



Building Competitive Advantage:

A Strategic Initiative Targeting
Growth and Engagement





PART 1

Recruit, Retain,
and Recover Students



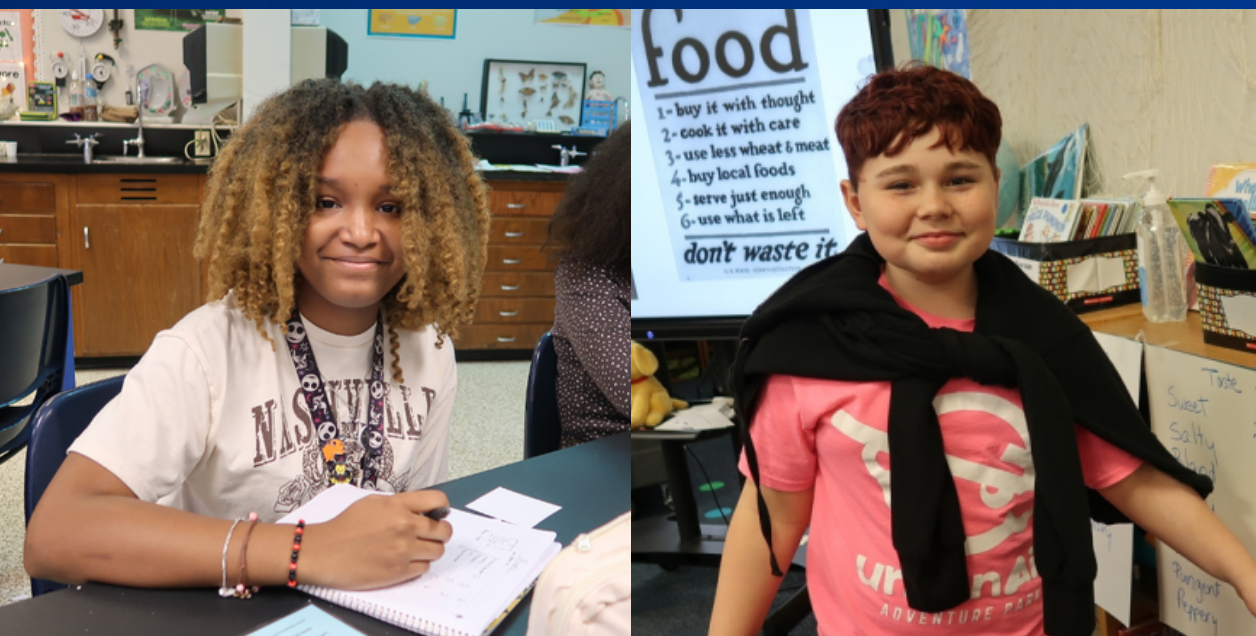
PART 2

Reinforce and
Reinvent Branding



PART 3

Reform the Client
Experience



PART 1

Recruit, Retain, and Recover Students





Goal:

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

***1. Recruit** new students*

***2. Retain** current students*

***3. Recover** former students*

More Research



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



Compare performance & offerings against competitors

NEXT



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

NEXT



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



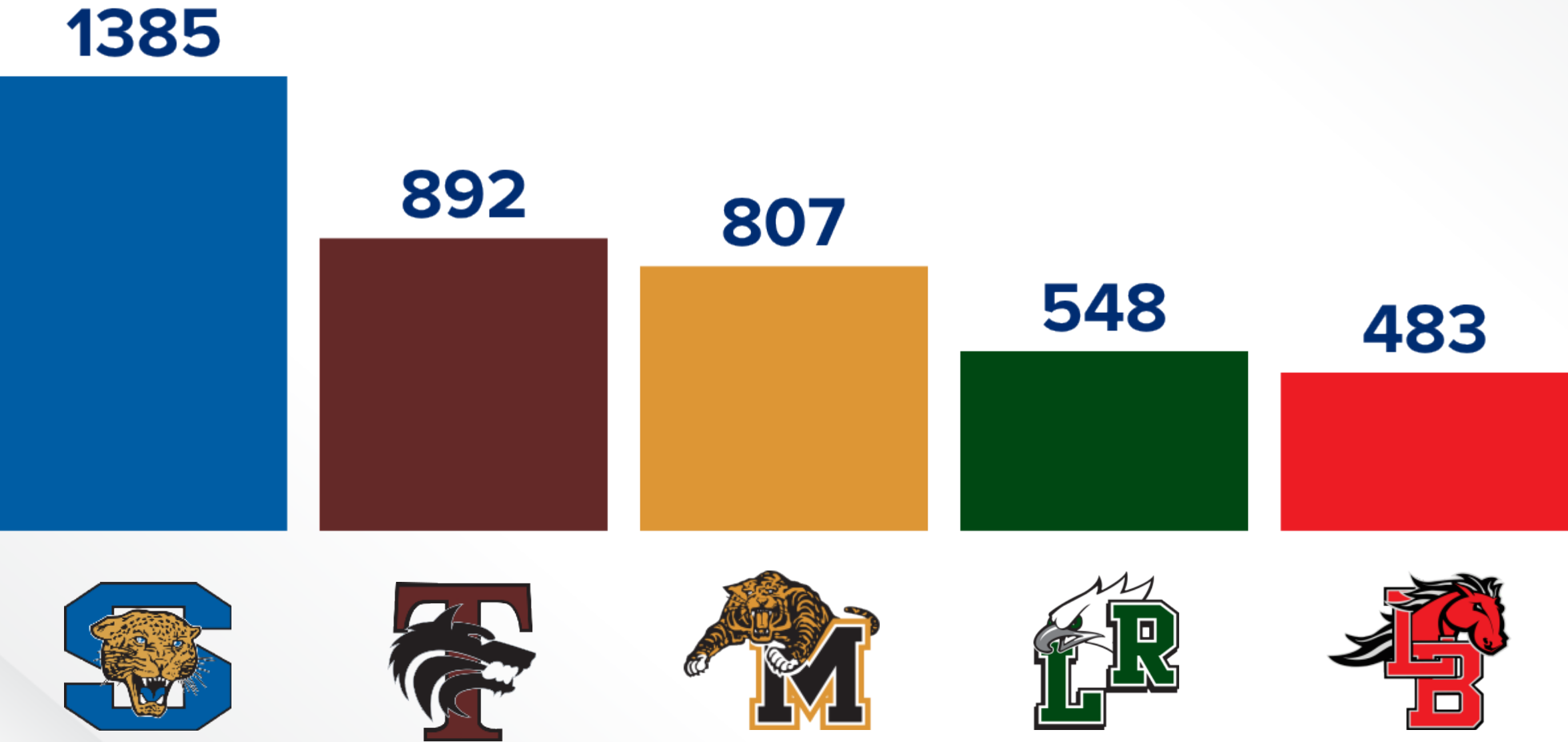
Room for Impact

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	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 Feeder Pattern Deep Dive



Charter Attractor Factors



- ③ International Leadership of Texas (ILT)
- ③ Great Hearts Texas
- ③ Arlington Classics Academy

- ✓ Leadership focus
- ✓ Exclusivity (limited seats)

- ✓ Foreign language studies
- ✓ Promotes high standards/expectations

School District Top Competitors



(C)

Arlington ISD

(C)

Grand Prairie ISD

(B)

Hallsville ISD

Mansfield ISD is



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:	<u>187,430</u>
Conversion Rate:	3.64%



Total OODT Apps:	124
Total Ad (4) Link Clicks:	<u>6,817</u>
Conversion Rate:	1.82%

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

Recommended OODT Changes

CURRENT FRAMEWORK

Kinder through 4th grade

Choice Options Unavailable

Must reapply every year

Began OODT process in April



PROPOSED FRAMEWORK

Kinder through 12th grade

Fill available Choice Program seats
after MISD students get priority*

Reapply when changing schools*

Begin OODT process in
November*

Recommended Choice Pathways

2029-2030	Continues for Grade 8 at Howard ↑	Continues for Grade 8 at Coble ↑
2028-2029	Continues for Grade 7 at Howard ↑	Continues for Grade 7 at Coble ↑
2027-2028	Continues for Grade 6 at Howard ↑	Continues for Grade 6 at Icenhower ↑
2026-2027	Continues for Grade 5 at Harmon ↑	Continues for Grade 5 at Holt (until renovation at Icenhower is completed) ↑
2025-2026	Offered for Grades 3-4 at Harmon	Offered for Grades 3-4 at Holt
	ALPHA Academy	STEM Program (Holt)

Marketing Plan



Last Year's Mailer



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.



