	2.68%
Male School Age Population:	62,631	2.14%
Female School Age Population:	65,888	3.20%
White School Age Population:	55,647	-2.20%
Black School Age Population:	12,953	-1.74%
Asian School Age Population:	4,485	-1.49%
American Indian and Alaska Native School Age Population:	3,155	7.29%
Other Race School Age Population:	21,353	7.20%
Two or More Races School Age Population:	30,926	10.35%
Hispanic School Age Population:	55,770	2.91%
White Non-Hispanic School Age Population:	39,166	-2.30%
Families with Children 0-17:	72,550	6.09%
Families with Children 0-17 and Income \$150,000 and Above:	24,080.85	22.38%
Education, Enrolled K-12 Private Schools:	14,319	7.37%
K-12 Tuition Spending Per Student:	\$5,672	10.09%
Education Tuition Potential:	A	A



El Paso County, CO

	2024 Values	5 Year Change Forecast
Total Population:	746,689	3.73%
Total Households:	295,289	7.21%
Median Household Income:	80,432	11.96%
Median Home Value:	394,799	0.55%
Employment as Percentage of Employment Potential:	0.64	0.00%
Total School Age Population:	171,751	2.41%
Male School Age Population:	86,058	2.29%
Female School Age Population:	85,693	2.53%
White School Age Population:	100,760	-2.34%
Black School Age Population:	9,000	0.29%
Asian School Age Population:	4,660	4.29%
American Indian and Alaska Native School Age Population:	2,431	5.55%
Other Race School Age Population:	11,125	8.81%
Two or More Races School Age Population:	43,775	11.79%
Hispanic School Age Population:	46,108	5.77%
White Non-Hispanic School Age Population:	84,352	-3.22%
Families with Children 0-17:	92,415	5.96%
Families with Children 0-17 and Income \$150,000 and Above:	23,674.31	31.17%
Education, Enrolled K-12 Private Schools:	18,641	6.24%
K-12 Tuition Spending Per Student:	\$4,039	10.92%



Larimer County, CO		
	2024 Values	5 Year Change Forecast
Total Population:	372,630	4.40%
Total Households:	154,155	6.43%
Median Household Income:	84,974	11.71%
Median Home Value:	493,520	0.50%
Employment as Percentage of Employment Potential:	0.63	0.00%
Total School Age Population:	69,189	2.99%
Male School Age Population:	33,930	2.96%
Female School Age Population:	35,259	3.02%
White School Age Population:	48,193	-0.66%
Black School Age Population:	1,022	6.07%
Asian School Age Population:	1,735	3.23%
American Indian and Alaska Native School Age Population:	806	1.24%
Other Race School Age Population:	3,468	8.02%
Two or More Races School Age Population:	13,965	14.20%
Hispanic School Age Population:	14,051	6.85%
White Non-Hispanic School Age Population:	42,650	-1.31%
Families with Children 0-17:	38,547	5.74%
Families with Children 0-17 and Income \$150,000 and Above:	11,927.01	28.96%
Education, Enrolled K-12 Private Schools:	8,909	7.13%
K-12 Tuition Spending Per Student:	\$4,409	10.50%



San Miguel County, CO

	2024 Values	5 Year Change Forecast
Total Population:	7,852	0.83%
Total Households:	3,899	6.64%
Median Household Income:	71,538	11.73%
Median Home Value:	573,276	4.01%
Employment as Percentage of Employment Potential:	0.62	-3.23%
Total School Age Population:	1,260	-1.11%
Male School Age Population:	666	-1.80%
Female School Age Population:	594	-0.34%
White School Age Population:	981	-4.08%
Black School Age Population:	13	30.77%
Asian School Age Population:	8	-12.50%
American Indian and Alaska Native School Age Population:	32	3.13%
Other Race School Age Population:	116	12.07%
Two or More Races School Age Population:	110	7.27%
Hispanic School Age Population:	283	5.65%
White Non-Hispanic School Age Population:	814	-7.13%
Families with Children 0-17:	981	7.75%
Families with Children 0-17 and Income \$150,000 and Above:	321.33	26.43%
Education, Enrolled K-12 Private Schools:	139	8.63%
K-12 Tuition Spending Per Student:	\$6,847	6.90%



