

A Macro Economic and Parallel Enrollment Shift



In the 1950's and 60's a family could raise three kids and send them to college on a mid range income from the primary bread winner. In the 70's an economic shift began until in the 80s it took two middle range incomes to raise the same family. Today, it takes two incomes, a second mortgage and a handful of credit cards. I know why this trend is in place but the question of the moment is not why it is happening but is the trend still in place? The answer is 'yes' and a recent Kids First analysis corroborates it:

I have long advocated keeping good and accurate enrollment data. Kids First as long done so but Steve, my partner, and I were blind-sided by what we learned when we spread this data in a different manner. Specifically, we looked at our 1999 through 2008 Tumble Bee enrollment comparing daytime versus evening enrollment. In reporting the shocking results I will speak only of 1999 and 2008, as the interim years basically confirmed a smooth trend in a singular direction. Sit down:
In 1999 our total enrollment of 1513 was divided as such: daytime, 90.7%

versus evenings, 9.3%. In 2008 our total enrollment of 1691 was divided as such: daytime, 77.6% versus evenings, 22.4%. That reflects a daytime change in enrollment of -4.4% and an evening change of 168.8%! As dramatic as that change is, it actually understates the magnitude of the shift because today we have more demand than supply for our evening classes.

Allow me to divulge the reason we did this analysis. We had to make a go/no-go decision whether to engage in a 20,000 square foot addition for soccer or basketball. The dilemma for us was this: giving up either soccer or basketball meant we would be sacrificing 50k of current gross profit. However, in exchange for this sacrifice we would gain an additional 6,000 square foot for gymnastics. To establish the wisdom of this move meant we had to project whether we could grow evening gymnastics enrollment by 160 or more students. Can you see how the evening versus daytime enrollment analysis was critical in making our go/no-go decision? Here is yet another example of how good records are essential in making good decisions. (You probably

want to know if this project was a go or no-go? Well, this article was written a day or two early; the contract is sitting on my desk and I am waiting until Steve gets back into town for a final blessing. I am betting we will be off to the races on this exciting project within a week. I'll keep you posted. Better yet, join us at the November BOOT CAMP where we just may have a christening party...not that we need a christening to have a party.)

Make it a great month!
Jeff

PS Anyone wanting to know more about how we analyzed the enrollment on this project please request via email "20,000 sf addition analysis" and I will be happy to send you our two simple spreadsheets (sorry, this offer is not available if request is more than 2 months after the publication date of this magazine). gymclub@aol.com ✨

Jeff Metzger
USA Gymnastics Business Development Partner
President, GymClub Owners Boot Camp
President, Kids First Sports Center