

SBISD Brand Experience & Strategic Enrollment Committee

Focused on the future in SBISD

Presentation to SBISD Board of Trustees
June 8, 2026





Purpose

To share the work of the SBISD Brand Experience & Strategic Enrollment Committee and the results of the Family Experience and Future Planning Survey





Presentation Overview

- **Committee Composition, Charge and Deliverables**
- **The Cadence of the Work**
- **Survey Results Summary**
- **Priority Areas of Focus**
- **Next Steps**
- **Questions & Discussion**



Brand Experience & Strategic Enrollment Committee Composition, Charge & Deliverables



Committee Membership

- 17 parents, partners, real estate agents and community members representing all feeder patterns
- 17 central office staff from across all divisions
- 8 campus principals representing all feeder patterns, levels and choice programming
- 6 senior staff members
- Dr. Jennifer Blaine, Superintendent of Schools
- Trustee Jennifer Hyland

Co-Chairs: Linda Buchman, Heather Morse



Our Why

- **SBISD** aims to be **the district of choice** for families, staff and the engagement of the broader community.
- **Changing market factors** are placing new strains on the system, including but not limited to:
 - **Changing** national and state-level **messaging, perceptions and political impacts regarding public schools**
 - **Decline** in **enrollment**
 - **Redevelopment** and **demographic shifts**
 - **Increased housing and rental costs** in SBISD
 - **Increased competition** resulting from **vouchers, charters, homeschooling and micro-schools.**



Committee Charge

- **Develop** and **guide** a **comprehensive**, data-informed **strategy** to **strengthen and unify the district's system-wide brand experience** and **increase student enrollment**.
 - **assess** current enrollment trends
 - conduct **research** to understand family needs and experiences
 - identify **key opportunities** and **challenges**, and
 - **recommend** strategies that enhance SBISD's visibility, reputation, and value proposition as the **district of choice** for **current** and **prospective** families.



High Level Strategies/Tactics

- **Analyze** Enrollment Patterns & Market Data
- **Review** Current Marketing, Recruitment, Enrollment Efforts and Strategies as well as New Student/Family Onboarding
- **Assess** Campus- and District-level Customer Service Experience



Deliverables

- **Action plans** to identify core-value aligned opportunities to enhance and unify the **consistency** of the SBISD Brand Experience at the district level and across the campuses
- **Strategic priorities** for enrollment growth & retention, academic and/or related **programs, structures and/or opportunities** aligned to findings regarding parent & student **needs and expectations**
- **District-level expectations** with guidance on family **touchpoints** from pre-K – high school
- **Next-level marketing and messaging** Plans & Recommendations
- **Key Performance Indicators** developed for 2026–27 District Improvement Plan



The Cadence of our Work





Our Meetings

Meeting 1 – Mission & Momentum

Understanding our work and why it matters

Meeting 2 – Listening and Learning

Deepening our awareness

Meeting 3 – Marketing & Messaging

Where we've been – Where we are – Where we're headed

Meeting 4 – Feedback and Findings

Furthering our insights

Meeting 5 – Strategy & Steps

Drafting our deliverables



Family Experience & Future Planning Survey Results



Survey Results

Respondents

- 1,959 Respondents
 - 1,666 in English
 - 293 in Spanish
- All SBISD schools were represented

Survey Topics

- Family overall experience
- Campus responsiveness
- Enrollment process
- Choice program offerings