A Great Place To
LIVE LEARN & TEACH

605 E. Broad St.,
Mansfield, TX 76063

New Design



Trackable
Link

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



Personalized Welcome Experience





Flyer


- Apartment Complexes
- Realtors/Builders

MISD

MANFIELD ISD


LIFE READY | COLLEGE READY | CAREER READY






100%
CERTIFIED TEACHERS


Four-Year Graduation Rates




Mansfield ISD = 96.1%




State = 90.7%




Class of 2025 earned over
\$60,000,000
in scholarships



31%
Earned an
industry-based
certification




23.6%
Earned college
credits for a dual
credit course



- Armed police officer on every campus
- Weapons detection at every secondary campus
- Dedicated director and staff for safety and security

WWW.MANSFIELDISD.ORG/OPEN



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



“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







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 GRADE LEVEL than their charter school peers.
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MANSFIELD ISD **OUTPERFORMS** TARRANT COUNTY CHARTER SCHOOLS

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Market Our Brand



User-Generated Content

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

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 handbook from campus success stories with best practices and measurements





PART 2

Reinforce and Reinvent Branding



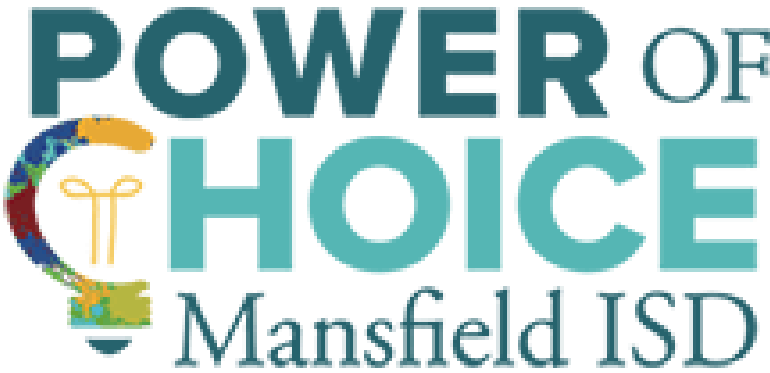


Goal:

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 (Example)



Develop Standard Department Logos



Standard Department/Campus Signatures



YOUR NAME

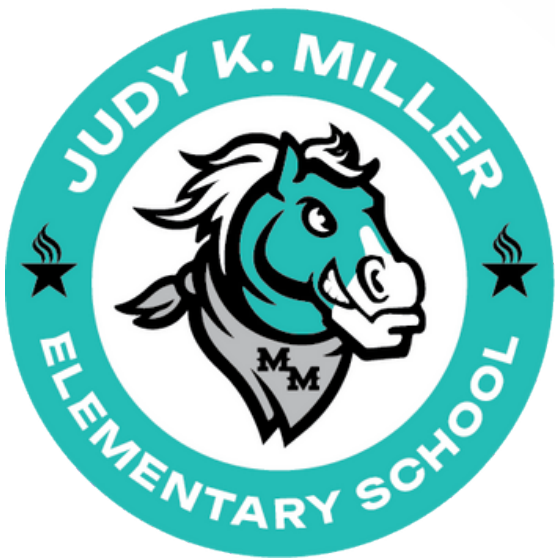
Your Title

Mansfield ISD

www.mansfieldisd.org

 EmailAddress@misdmail.org

 817-123-4567




YOUR NAME

Your Title

Mansfield ISD

www.mansfieldisd.org

 EmailAddress@misdmail.org

 817-123-4567

PART 2: REINFORCE AND REINVENT BRANDING



What people **SEE**

YOUR BRAND

Who you **ARE**

What you **DO**

How you **COMMUNICATE**

What people **THINK**

What people **EXPERIENCE**

*What people **FEEL***



PART 3

Reform the Client Experience



PART 3: REFORM THE CLIENT EXPERIENCE



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Reform the Client Experience



LOYALTY



“ A brand is defined by the customer’s experience. The experience is delivered by the employees. ”

- Shep Hyken

**CUSTOMER EXPERIENCE EXPERT,
BESTSELLING AUTHOR, & KEYNOTE SPEAKER**



“ 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

Actions:

- Assess current situation
- Identify focus areas where the client experience can be improved
- Create momentum by targeting early adopters for a pilot group (Law of Diffusion of Innovations model)
- Share successful strategies districtwide

Results:

An excellent experience for every client will increase client loyalty and positive student outcomes.



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DESTINATION

M NSFIELD

INDEPENDENT SCHOOL DISTRICT

