



**Communications
Department
2025-2026**



Overall Vision

The Communications Department will elevate a shared vision and story of our district—one that stakeholders understand, trust, and champion—while highlighting the people who make our work possible every day.



Pillar 5: Community Engagement

Key Question- To what degree does the AHISD community feel informed and engaged?



Goal - Increase the number of parents who find the AHISD website easy to use to 75% in 2027 and increase the number of visitors to the website in calendar year 2026 to over 200,000.

ACTIONS - Pillar 5



Grow the District's Presence on Social Media

For some stakeholders, interaction with the District on social media is their most frequent and regular contact with communication efforts.

We have more than doubled the number of followers on Instagram from May 2022 and our content is getting more views than ever, including more than 1.2 million views in the last 90 days.

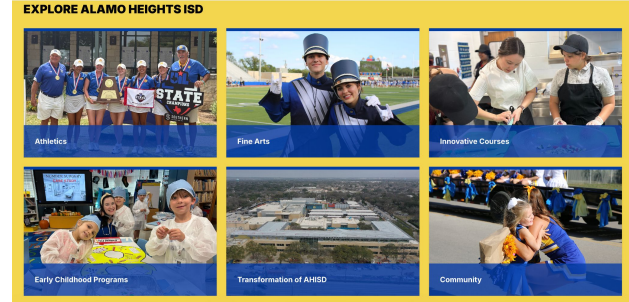


Increase digital marketing efforts with focus on tuition

Launched first Google Ads Campaign this winter/spring in partnership with CESO, Center for Effective School Operations

Two parts to work:

- 1.) Exit Survey/Competitive Analysis/Brand Position
- 2.) Google Ads Campaign
 - a.) Microsite for Tuition
 - b.) "Best Schools in Texas"



Design new District and Campus Websites

A new district and campus websites are currently being developed with expected launch in June.

The websites will be more easily searchable, mobile responsive, offer easy translation, and meet accessibility requirements.

It will continue to engage current families but also offer features to attract prospective families.

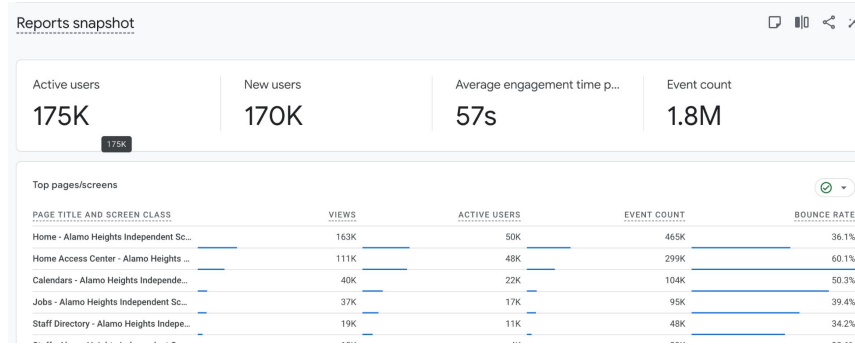
DATA- Website/Google Analytics

2024-2025 was a big year for establishing baselines for communications data through metrics like:

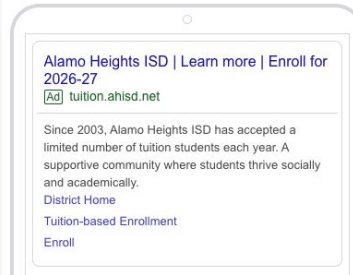
- Survey Data
- Social Media/Google Analytics
- February Feedback

In 2025-2026 we can see some trends in those areas...

Website Stats Calendar Year 2025



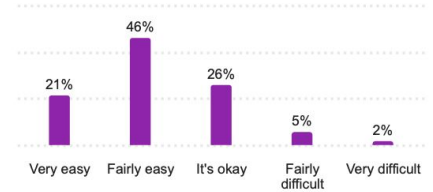
Google Ads Campaign to Date



3,820 clicks
43,500 impressions
Campaign- February-April
Demographics- Females
25-44

February Feedback

Parents - Ease to find the information on websites?



