

Humble ISD



Open Enrollment Update

June 9, 2026

Limited Open Enrollment

The WHY

★ THE TEXAS TRIBUNE

PUBLIC EDUCATION

Texas public schools see first non-pandemic enrollment drop in decades

By JADEN EDISON

MAY 11, 2026, 11:02 A.M. CENTRAL UPDATED: MAY 11, 2026, 6:28 P.M. CENTRAL

Local News ▾ • Live ▾ Shows ▾ ...

© CBS NEWS

Texas public schools facing decline of 75,000 students this year, TEA says

By Lacey Beasley, Andrea Lucia

Updated May 12, 2026 / 6:15 AM CDT / CBS Texas

FORT BEND

Split Fort Bend ISD board votes to close 7 elementary schools despite outcry from parents

Officials for the sixth-largest school district in Texas said the closures were part of districtwide boundary changes prompted by declining enrollment and a budget deficit.

LOCAL NEWS

Texas birth rate decline outpaces U.S. average

Texas has seen a sharper decline in birth rates compared to the U.S. average, raising concerns over future workforce and school enrollment.

abc 13 EYEWITNESS NEWS 24/7 Live

SCHOOL CLOSURES

Multiple Houston-area school districts announce campus closures, matching national trend



By Lileana Pearson



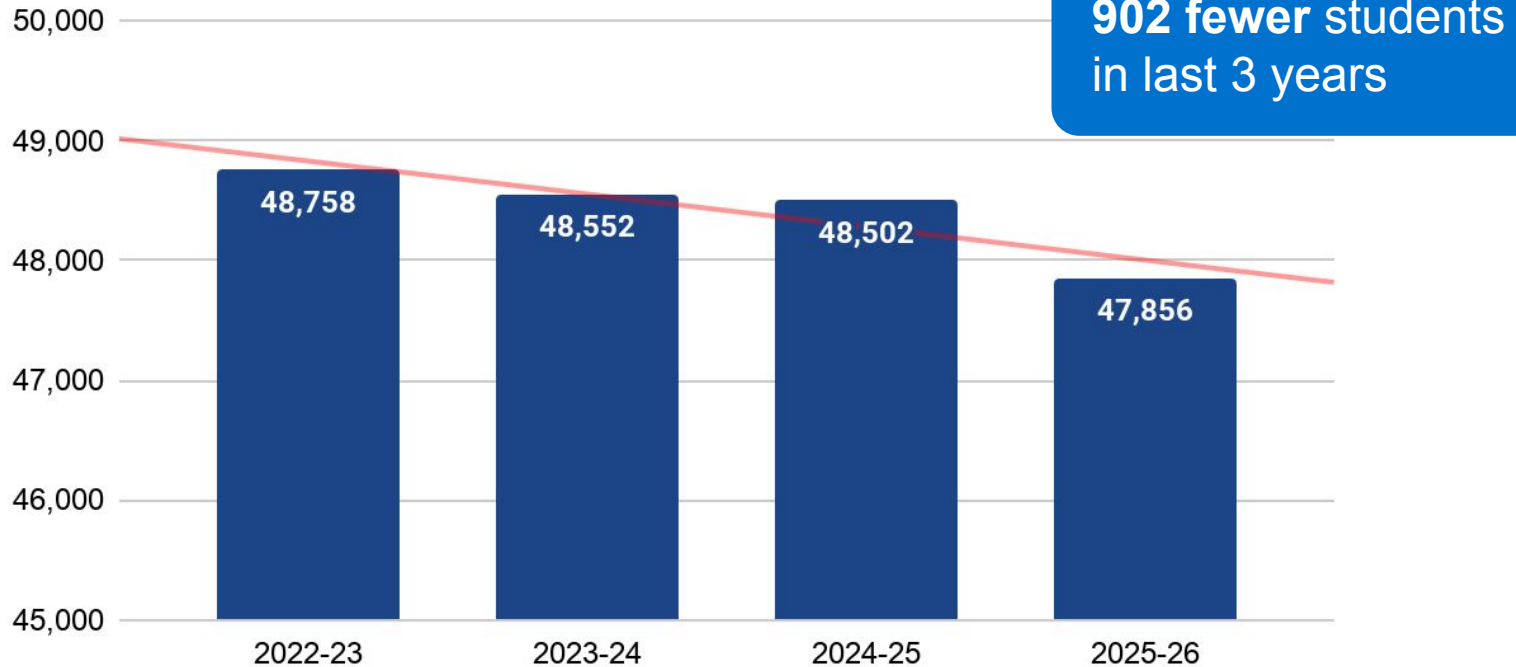
Wednesday, May 20, 2026 6:26PM



Limited Open Enrollment

The WHY

Humble ISD Student Enrollment (Snapshot)



Limited Open Enrollment

The WHY

2025-2026 had
2,718 kindergarteners and 3,460 seniors
(742 less coming in than leaving)