Survey Results

Family Overall Experience

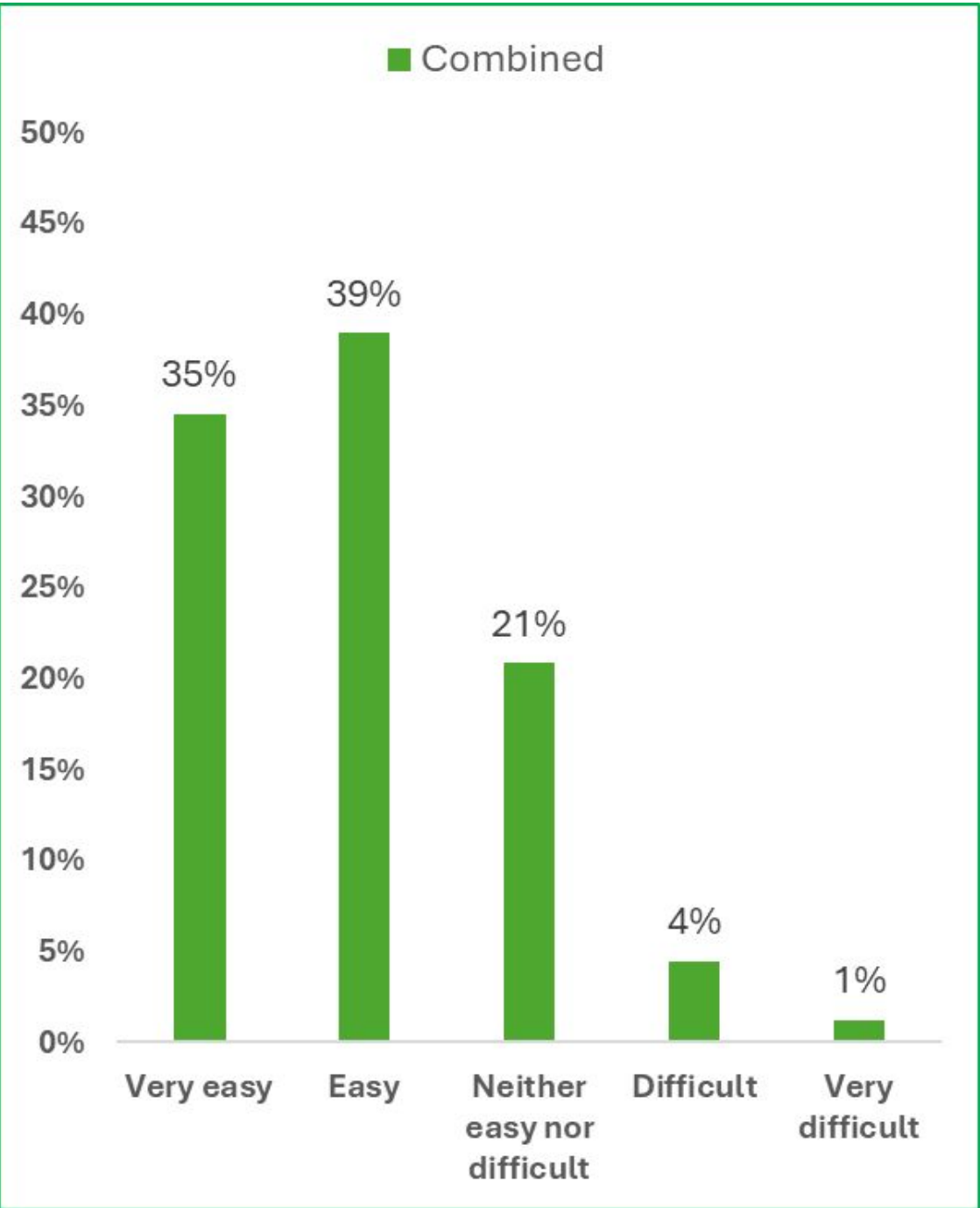
- 81% of families were either satisfied or very satisfied with the overall experience in SBISD.
 - 79% satisfaction for English respondents
 - 95% satisfaction for Spanish respondents

