



Building Competitive Advantage:

A Strategic Initiative Targeting
Growth and Engagement





PART 1

Recruit Students



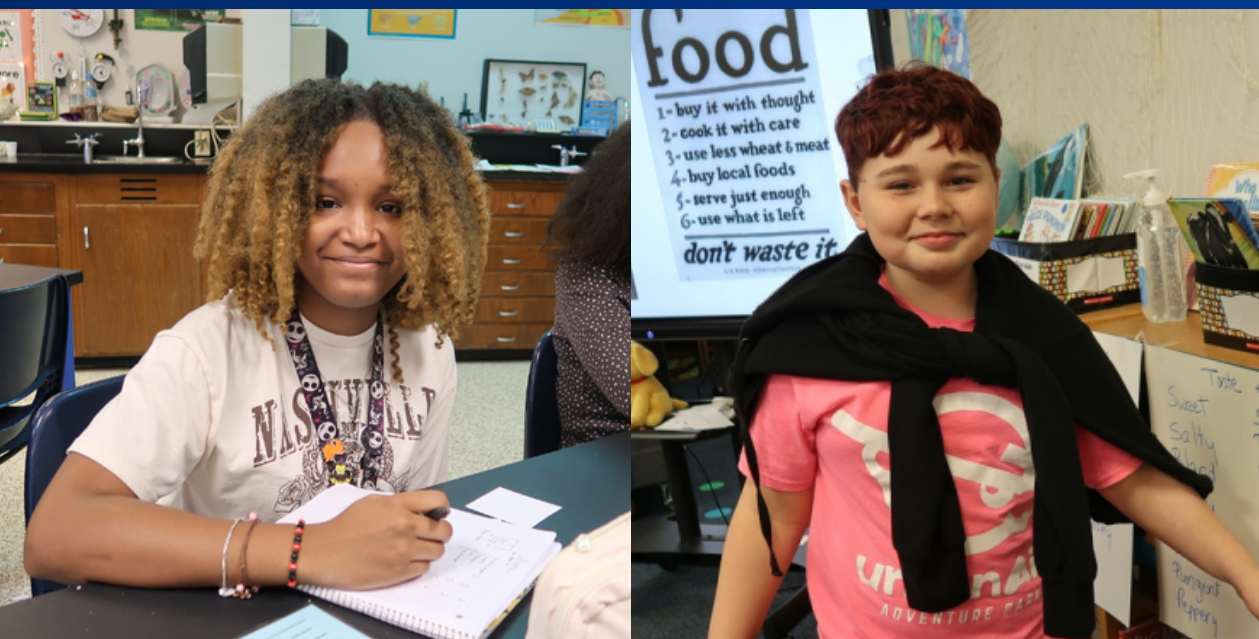
PART 2

Reinforce and
Reinvent Branding



PART 3

Reform the Client
Experience



PART 1

Recruit Students





Goal:

Maximize the number of families who select Mansfield ISD as their best option

1. **Recruit** new students

1. **Retain** current students

1. **Recover** former students

More Research



Evaluate current out-of-district transfer (OODT) framework



Compare performance & offerings against competitors



Survey families to learn why they left MISD – or why they stay



Gather anecdotal data from principals, staff, parents & students within a target feeder pattern