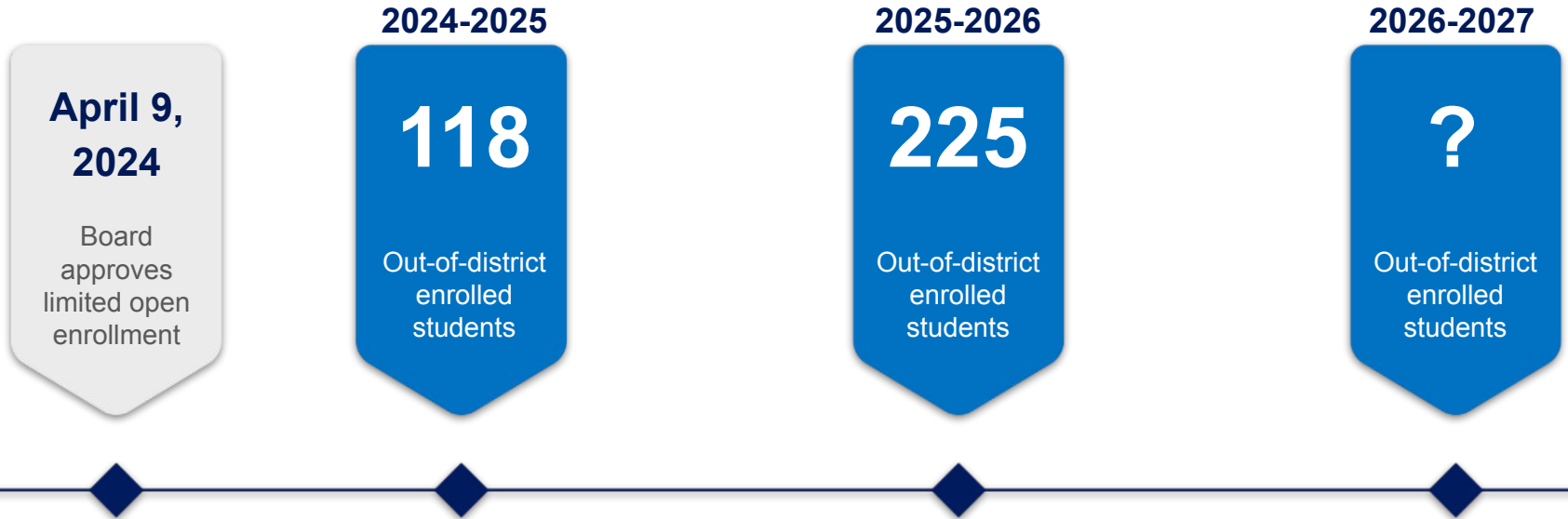
Limited Open Enrollment

The WHY

- Humble ISD has great teachers, facilities and programs that we want to keep in place for all students.
- Open enrollment students generated an average of \$11,377 per student in state funding in 2025-2026.



Limited Open Enrollment Timeline

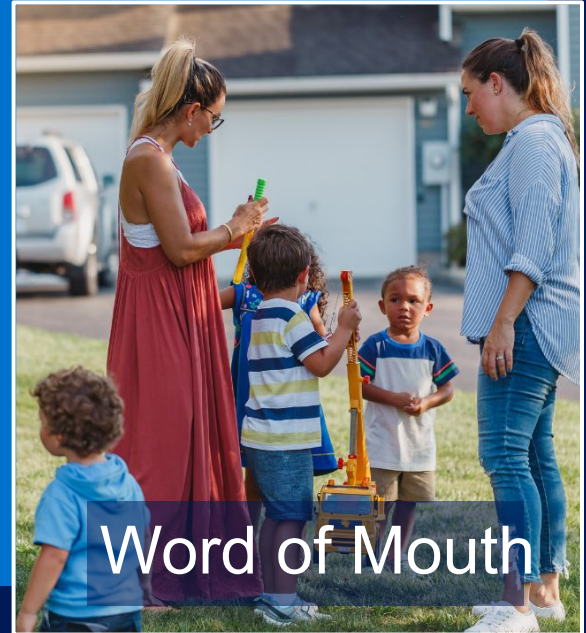


How Did Families Learn About Humble ISD?

Limited Open Enrollment Parent Survey (Oct 2025)



Humble ISD
Website



How Did Families Learn About Humble ISD?

Limited Open Enrollment Parent Survey (Oct 2025)

School
Reputation



Location /
Convenience



Academic
Programs



Limited Open Enrollment

Where Are Students Coming From?