Campus Responsiveness

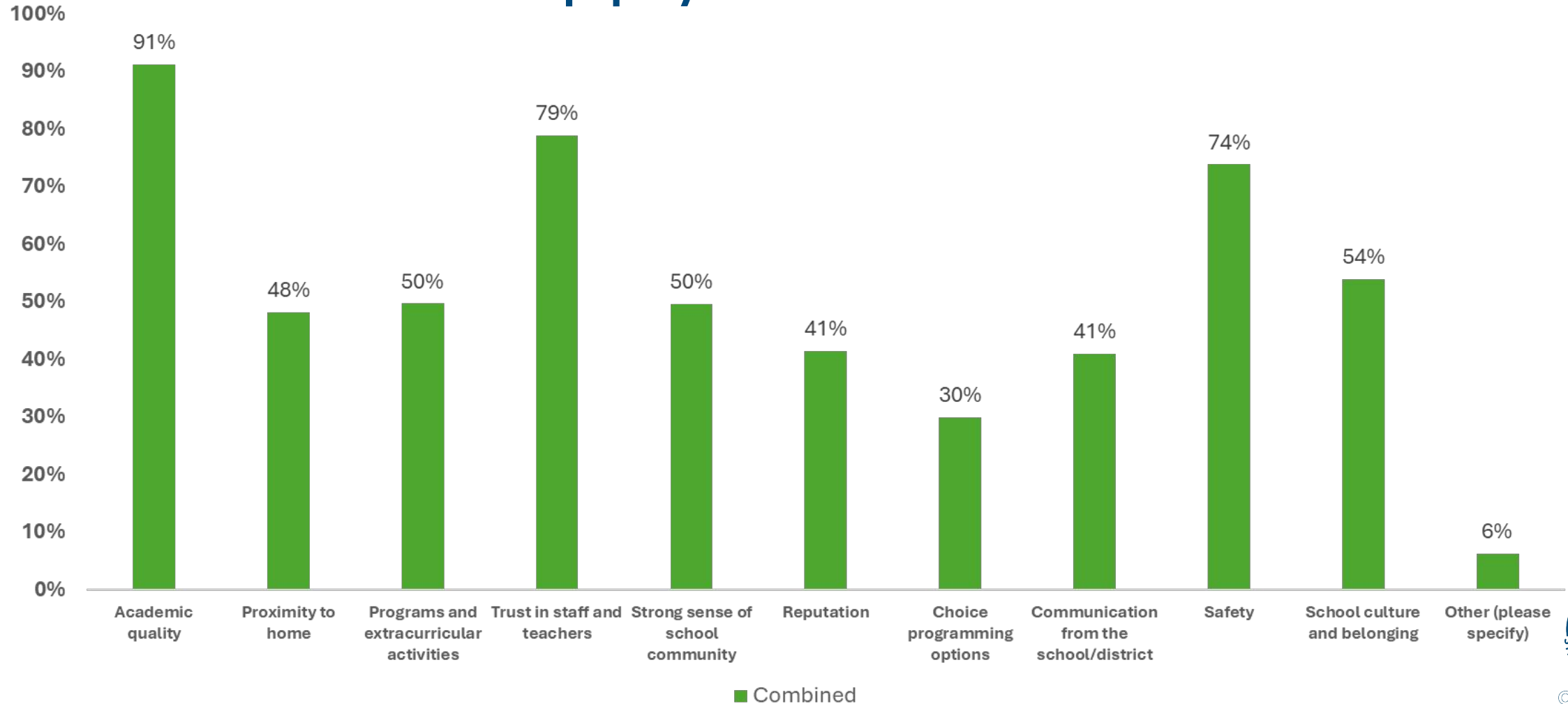
- Timeliness of response from campuses varied from 71% satisfaction by Remind or text to 82% satisfaction by email.
- 81% found campuses to be very or extremely helpful.
 - 78% for English respondents
 - 89% for Spanish respondents