Room for Impact

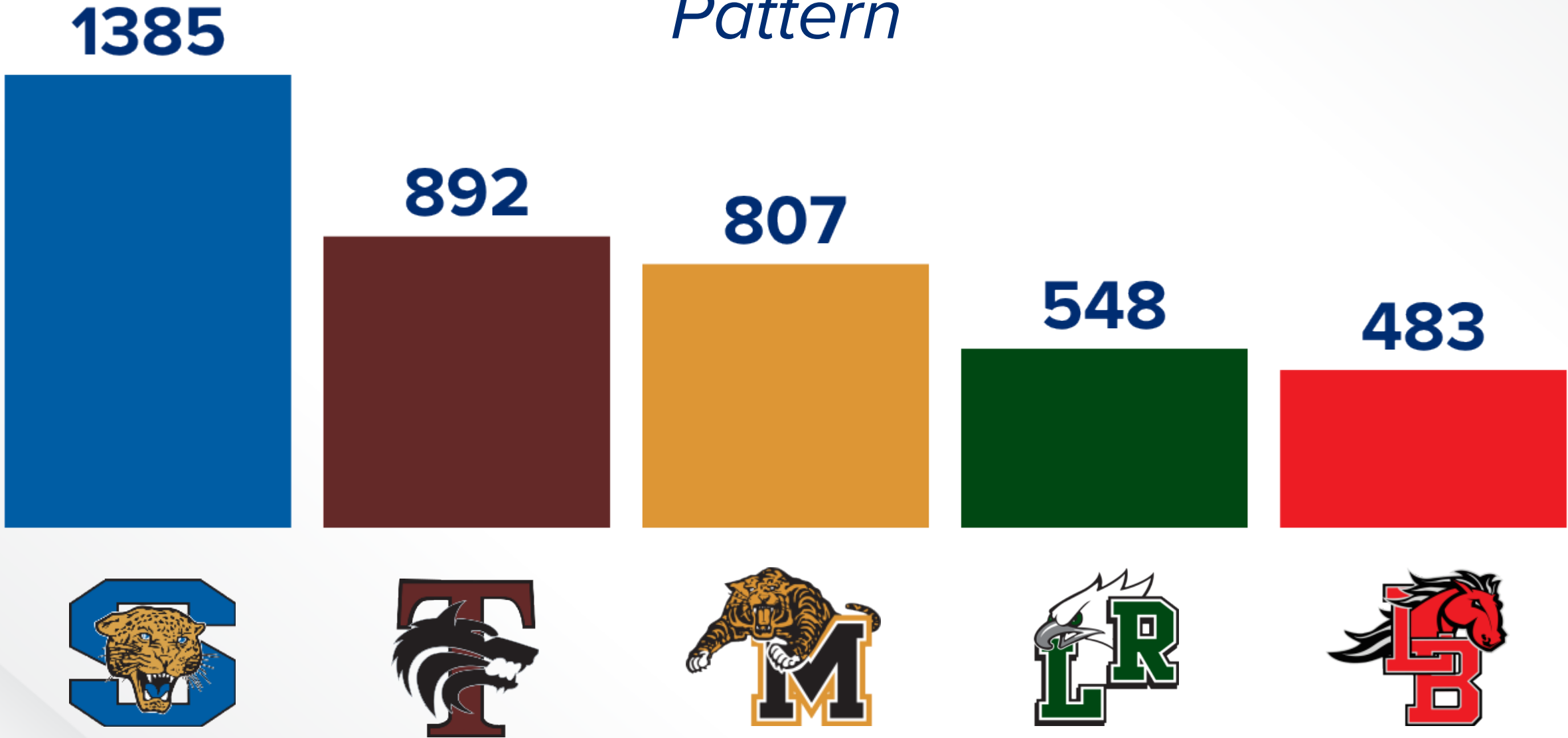
Resident Students	39,886	N/A
Attending Charter Schools	2,273	5.7%
Attending Other ISDs	1,158	3.8%
Attending Private Schools	967	2.4%
Attending Virtual Academies	344	0.9%
Attending MISD and Residing in District	34,784	87.2%
Transfers into District		
Transfers into District	570	
PEIMS Enrollment (10/25/2024)	35,354	



Nearly **13%** of student residents do not attend MISD schools

2024-25 Room for Impact

*By Feeder
Pattern*



**Numbers are estimates obtained from demographer's report.*

Summit Deep Dive



Charter Attractor Factors



- **International Leadership of Texas (ILT) C**
- **Great Hearts Texas C**
- **Arlington Classics Academy B**

✓ Leadership focus

✓ Scarcity (limited spots)

✓ Foreign language

✓ Promotes high standards/
expectations

ISD Top Competitors



- **Arlington ISD** **C**
- **Grand Prairie ISD** **C**
- **Hallsville ISD** **B**

PART 1: RECRUIT, RETAIN, & RECOVER STUDENTS



Mansfield ISD is **MISD**

Now Accepting Out-of-District Transfers! 2025-26

Why Choose Us?

- ✓ Preparing students for college, careers, and life!
- ✓ Inclusive community and hometown feel
- ✓ Above-average test scores
- ✓ Best in class teachers

Enroll Today!

mansfieldisd.org/open



Total Ad (4) Link Clicks: **6,817**
Total Accounts Reached: **187,430**
Conversion Rate: **3.64%**



Total OODT Apps: **124**
Total Ad (4) Link Clicks: **6,817**
Conversion Rate: **1.82%**

Total OODT Apps: **124**
Total OODT Students Met Criteria: **31**
Total OODT Students Came to MISD: **22**

Marketing Plan



Last Year's Mailer

A promotional mailer for Destination Mansfield Independent School District. The background is light blue with a pattern of small white stars and red and blue stripes along the top and bottom edges. The text "Greetings from" is written in a cursive font in the top left. To its right, "DESTINATION" is in large red letters and "MANSFIELD" is in large blue letters with a red star over the 'A'. Below "MANSFIELD" is "Independent School District" in a smaller blue font. A blue starburst shape contains the text "K-4". The main headline reads "Now OPEN to out-of-district transfers!" in large blue letters, with "2025-2026" below it. At the bottom, there is a photograph of four diverse children smiling. One child on the left is holding a book, and another on the right has her hand raised.