In 2025-2026:

- 103 came from Humble ISD (moved out of the district but stayed in our schools)

Others were primarily from:

- Aldine ISD
- New Caney ISD
- Brand new, out of district kindergarten students never enrolled before in a public school district

2026-2027 New Approach

①

\$0
Application fee

②

Opened more
campuses

③

More strategic
digital marketing

Limited Open Enrollment Campuses for 2026-2027

Elementary (18 of 30)

Autumn Creek*	Oaks
Foster	Park Lakes
Hidden Hollow	Pine Forest
Humble	River Pines
Jack Fields	Shadow Forest
Lakeshore	Timbers
Maplebrook	Whispering Pines
North Bend	Willow Creek*
Oak Forest	Woodland Hills

Middle (9 of 11)

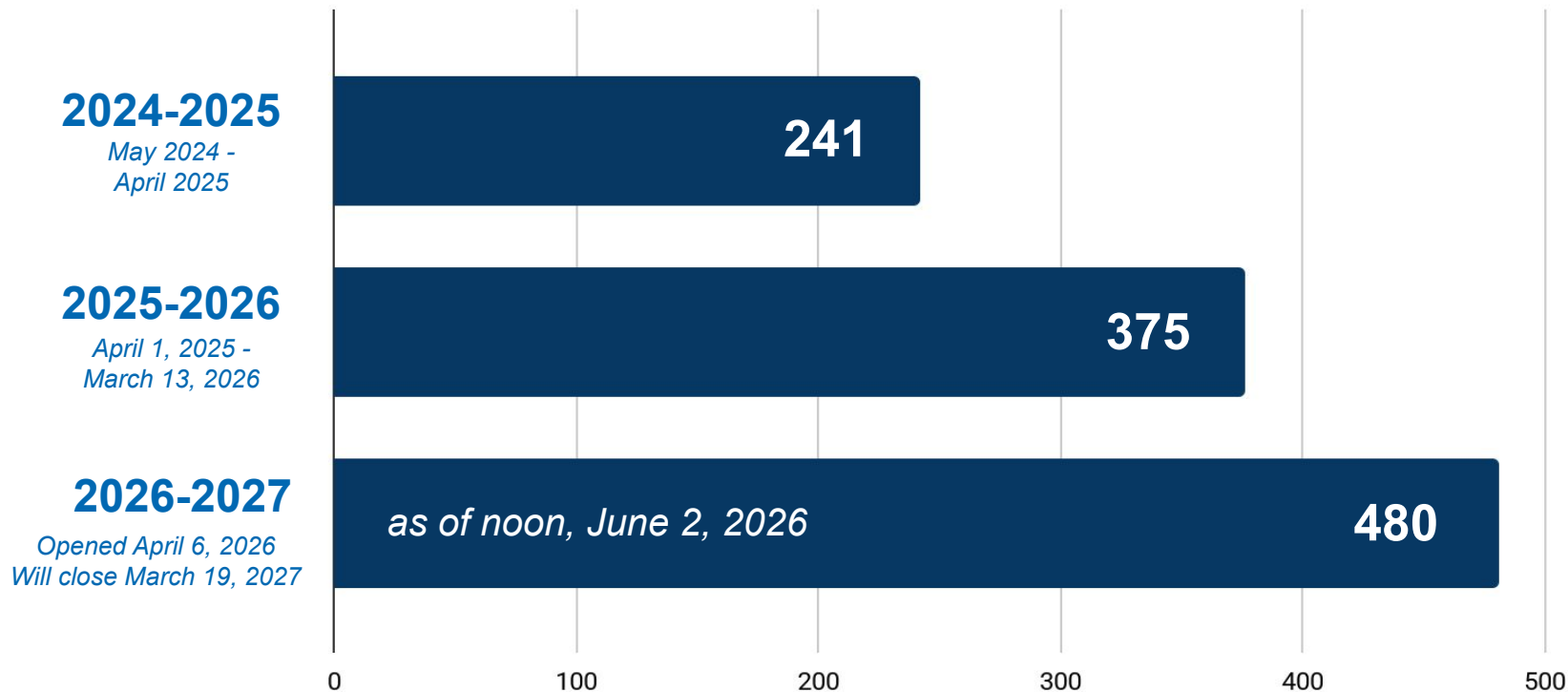
Atascocita
Autumn Ridge*
Humble*
Kingwood
Lake Houston
Riverwood*
Ross Sterling
Timberwood*
Woodcreek*

High (4 of 6)