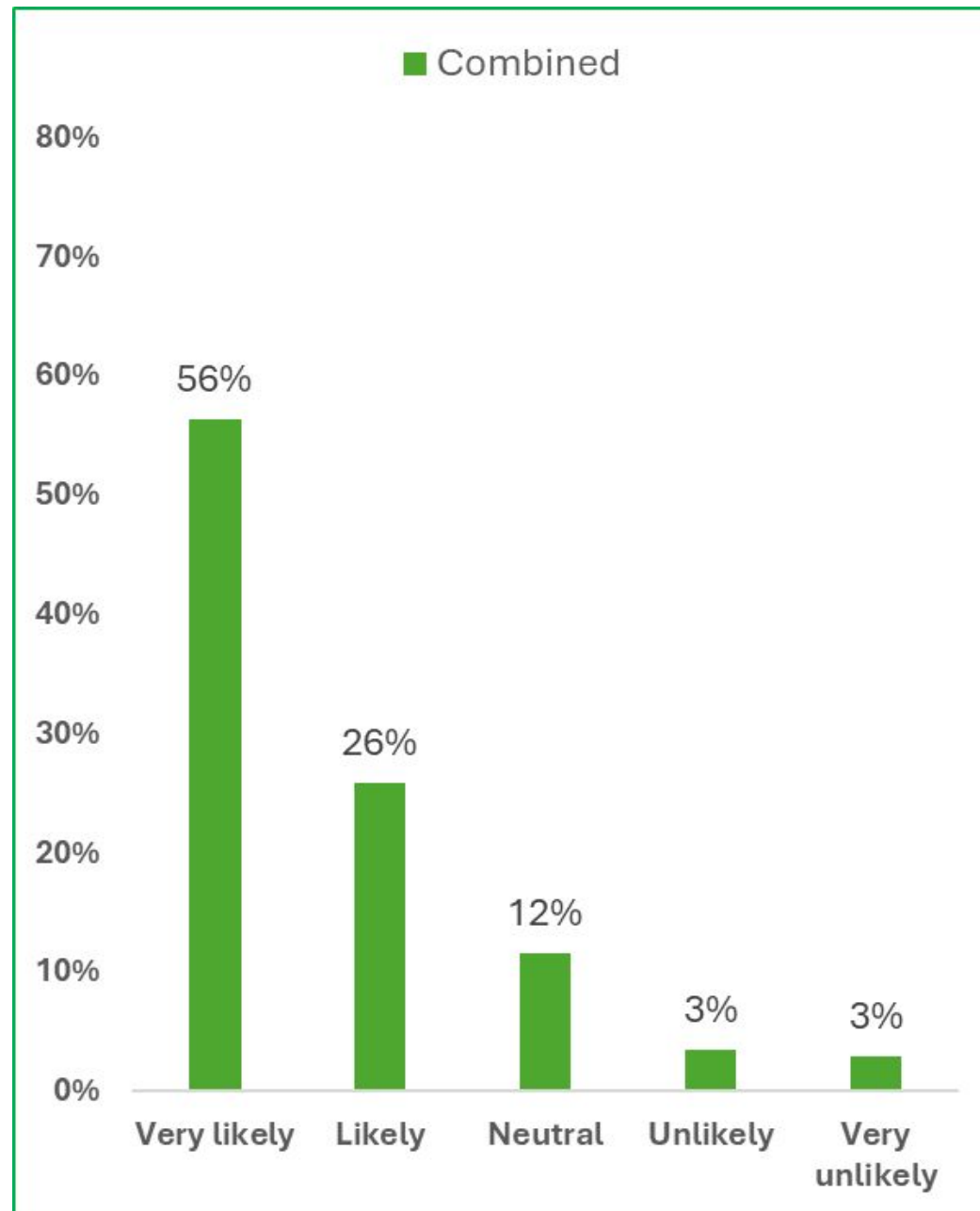
Survey Results - Experience with the Enrollment Process



Survey Results - What matters when choosing a school? Select all that apply.