Pitkin County, CO		
	2024 Values	5 Year Change Forecast
Total Population:	16,607	-1.04%
Total Households:	8,220	2.42%
Median Household Income:	93,090	12.43%
Median Home Value:	953,065	5.23%
Employment as Percentage of Employment Potential:	0.61	-3.28%
Total School Age Population:	2,558	-2.81%
Male School Age Population:	1,255	-3.43%
Female School Age Population:	1,303	-2.23%
White School Age Population:	1,996	-5.21%
Black School Age Population:	33	3.03%
Asian School Age Population:	80	0.00%
American Indian and Alaska Native School Age Population:	40	15.00%
Other Race School Age Population:	145	-6.21%
Two or More Races School Age Population:	264	12.88%
Hispanic School Age Population:	462	1.52%
White Non-Hispanic School Age Population:	1,693	-6.73%
Families with Children 0-17:	1,784	2.41%
Families with Children 0-17 and Income \$150,000 and Above:	692.6	17.52%
Education, Enrolled K-12 Private Schools:	565	6.37%
K-12 Tuition Spending Per Student:	\$4,109	4.61%



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Meet Colorado

High Achieving Innovators - Denver zip

Summary

Families prioritizing STEM, leadership, and high-status career pathways. They emphasize elite education, business, and tech-driven programs. These parents are highly educated, future-focused, and demand structured, measurable achievement over flexibility or alternative learning models.

Motivators

These families are driven by intellectual curiosity, real-world impact, and leadership development. They value elite academic institutions that provide hands-on experience in finance, technology, and entrepreneurship. They seek flexible, personalized academic pathways.

Barriers

Schools that lack executive mentorships, industry partnerships, and hands-on business experiences may feel irrelevant. They avoid institutions that are slow to adopt AI, robotics, or real-world financial literacy. A lack of flexible, personalized learning or rigid, test-driven environments may feel stifling.

Legacy Driven High Achievers - Boulder zip

Summary

Families focused on structured academic excellence, multi-generational legacy-building, and exclusive social networks. They expect Ivy League college preparation, elite networking, and high-status career pathways for their children.

Motivators

Multi-generational wealth and long-term family success drive their choices. They value structured academics, moral character development, and financial literacy. They seek Ivy League preparation, elite networking, and disciplined environments that reinforce tradition, legacy, and exclusivity.

Barriers

They expect disciplined academic environments and high-status mentorships. They avoid institutions that feel too experimental, lack structured achievement metrics, or do not reinforce long-term financial planning.

A Real Example: Turning Data into Strategy

- **Demographic data:** Fewer preschool-aged children in their key ZIP codes.
- **Psychographic data:** Parents expressing uncertainty about *school readiness* and *value alignment* after the pandemic.

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Nooks and Crannies Marketing

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Nooks and Crannies ideas

- Find places where there may be opportunity:
 - Identify ZIPs where the child population is stable, not shrinking.
 - Do basic psychographic research to look for match.
 - Look at where there is a competitive gap.
- The point: don't go wider, go deeper. Precision beats volume.

■ Five Actions for the Next 90 Days

- A. Map your inquiries or enrollments by ZIP code.
- B. Compare those ZIPs with census or NAIS data to see where you're strong or missing.
- C. Pick one micro-segment to study or test messaging with.
- D. Try one new outreach channel, maybe a local preschool partnership or a niche social group.
- E. Debrief what you learn and share it internally.

■ Another Five Actions for the Next 90 Days

- A. Find out where you have survey data hiding.
- B. Review it with an eye toward understanding an enrollment-related question.
- C. Jot down some notes about a new survey or a refinement to a current survey.
- D. Bring your thoughts and ideas to your team or Head of School.
- E. Commit to ONE next step: designing a new survey, cross-tab analyzing what you have, etc.

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Reflections and Discussion

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Thank you!



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