

# Spring Branch Independent School District

## Agenda Item Information

**Date of Board Meeting:** June 8, 2026

**Subject:** Report on the SBISD Brand Experience & Strategic Enrollment Committee and  
Family Experience and Future Planning Survey Results

**Administrator Responsible:**

**Name:** Linda Buchman

**Position:** Associate Superintendent for Communications and Community Engagement

**Purpose of Agenda Item:** Report

**ADDITIONAL INFORMATION AND/OR BACK-UP:**

The district will provide a report on the work of the SBISD Brand Experience & Strategic Enrollment Committee. This committee, comprised of parents, partners and staff, convened over five meetings in Spring 2026 to assess market trends, family needs and the academic and brand experiences SBISD offers to strengthen the district's competitive position as a district of choice for current and prospective families.

As part of the Committee's research, the district provided families an opportunity to provide their feedback via a Family Experience and Future Planning Survey that was administered over several weeks this spring. The results of the survey will be shared as part of this report.