

SBISD Brand Experience & Strategic Enrollment Committee

Focused on the future in SBISD

February 2, 2026





● Agenda

Welcome & our WHY

Dr. Jennifer Blaine, SBISD Superintendent of Schools

What's in Your Folders? What's Our Charge?

Heather Morse & Linda Buchman

The Brand Experience Overview

Heather & Linda and Group "Turn & Talk"

Strategic Enrollment Overview

Heather & Linda and Group "Turn & Talk"

"If we hit Nirvana"

Dream Big!

Next Steps

Heather & Linda

Closing Remarks

Dr. Jennifer Blaine





Welcome & Why?

Dr. Jennifer Blaine

SBISD Superintendent of Schools





What's in your Folders? What's our Charge?

Heather Morse & Linda Buchman
Committee Co-Chairs



Our 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 and Recommendations
- **KPIs** developed for 2026–27 District Improvement Plan





The Brand Experience Board Policy AE Local

Heather Morse & Linda Buchman
Committee Co-Chairs



If the brand is the promise... the brand experience is the proof!

TURN & TALK

**Why did you choose SBISD? Why do you stay?
What makes you most proud?**





Strategic Enrollment

Heather Morse & Linda Buchman

Committee Co-Chairs



If the brand experience is the proof, our enrollment strategies must support the experience.

TURN & TALK

Based on your role or experience in SBISD, what are we doing well?
What opportunities do we have to enhance our systems, processes and expectations?



The Brand Experience

What will it look like if we hit NIRVANA?

Brainstorm your big ideas!!!



Strategic Enrollment

What will it look like if we hit NIRVANA?

Brainstorm your big ideas!!!





Next Steps

Heather Morse & Linda Buchman

Committee Co-Chairs





Future Meeting Dates (Mondays, 9 – 11 a.m.)

- Feb 23 – Board Room
- March 30 – TTC
- April 20 – TTC
- May 18 – Board Room

TTC: Technology Training Center, 14330 Memorial Dr.



EXIT TICKET

Question 1:

What one word best describes your thoughts after today's meeting?

Question 2:

What lingering questions do you have?

Question 3:

What additional information would be helpful?





Closing Remarks

Dr. Jennifer Blaine

SBISD Superintendent of Schools

