

Joint Mansfield City Council/MISD Board
Meeting
Thursday, April 29, 2021 6:00 PM

MISD Center for the Performing Arts
1110 W. Debbie Lane
Mansfield, TX 76063

Agenda

1. **Call to Order**
2. **Roll Call**
3. **Closed Session**
 1. Adjourn to closed session pursuant to Texas Government Code Section 551.074, Personnel, to deliberate regarding the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee, 551.071, Consultation with the Board's attorney; and 551.072, Real Property.
4. **Reconvene**
 1. Reconvene to the Public
5. **Meeting Opening**
 1. Welcome
 2. Statement of Purpose
 3. Prayer
 4. Pledges
6. **Public Comments**
 1. The correct procedure for addressing the Board during Public Comments is as follows: Each speaker should address the Board from the podium microphone and state his or her name before speaking. All speakers will be limited to three minutes to make comments regarding items on the agenda. Copies of presentations should be made available to all trustees and the Superintendent. Board policy prohibits the discussion of complaints against district employees during an open forum.
7. **Work Session**
 1. Understanding the Funding Mechanisms of Municipalities and Independent School Districts
 2. The Impact of Multi-Family Development on Mansfield ISD
 3. The Impact of Charter Schools on Mansfield ISD
 4. The Mansfield and Midlothian ISD Service Area and the Potential to Transfer the Ellis County Portion of Midlothian into the Mansfield ISD's Service Area
 5. Joint Branding and Marketing Opportunities for the City of Mansfield and Mansfield ISD
 6. Next Steps for a Continued Partnership of the City of Mansfield and Mansfield ISD
8. **Adjourn**
 1. Adjourn

Four Major Resources Affecting School Funding

35,127

- Enrollment



\$165,245,615

- State Funding



\$16,147,162,986

- Property Values

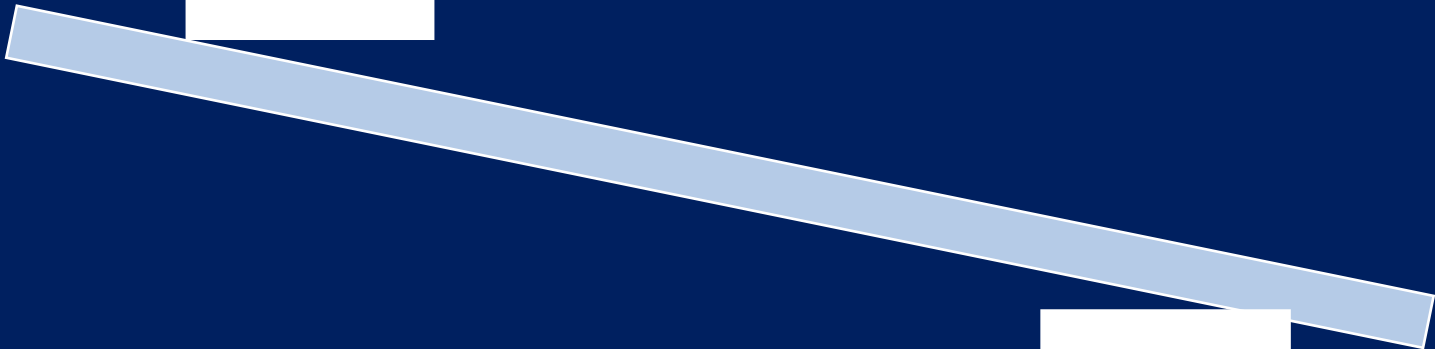


Maintenance & Operations	\$.9564
Interest & Sinking Fund	<u>.4900</u>
Total	\$1.4464