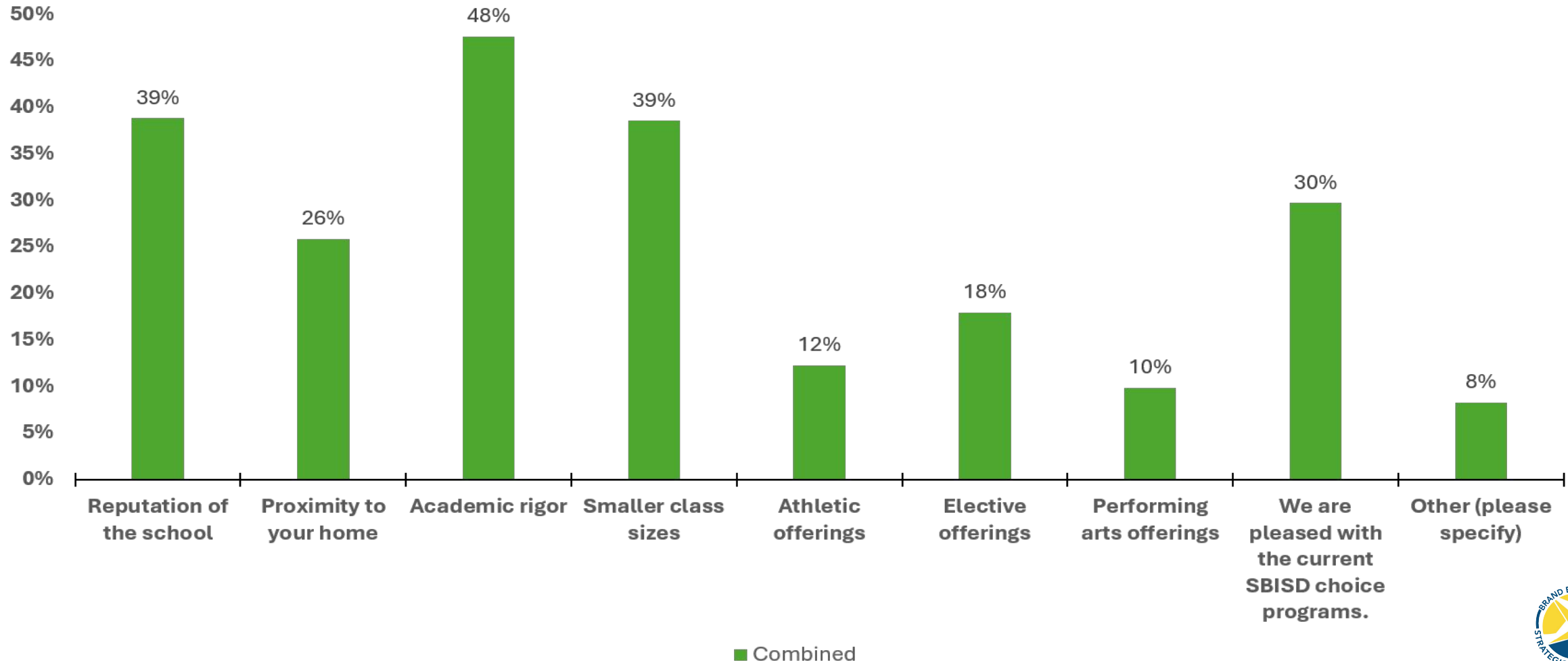


Survey Results – How likely are you to recommend SBISD to another family?