Atascocita*
Humble*
Kingwood*
Kingwood Park

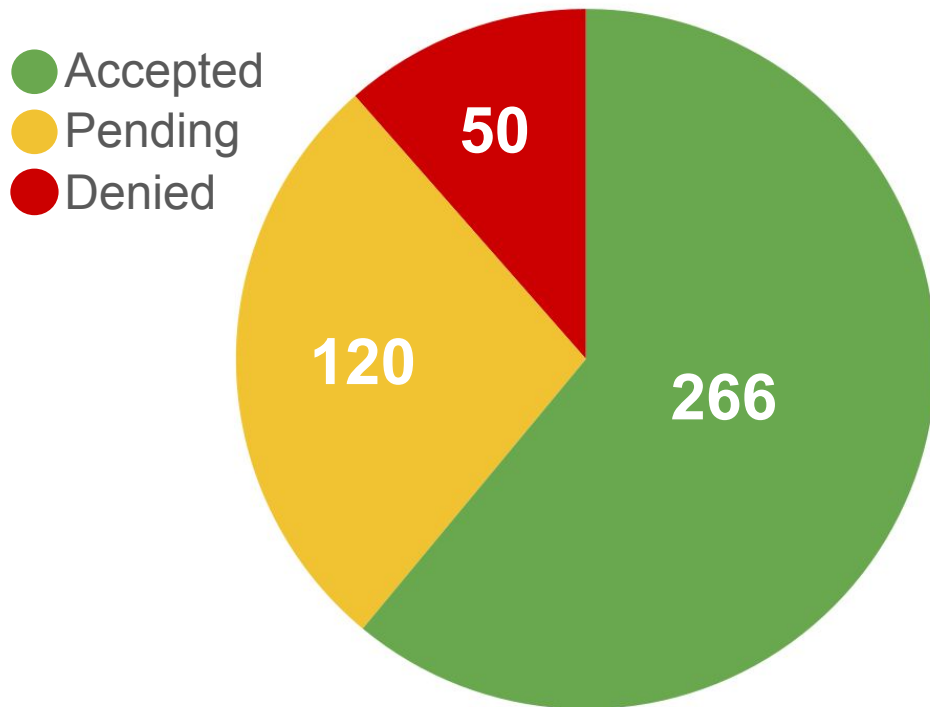
**indicates new to open
enrollment*

Limited Open Enrollment Applications Received



Limited Open Enrollment 2026-2027 Applications Breakdown

as of noon, June 2, 2026