- Tax Rates



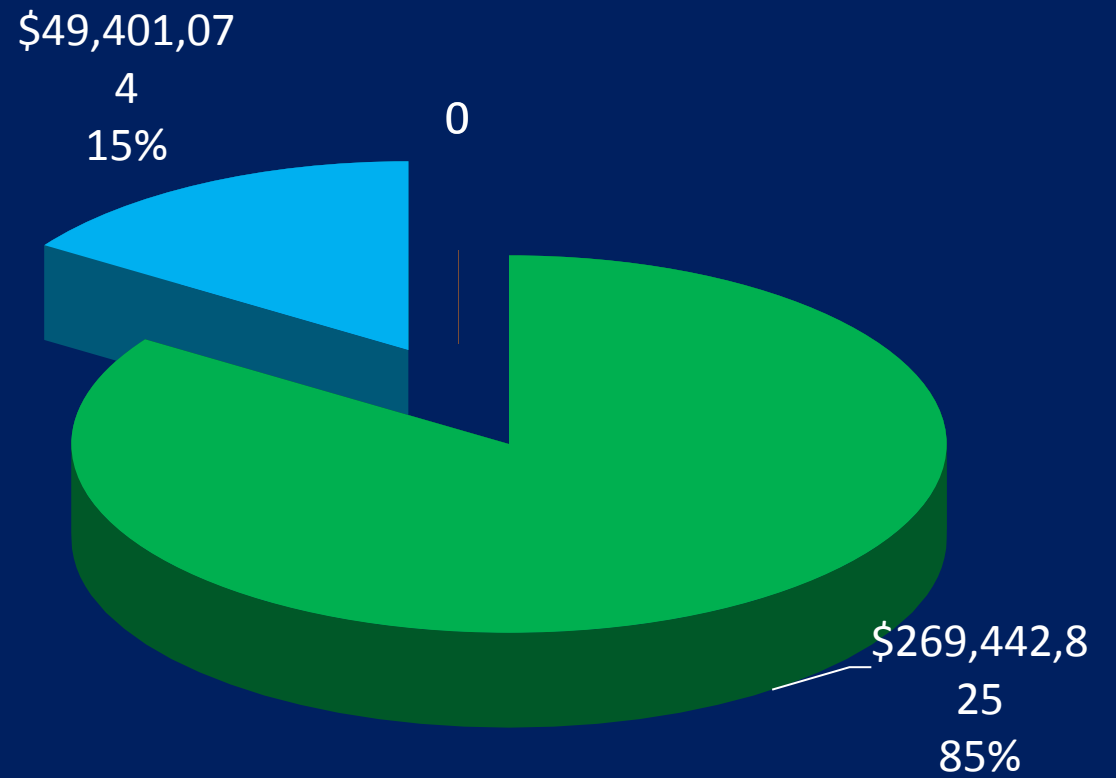
Property Values



State Aid and M&O Tax



General Fund Expenditures



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Charter School Impact

Mansfield ISD

A large black arrow points to the right from the left edge of the slide. Below it, several thin, curved lines in shades of blue and grey sweep across the left side of the slide.

Charter school impact on Mansfield ISD

- Charter expansion
- Unlimited growth
- Fiscal Impact



Joint Marketing Opportunities

Working Together to Share Our Story



WHAT IS MARKETING?

Marketing refers to any actions an organization takes to attract an audience to the organization's product or services through high-quality messaging.

Simply put: Telling the story of our excellence!



- “A great place to live, learn and teach.”
- A-rated district
- Stellar athletics and fine arts programs
- Schools of choice
- Diverse community
- Safe and Secure



- “A great place to live, work and play.”
- Great parks and recs
- High quality of living
- Excellent location
- Diverse community
- Safe and Secure

END GOALS

- Bring awareness about the city and district offerings
- Continue the sense of pride within the community
- Attract newcomers





STRATEGIES

Utilizing a variety of avenues to spread the message about the City and the School District.

PRINTED MATERIALS



LARGE SIGNAGE



VIDEO ADS



RADIO ADS



DIGITAL MARKETING

Utilizes online-based digital technologies (computers, phones, mobile devices, etc.) to promote products and services

By using graphics or video, the message can reach thousands of people digitally in a more cost-effective way.



Education is about **choices**.
At **Mansfield ISD**, we give you more of them.

DISCOVER HOW TODAY





Joint Marketing Opportunities

QUESTIONS?