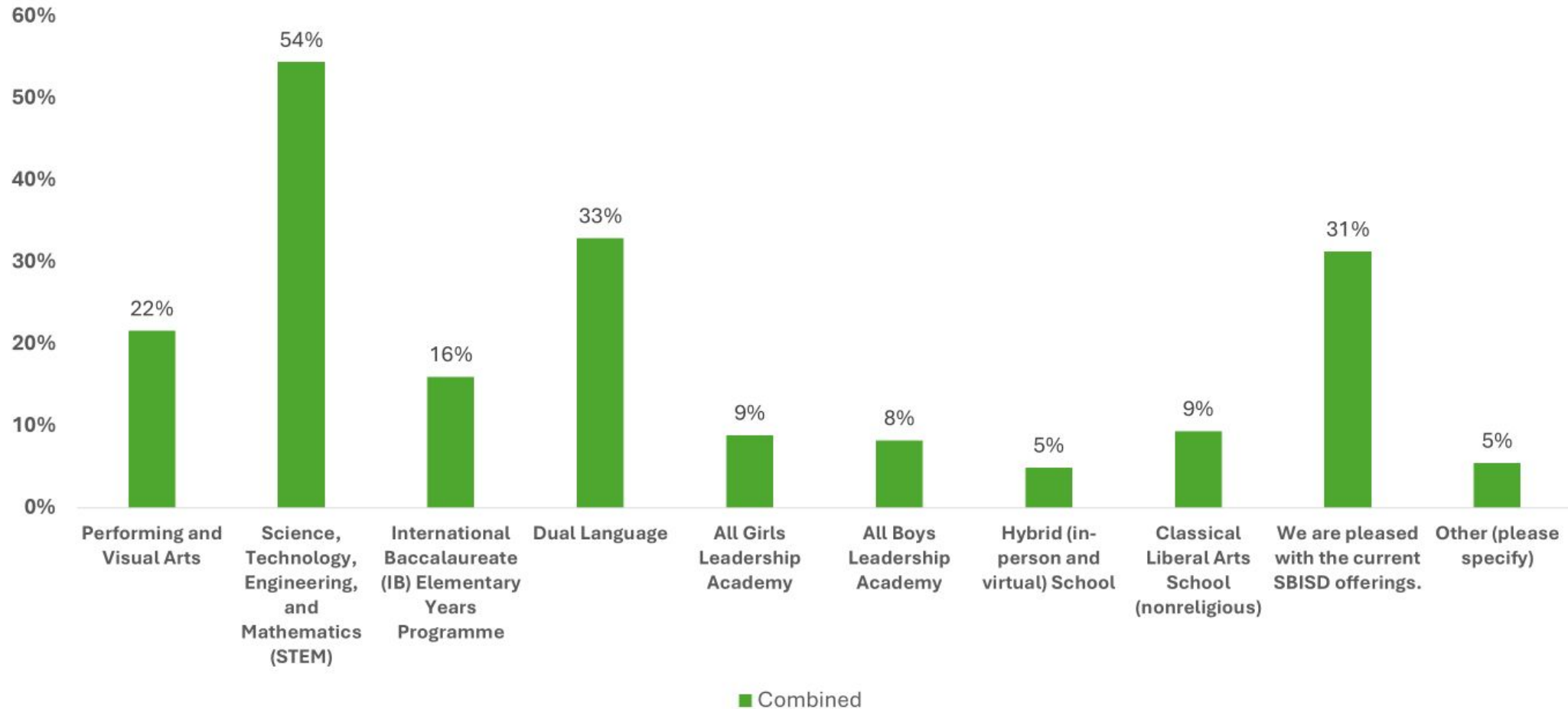
Survey Results -

Top two reasons you might consider an SBISD choice program