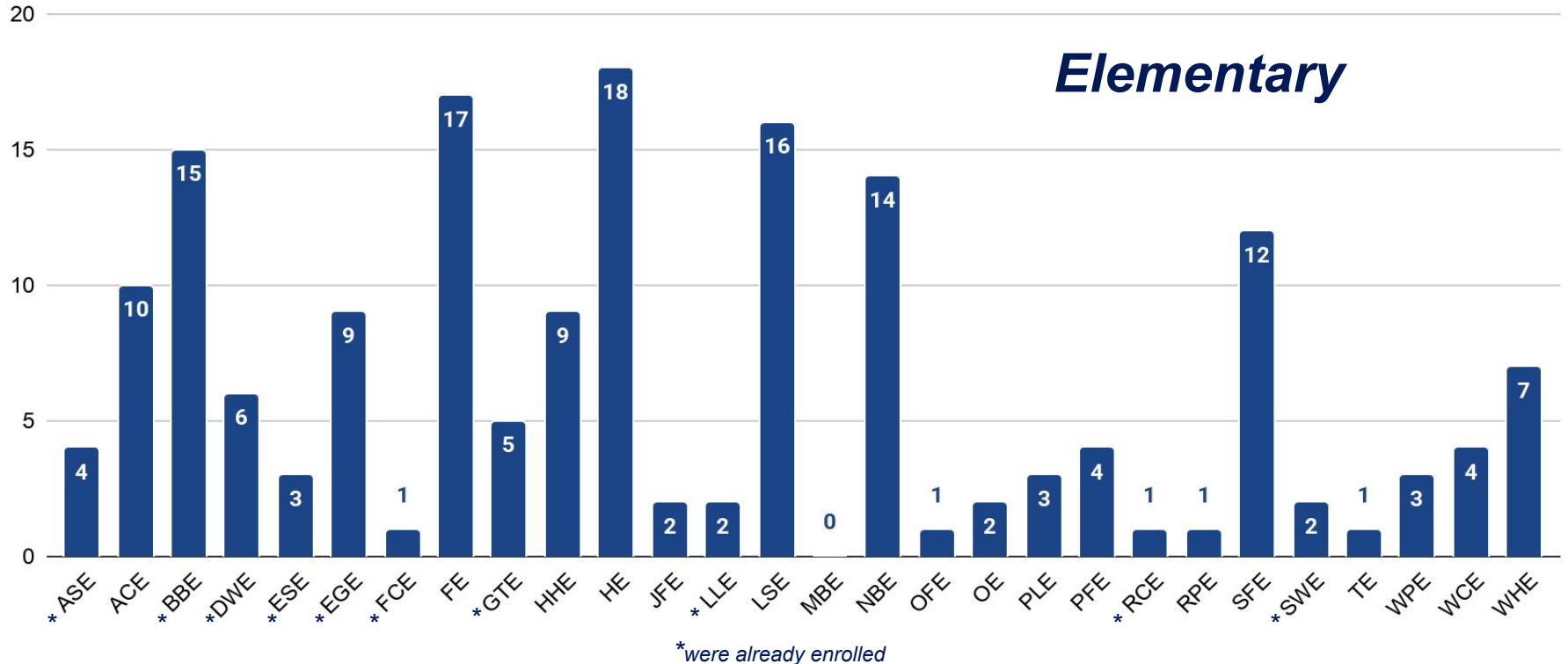


Most Common Reasons for Denial

- Grades
- Attendance
- Discipline

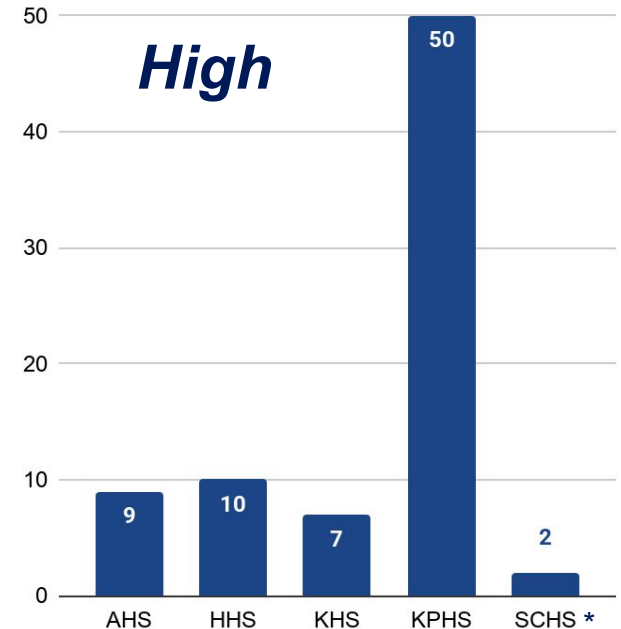
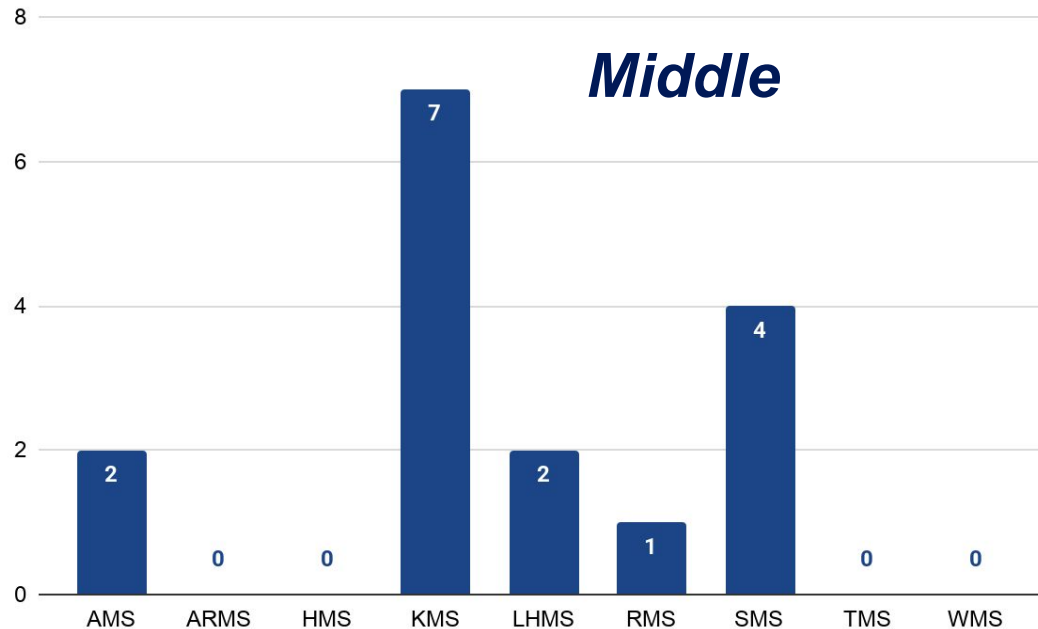
Limited Open Enrollment 2026-2027 Admitted Students by Campus