Greetings from **DESTINATION MANSFIELD**
Independent School District

K-4

Now OPEN to out-of-district transfers!
2025-2026

Families who live outside Mansfield ISD's attendance boundaries may submit an application to transfer to select Mansfield ISD elementary schools for the 2025-26 school year! For more information, scan the code and submit your student's application — grades K-4 — by June 5.



Seats are limited and restrictions apply.

The logo for Mansfield Independent School District (MISD). It features the acronym "MISD" in a bold, serif font. Below it is the tagline "A Great Place To LIVE LEARN & TEACH" in a smaller, sans-serif font. The tagline is enclosed in a thin rectangular border. Below the tagline is the address "605 E. Broad St., Mansfield, TX 76063".

MISD
A Great Place To
LIVE LEARN & TEACH
605 E. Broad St.,
Mansfield, TX 76063

New Design



Trackable
Link

A recruitment flyer layout on a blue background. On the left, a white paper pinned with a red pushpin lists "WHY CHOOSE US?" with five bullet points: "College, career, and life-ready graduates", "Vibrant community and hometown feel", "High-performing campuses", "100% certified teachers", and "Robust extracurricular and academic offerings". Below this is a photo of two children. The center section features the text "WELCOME TO DESTINATION MANSFIELD" with a star icon over the 'M', followed by "Independent School District". Below this is a red banner with white text: "Our doors are open to out-of-district students in grades K-12 for the 2026-2027 school year. Limited seats are available in our STEM and fine arts academies. Secure your spot while openings last!". At the bottom is a photo of a boy and a girl in a school hallway. On the right, a yellow paper pinned with a red pushpin says "APPLY TODAY" and "Join the MISD family!" with a QR code and the URL "WWW.MANSFIELDISD.ORG/OPEN". A large blue arrow points from the "Trackable Link" text to the QR code.

WHY CHOOSE US?

- ✓ College, career, and life-ready graduates
- ✓ Vibrant community and hometown feel
- ✓ High-performing campuses
- ✓ 100% certified teachers
- ✓ Robust extracurricular and academic offerings



WELCOME TO

DESTINATION MANSFIELD

Independent School District

Our doors are open to out-of-district students in grades K-12 for the 2026-2027 school year. Limited seats are available in our STEM and fine arts academies. Secure your spot while openings last!



APPLY TODAY

Join the MISD family!



WWW.MANSFIELDISD.ORG/OPEN

Update Billboards



PART 1: RECRUIT, RETAIN, & RECOVER STUDENTS



MISD
MANSFIELD ISD'S DOORS ARE OPEN

NOW ACCEPTING OUT-OF-DISTRICT TRANSFERS **K-12!**

WHY CHOOSE US?

- ✓ College, career, and life-ready graduates
- ✓ Vibrant community and hometown feel
- ✓ High-performing campuses
- ✓ 100% certified teachers
- ✓ Robust extracurricular and academic offerings

ENROLL TODAY!
WWW.MANSFIELDISD.ORG/OPEN

Geofencing

Personalized Welcome Experience



Why Choose MISD Webpage

Mansfield ISD

- ✓ STEM Academics
- ✓ Career & Technical Academics
- ✓ Alternative Education Center
- ✓ Early College High School
- ✓ Leadership Academics
- ✓ Before & After School Programs
- ✓ Campus Safety Officers
- ✓ Anti-Bullying Programs
- ✓ Gift & Talented Academics
- ✓ CCMR
- ✓ Social & Emotional Learning
- ✓ Certified Teachers
- ✓ Pre-K & Kindergarten



“ The district offers so many opportunities – academic programs, fine arts, athletics, and extracurriculars – that simply weren’t available at the charter school.

Emily Homler, Super Mom ”



PART 1: RECRUIT, RETAIN, & RECOVER STUDENTS



Mansfield ISD Outperforms Tarrant County Charter Schools

2024 STAAR: ALL STUDENTS/**ALL SUBJECTS**
(Grades 3-8)

9%

more MISD students

**APPROACH
GRADE LEVEL**

than their charter
school peers.

11%

more MISD students

**MEET
GRADE LEVEL**

than their charter
school peers.

6%

more MISD students

**MASTER
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Market our Brand

- Ramp up “I Choose MISD” features



UGC Facts

User-generated content turns customers into your most credible salespeople—every photo, review or testimonial is an authentic endorsement. Why does that matter?

People trust people.

81% of customers will make several purchases a year because of social media.



Recap & Next Steps

- Refine marketing based on what we learned
- Create a playbook from campus success stories with best practices and measurements



**BUILD
YOUR
BRAND**



PART 2

Reinforce and Reinvent Branding





Goal:

Ensure brand identity reflects who we are.

