

Abilene Independent School District Board Document - Agenda Item

Meeting Date: October 5, 2026

Meeting Type: Regular

Item Type: Report

Future Action Required: No

If Yes, Month: N/A

Subject: Communications Department Marketing Report

Background Information:

The Abilene ISD Communications Department has steadily grown the district's marketing efforts over the past year. This report will share a brief overview of our strategic marketing focus points, audience engagements, and plans to expand our marketing impact.

Attached Supporting Documents:

- PDF: Marketing Report Slides

Fiscal Implications:

A sustainable and well-resourced Abilene ISD marketing program that consistently asks our stakeholders to choose AISD is a necessary response to the increasing challenges of the school choice climate in Texas public education. The district currently has a marketing specialist position posted (AP1 pay grade) with the goal of finding a qualified individual to help lead these efforts. Additionally, \$40,000 has been set aside in the regular Communications Department operating budget to fund marketing expenses each year.

Administrative Recommendation:

N/A

Contact Person:

Dr. Jordan Ziemer, Chief Communications Officer