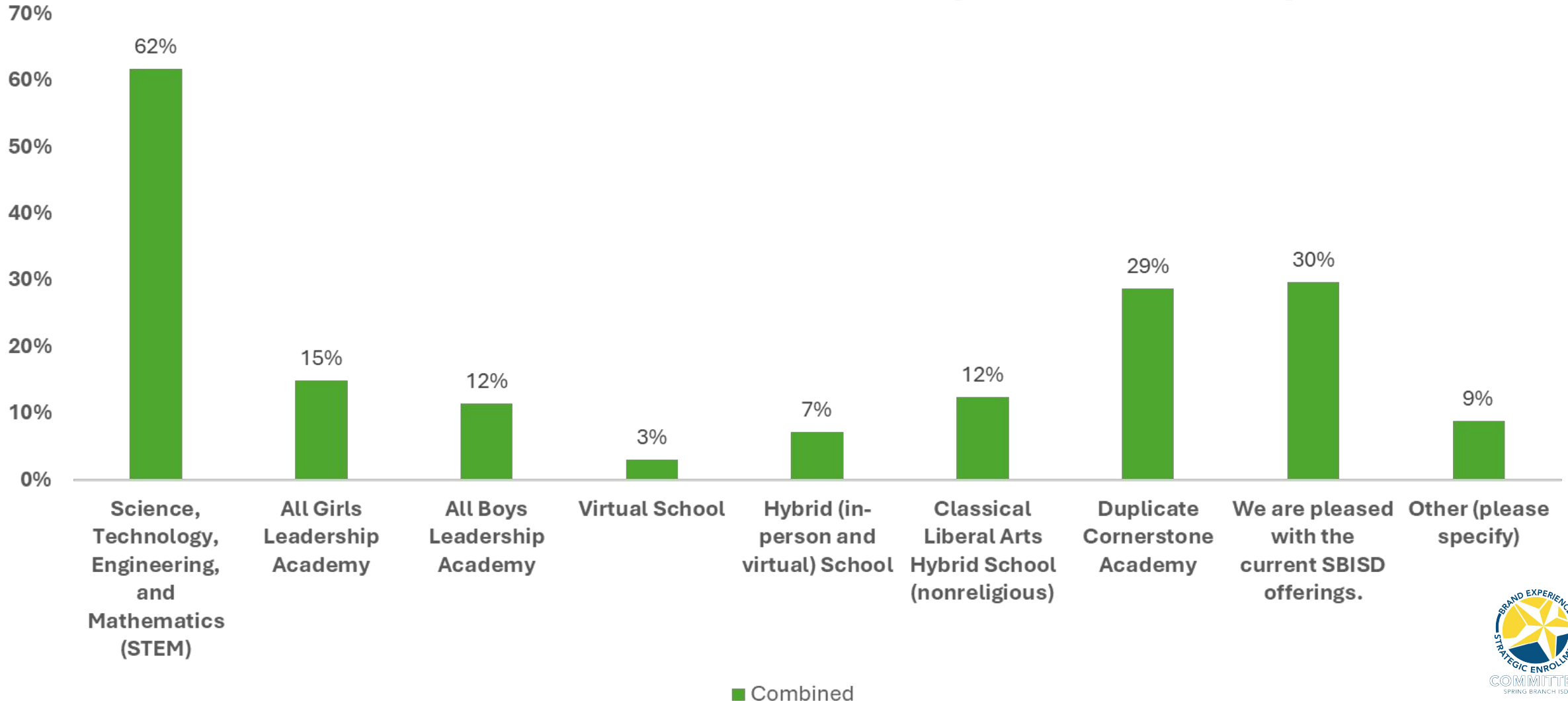
Survey Results -

At the elementary level, which two offerings would be of most interest to your family?