2026- 67%
2025- 65%
2024- 61%

DATA- Social Media

February Feedback Surveys

Parents - Do you follow AHISD on social media?

76% Positive Response 2026, 72% Positive Response 2025 and 68% Positive Response 2024



Parents - Which social media platform do you prefer?



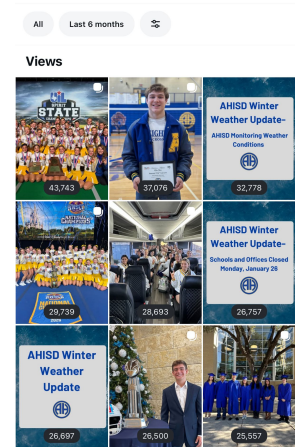
2026- 76%
2025- 72%
2024- 66%

Social Media Analytics



In the last 90 days, our social media content has more than 1 million views!

Most popular types of content- student achievement and weather



Communications CBAS

Pillar 7: Fiscal and Operational Systems

Key Question- To what degree does the community feel the District is open and transparent with Bond 2023 construction progress?



Goal - Increase the percentage of parents who feel well informed with bond construction communication to 80% by 2028.

ACTIONS- Pillar 7



Coordinate and support the work of the Bond Community Council

Gather two-way feedback from influencers in the community in order to inform communication efforts and calibrate response.

This year- we've added more field trips as projects reach completion.



Maintain Bond Updates website as an information hub

Utilize a common resource and landing spot for all bond construction updates and resources to ensure consistency in messaging.

Currently designing the new Bond Updates webpages on our new platform.



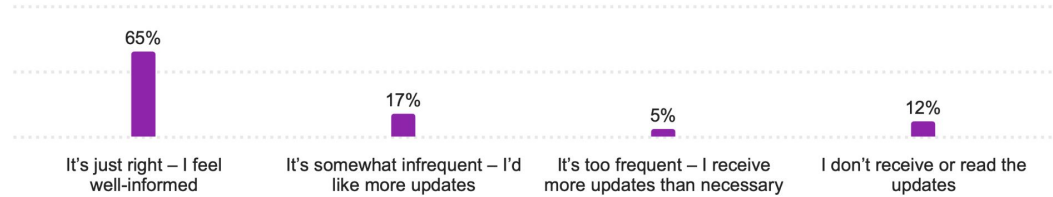
Establish a cadence of bond communications utilizing a variety of channels.

Continue to inform the community about bond construction progress on a regular basis to include using video, social media, website, printed publications, presentation materials, and special events.

DATA

2026 February Feedback Surveys

Parents How do you feel about the frequency of communication regarding Bond 2023 construction?



2026- 65%
2025- 54%



Bond Council Feedback Surveys

"You guys are doing a wonderful job. I really appreciate this whole process and all the information and transparency." - Bond Council Member

DATA

- Evaluate an event's success
- Identify areas for improvement
- Direct decisions for future events
- Provide specific feedback on a topic like the new website

Feedback Surveys - Grand Mules, Realtors, Bond Council and DEAC

"My favorite part of today's event was definitely visiting classrooms and seeing the kids actively involved. Keep up the great work." - Grand Mule

"I would like the new homepage to not be too busy, but easy access to areas of need." - DEAC member

"You guys are doing a wonderful job. I really appreciate this whole process and all the information and transparency." - Bond Council Member

"I would like more highlights and updates about "Why Alamo Heights" to highlight to buyers why this is the best district." - Realtor

Progress Monitoring - Where Are We? What Next?

Pillar 5

Developing New Website

- Design
- Migrating & Creating New Content
- Feedback before launch
- Tracking Analytics
- Making Adjustments

Partnering with CESO on Marketing

- Continue to build AHISD brand awareness through targeted digital campaigns

Pillar 7

Maintaining Cadence of Bond Communication

- Special Events as projects completed
- Monthly Updates
 - Bond Construction Website
 - Social Media
 - Superintendent's Report at Board Meetings
- Quarterly Updates
 - Bond Council Meetings
- Tri-Annual Updates
 - School Views publication

Continue Gathering Data to Support Pillar 5 & 7 Work



WORK IN PROGRESS