- Strengthen/redefine district and campus brands through language and graphics.

Refine District Brand Identity

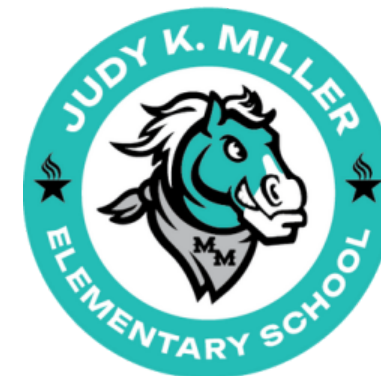


Creating Consistency

CURRENT



NEW



Develop Standard Department Logos



Standard Department/Campus Signatures



YOUR NAME

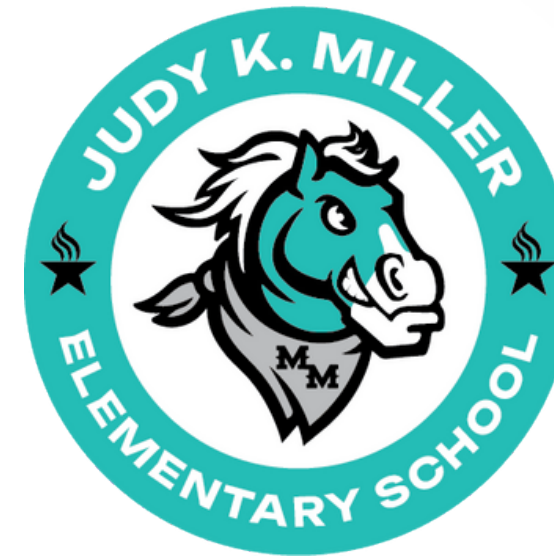
Your Title

Mansfield ISD

www.mansfieldisd.org

 EmailAddress@misdmail.org

 817-123-4567




YOUR NAME

Your Title

Mansfield ISD

www.mansfieldisd.org

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What people **SEE**

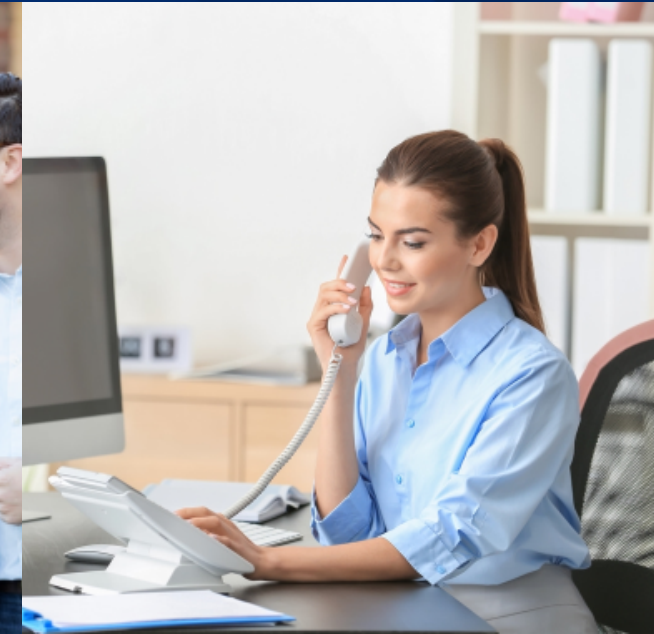
YOUR BRAND

Who you **ARE**
What you **DO**
How you **COMMUNICATE**
What people **THINK**
What people
EXPERIENCE
FEEL



PART 3

Reform the Client Experience



PART 3: REFORM THE CLIENT EXPERIENCE



PART 1

Recruit Students



PART 2

Reinforce and Reinvent Branding



PART 3

Reform the Client Experience



LOYALTY





School districts tend to treat all stakeholders as equally important, which dilutes focus on parents and students. **The culture change in schools must focus on establishing the primacy of students and parents as the focal customers** with all other stakeholders serving their needs.



**- Revitalizing Educational Institutions
Through Customer Focus (Mittal & Jung)**



Goal:

Create a cultural shift in MISD, resulting in an excellent experience for every client, increased client loyalty, and positive student outcomes.

- Assess current situation and identify necessary areas of focus where the client experience can be improved
- Use the Law of Diffusion of Innovations model to create an early adopters cohort and tipping point for change

Steps to Success

- Identify opportunities for improvement
- Recruit client experience pilot group
- Develop customized improvement plans
- Create a playbook of successful strategies



DESTINATION

M  **NSFIELD**

INDEPENDENT SCHOOL DISTRICT

