



**Board of School Trustees
Mansfield Independent School District**

TITLE: Building Competitive Advantage

DATE: October 28, 2025

Presentation

BACKGROUND:

The Communications & Marketing Team will present a three-part, cross-divisional plan to address insights and opportunities identified in the most recent demographer's report, as well as other areas that impact perception of Mansfield ISD. The plan focuses on recruiting, retaining, and recovering students; strengthening our branding; and providing an exceptional experience for every client.

Laura Jobe, associate superintendent for communications and marketing, and Emily Homler, director of digital marketing, will outline current data insights and action steps designed to gather additional research that will inform future marketing strategies.

Progress and future targets in these areas will be reflected in the Vision 2030 Scorecard refresh that will be presented in late spring or summer.