as of noon, June 2, 2026



Limited Open Enrollment 2026-2027 Admitted Students by Campus

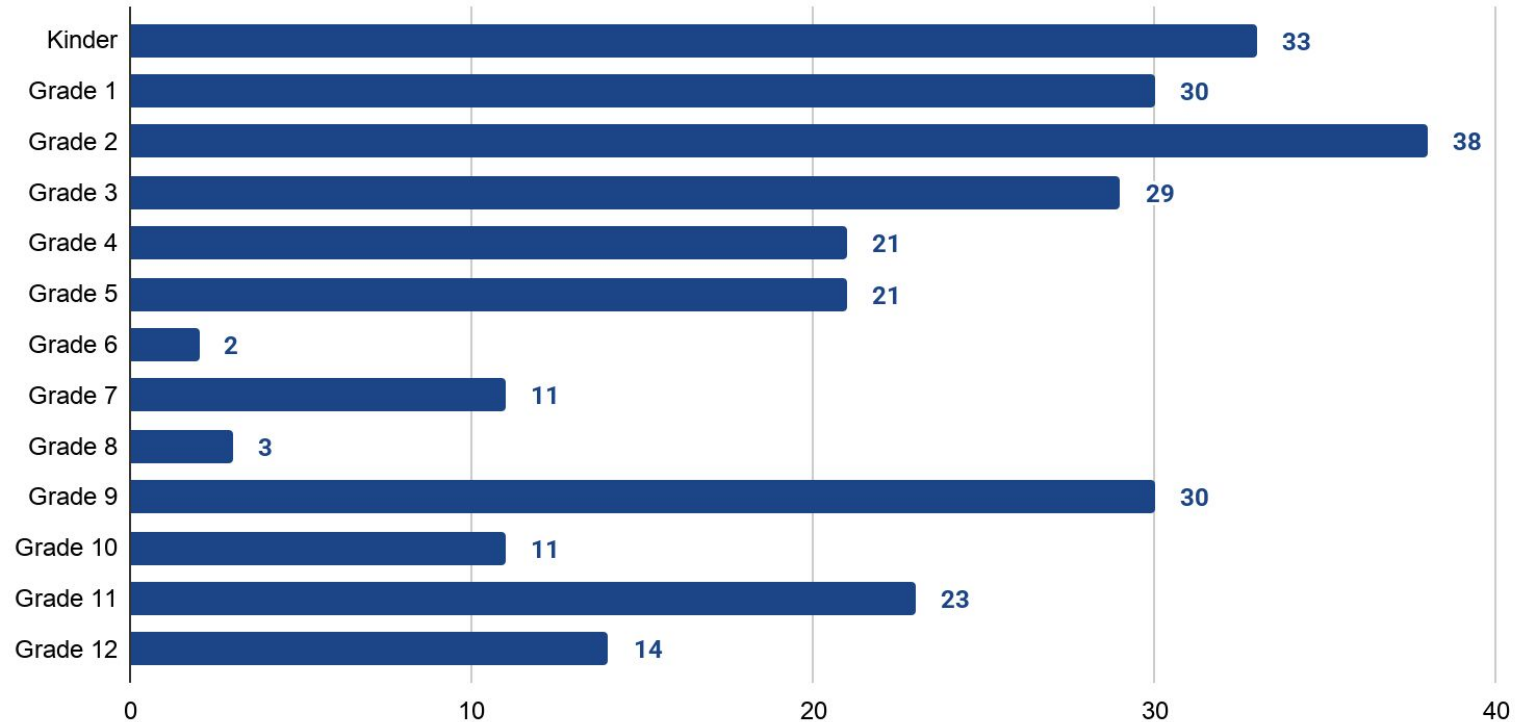
as of noon, June 2, 2026



**were already enrolled*

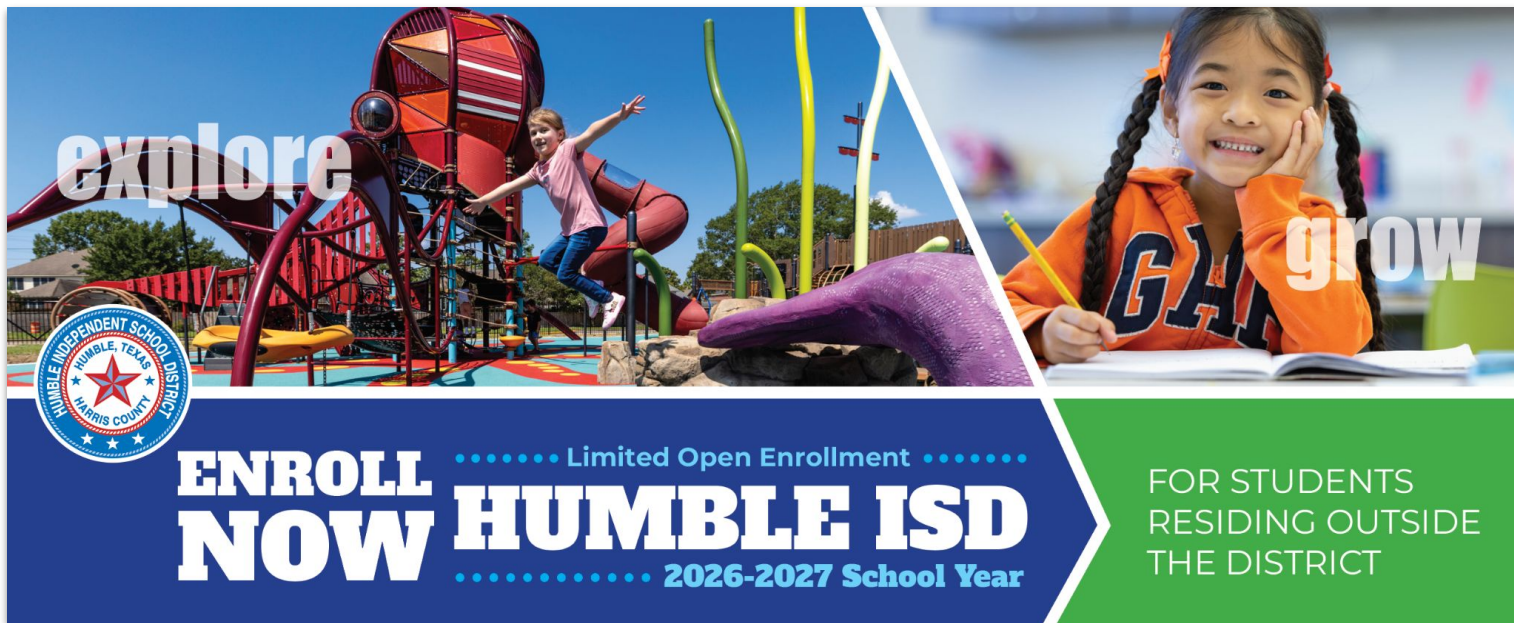
Limited Open Enrollment 2026-2027 Admitted Students by Grade

as of noon, June 2, 2026



Limited Open Enrollment 2026-2027 Print Marketing

POSTCARD



Mailed to **9,913** homes with children living outside Humble ISD

Limited Open Enrollment 2026-2027 Print Marketing

COMMUNITY IMPACT FRONT PAGE STICKER AD

About 10,000 homes:

- Early May / Early June
- New Caney ISD residents



Limited Open Enrollment Strategic Digital Marketing

Awareness:

A great place to learn! LEARN MORE

Conversion:

Don't wait a second longer! ENROLL NOW

Remarketing:

Ready to enroll? Your future starts NOW!

