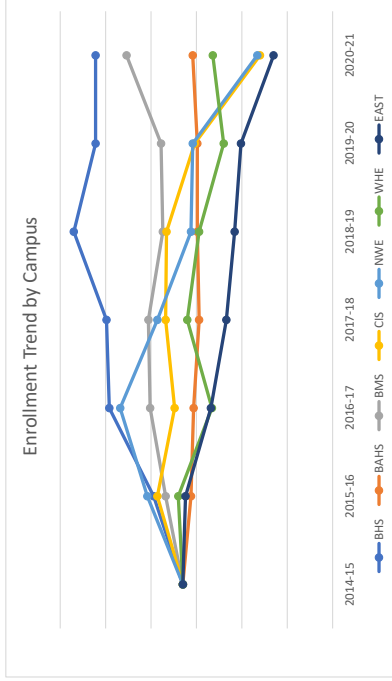
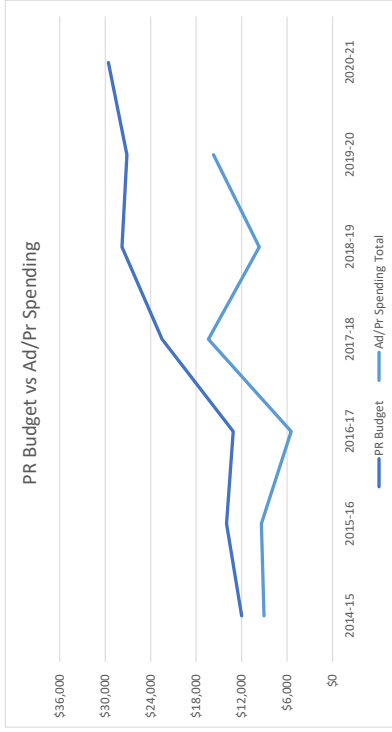
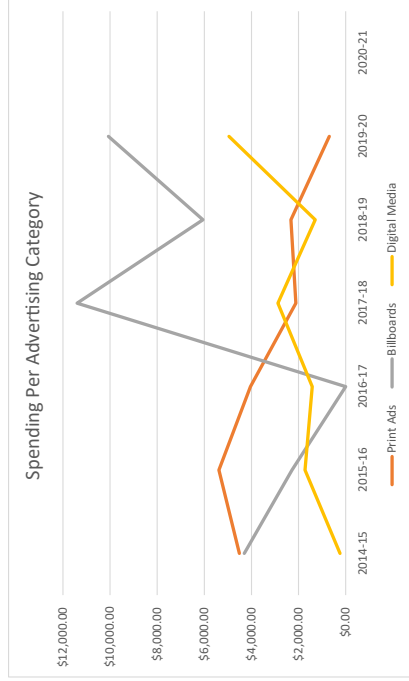


# Brownwood ISD Public Relations & Advertising 2014-2021

Year	PR Budget	Print Ads	Billboards	Digital Media	Ad/Pr Spending Total	Guides	Press Releases	Notes
2014-15	\$ 12,000.00	\$ 4,514.00	\$ 4,300.00	\$ 239.88	\$ 9,053.88	1	97	Digital Media includes video streaming services, website plugins, broadcasting, etc.
2015-16	\$ 14,000.00	\$ 5,380.71	\$ 2,280.00	\$ 1,729.00	\$ 9,389.71	1	92	
2016-17	\$ 13,115.00	\$ 4,042.36	-	\$ 1,422.88	\$ 5,465.24	1	69	PR/Communications budget covered no billboard costs for this year
2017-18	\$ 22,500.00	\$ 2,113.89	\$ 11,400.00	\$ 2,873.31	\$ 16,387.20	1	54	
2018-19	\$ 27,780.00	\$ 2,325.00	\$ 6,060.00	\$ 1,292.88	\$ 9,677.88	2	83	Print ad costs include paid professional writing/press releases; Added Summer Guide
2019-20	\$ 27,139.00	\$ 695.00	\$ 10,068.00	\$ 4,953.70	\$ 15,716.70	1	91	Added Communications internship
2020-21	\$ 29,580.00					1		



## Enrollment Data 2014-2021

SCHOOL YEAR	BHS	BAHS	BMS	CIS/BIS	NW ELEM	WH ELEM	EA ELEM	DISTRICT TOTAL	DISTRICT DIFFERENCE FROM PREV YR
2014-15	865	27	506	809	581	433	367	3588	
2015-16	897	18	525	837	620	438	364	3699	+111
2016-17	946	15	542	818	650	401	336	3708	+9
2017-18	949	9	544	828	609	428	319	3686	-22
2018-19	985	11	528	827	572	415	310	3648	-38
2019-20	961	11	530	796	570	388	303	3559	-89
2020-21	961	16	568	724	499	400	267	3435	-124
CAMPUS DIFFERENCE SINCE 14-15	+96	-11	+62	-85	-82	-33	-100	-153	

This report reflects campus totals reported on Fall PEIMS Snapshot (last Friday in October) each school year.

Note: The increase from 14-15 to 15-16 was largely due to the addition of Head Start students to Brownwood ISD membership at NW Elem.