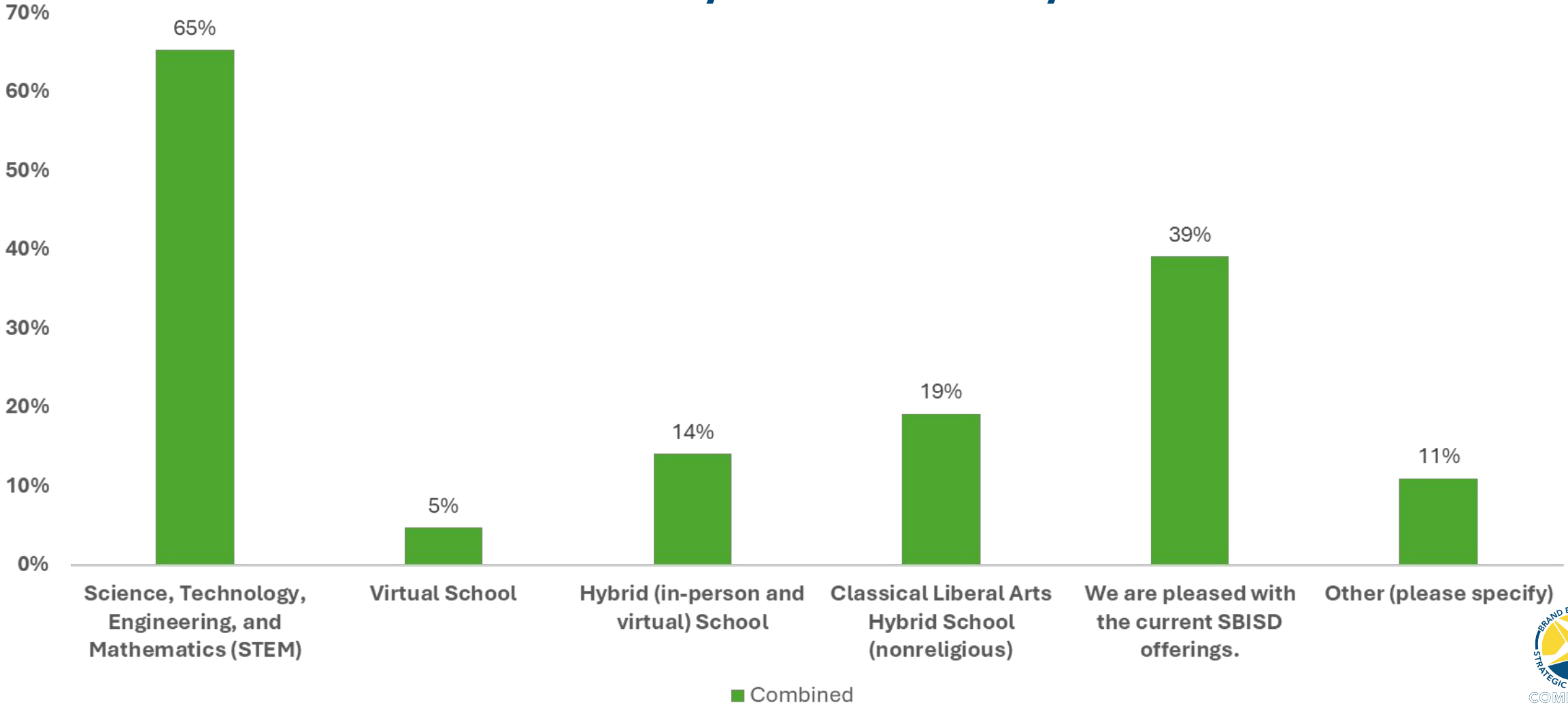
Survey Results -

At the middle school level, which two offerings would be of most interest to your family?



Survey Results -

At the high school level, which two offerings would be of most interest to your family?



Open-Ended Responses

- Open-ended opportunities for feedback were offered with 10 of the questions.
- Open-ended responses were optional, and varied numbers of respondents provided comments.
- No major themes emerged greater than the findings noted in the graphs.



Priority Areas of Focus



Priority Areas of Focus – The Brand Experience

Customer Service

- Refine customer service expectations, training and support model to ensure consistent, knowledgeable front desk experience across all campuses and departments.
- All employees are brand ambassadors!

Community Engagement

- Strengthen campus leaders' community-minded focus as a priority, and build capacity as may be needed through training, toolkits and support.
- Increase opportunities for families and community members to engage with campuses through events and open houses.



Priority Areas of Focus – Marketing our Schools

Touchpoints

- Ensure all schools provide tours for prospective families and develop toolkits, training and support for campus leaders.
- Leverage parents, students and staff as part of the tour experience.
- Ensure a consistent, engaging campus transition experience for students and families as they move from pre-K to elementary, from elementary to middle and from middle to high.
- Ensure responsiveness to requests for campus visits and information from prospective families.
- Revamp campus brag sheets.

Relationships

- Focus on retaining current families as a priority
- Continue market research, respond to trends, including deeper understanding of why families and staff choose SBISD and why they leave
- Expand relationships with area realtors
- Expand relationships with area civic associations
- Expand marketing efforts through partners
- Create ambassador program



Priority Areas of Focus – Messaging & Marketing Campaigns

Messaging & Marketing Campaigns

- Increase emphasis on SBISD's strong academic results
- Increase emphasis on current STEM initiatives and opportunities
- Continue to emphasize:
 - Leadership and educator excellence
 - Safety
 - School & District Culture
- Evaluate success of revamped pre-K marketing initiatives implemented in Spring 2026.
- Replicate successful pre-K marketing strategies for all levels and programs as well as overall district marketing efforts.



Priority Areas of Focus – Strategic Enrollment

Strategic Enrollment

- Align enrollment process across every campus.
- Open enrollment earlier to help with projections, staffing, etc.
- Streamline enrollment forms.
- Consider districtwide enrollment days/opportunities.



Next Steps



Next Steps

Working Groups

- Customer Service
- Marketing
- Tours
- Ambassadors
- Enrollment
- Academic Opportunities – study current offerings and survey findings

Key Performance Indicators

- Identify KPIs for District Improvement Plan

Maintain Brand Experience & Strategic Enrollment Committee during 2026–27 school year.



Questions & Discussion