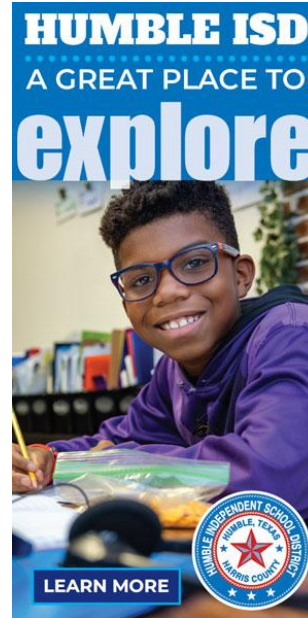
Limited Open Enrollment Digital Display Ads & Videos

- Google Display Ads
 - Microsoft Display Ads
 - Facebook
 - Instagram
 - YouTube
 - Email marketing lists
 - Streaming (Example: Video before news clip)
 - Programming (Example: Commercial break during show on Hulu)
- 



Limited Open Enrollment 2026-2027 Marketing Efforts

Digital ads

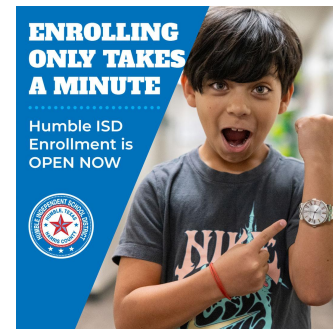


Reels



Limited Open Enrollment 2026-2027 Marketing Efforts

Digital ads



Limited Open Enrollment 2026-2027 Marketing Efforts



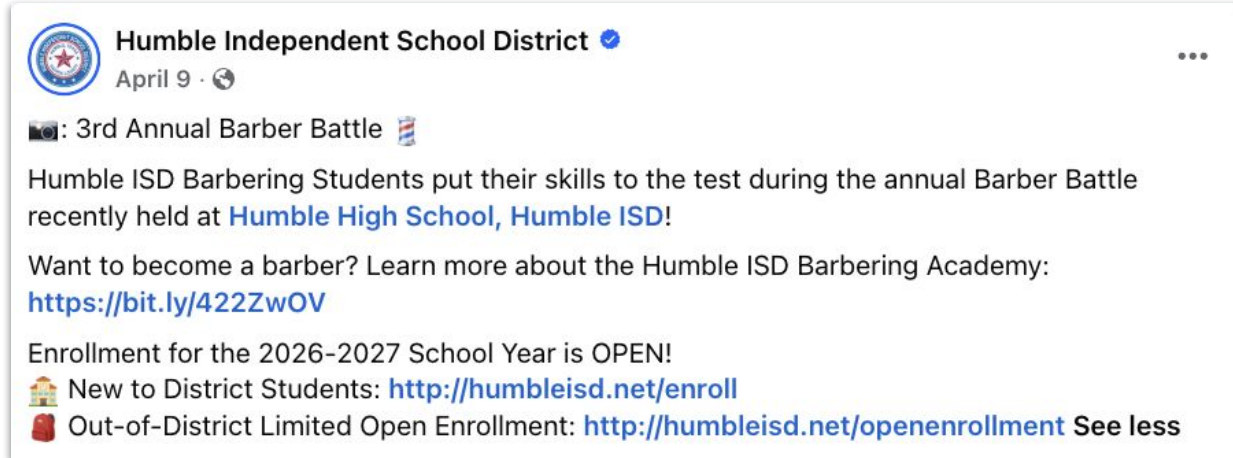
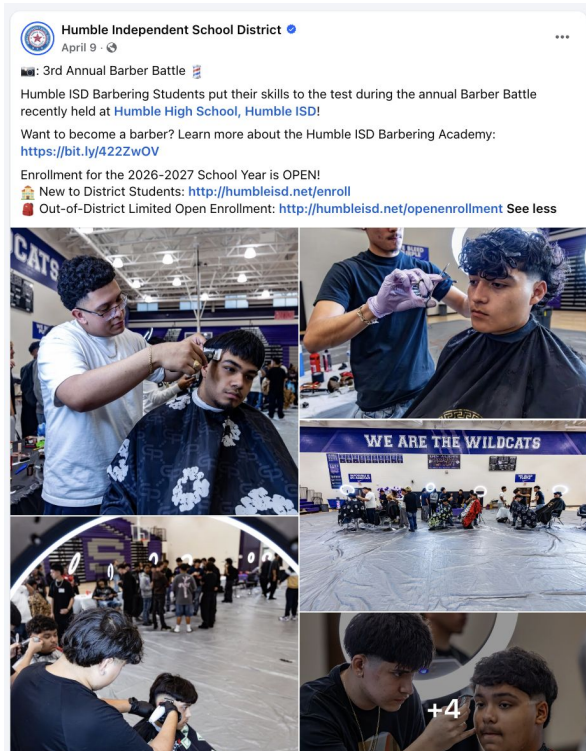
30-second
videos

