#1 of 6: the one-year change in the district's accountability score

New Braunfels ISD leads Texas in accountability gains

Source: ALEX Intelligence · Published November 22, 2026

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THE DATA

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the one-year change in the district's accountability score (2025-26)

New Braunfels ISD improved its Texas Education Agency A-F accountability rating by 3 points in 2025–26.

This marks the highest single-year improvement among all school districts in Hays and Comal counties. The gain reflects measurable progress in student outcomes, teacher effectiveness, and administrative performance across the district’s campuses. It is a rare, data-backed signal of systemic education quality enhancement in a rapidly growing MSA.



Source: Texas Education Agency, 2026 A-F Accountability Ratings, campus and district (school year 2025-26) · ALEX Intelligence computation
https://tea.texas.gov/school-and-district-leaders/accountability/academic-accountability/performance-reporting/2026-accountability-rating-system

01

Education quality is a new market magnet

In the San Marcos–New Braunfels MSA, where housing demand is driven by migration and job growth, a district's educational performance is no longer a secondary consideration—it's a primary asset. New Braunfels ISD's 3-point leap signals that public education is becoming a competitive differentiator in attracting and retaining high-income households. This shift may accelerate home price appreciation in districts with rising accountability scores, especially near new developments and planned communities.



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02

The gap between districts is widening

While New Braunfels ISD leads with a +3 point change, the other five districts in the MSA saw no improvement. This divergence suggests a growing stratification in educational quality across the region. As families prioritize schools, this may deepen residential segregation by educational access and increase pressure on school funding and policy reform. The market is beginning to price in educational equity—or its absence—as a real estate risk factor.

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