Limited Open Enrollment 2026-2027 Marketing Costs To Date

- Post Card Mailers
- Community Impact Sticker Ads $\approx$ \$25,000
- Targeted Digital Ads

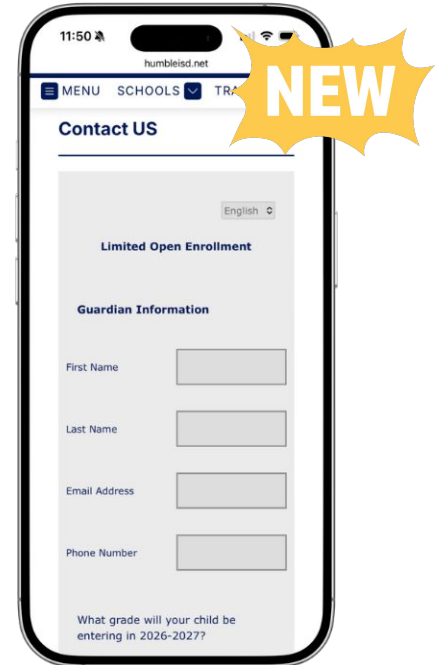
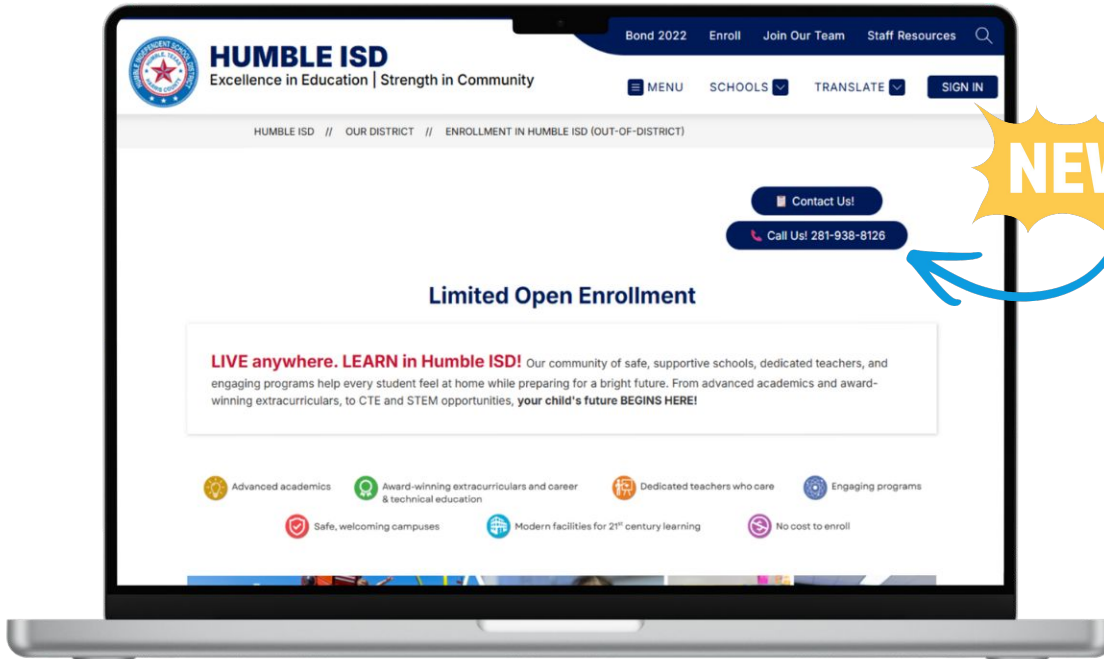
Limited Open Enrollment New Mindset

Utilizing current tools to reinforce
Open Enrollment marketing
all year round



Limited Open Enrollment New Mindset

Website updates included a **Call Us** option and a custom **Contact Us** form



Limited Open Enrollment Revenue

Humble ISD Revenue from Limited Open Enrollment
for 2025-2026

More than **\$2.5 Million**

Parents Appreciate Humble ISD

Limited Open Enrollment Parent Survey (Oct 2025)

The staff is AMAZING!!! Everyone communicates so well. The standards are high but the kids absolutely love school and come home with only positive things to say! Have not met a teacher I didn't love!

The relief of knowing my child is in good hands everyday. I know he is safe and in a great academic environment.

Getting a teacher that truly sees my child.

Thank you for allowing open enrollment. We drive 30 min to and from and it is totally worth it!