



Brownsville Independent School District

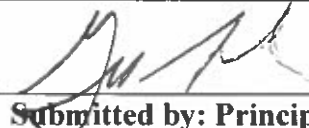
Agenda Category: Conference Presentation Board of Education Meeting: 08/04/26

Item Title: Executive review of high school athletic programs.

	<u>X</u>	Action
		Information
		Discussion

BACKGROUND:

The purpose of this conference presentation is to provide the Board of Trustees and the public with an overview of the evaluation conducted for the athletic programs at the district's six high schools. The presentation will summarize the evaluation process, including the areas that were reviewed and the criteria used during the assessment. The athletic department will share key findings, strengths identified across the programs, and opportunities for continued growth and improvement. The presentation is intended to promote transparency by informing the public of the evaluation results and the district's commitment to providing high-quality athletic programs.


Submitted by: Principal/Program Director

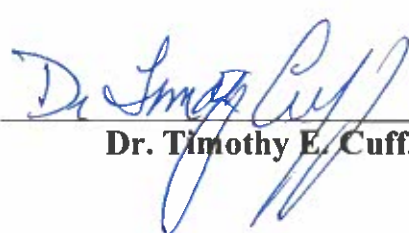
Approved for Submission to Board of Education:

Recommended by: Executive Director

Dr. Nellie Cantu

Approved by: Assistant Superintendent

Nellie Cantu
7/15/2026


Dr. Timothy E. Cuff, Superintendent

When Necessary, Additional Background May Follow This.

2026 ANNUAL REPORT

BROWNSVILLE ISD ATHLETICS

STRATEGIC DIRECTION 2026-2031

A Five-Year Performance Review and Future Vision



Prepared for Dr. Nereida "Nellie" Cantu
Assistant Superintendent for Operations



Presented by Gilbert D. Leal, TAAC
Athletic Director

SIX SCHOOLS... ONE FAMILY



BISD ATHLETIC DEPARTMENT

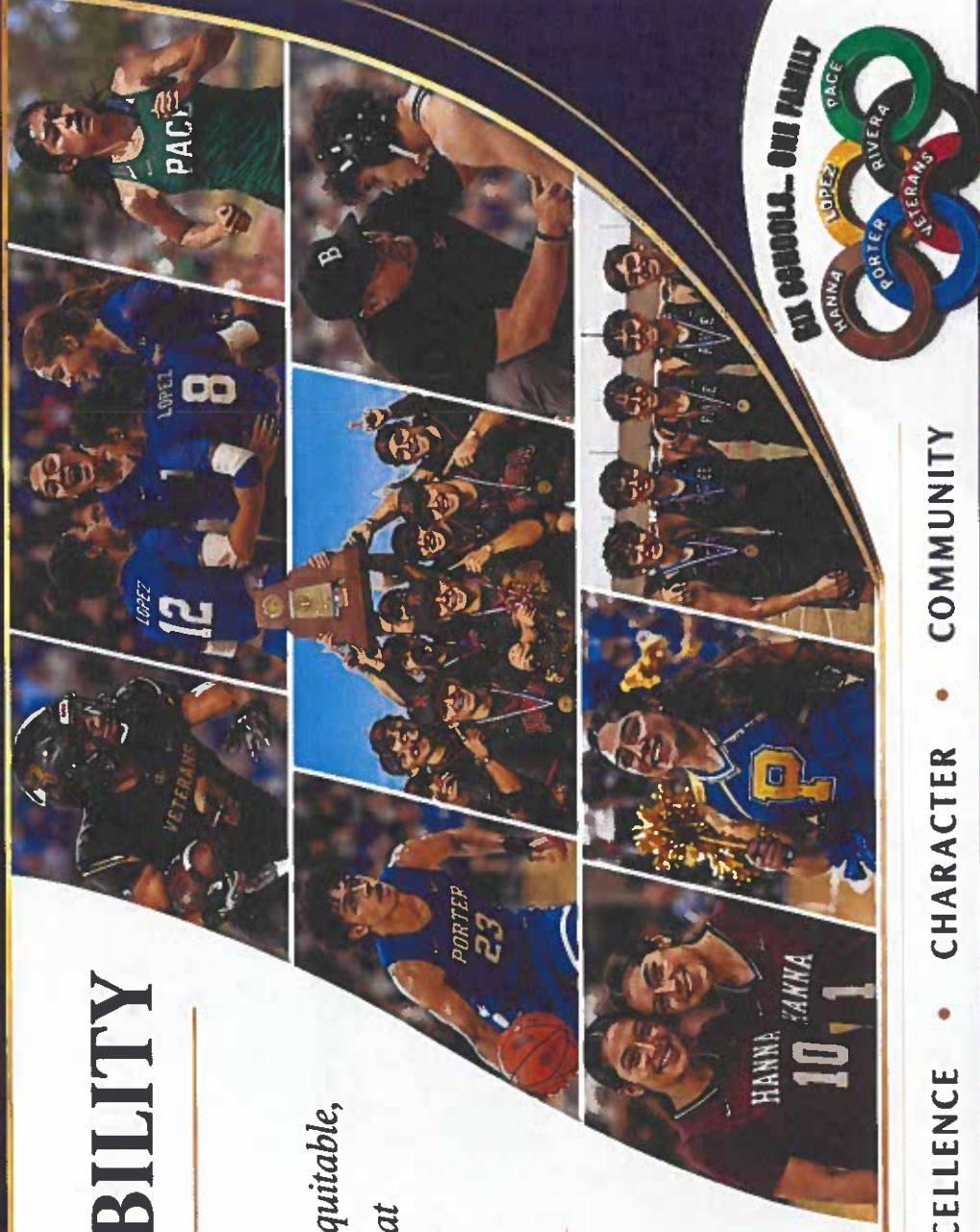


STEWARDSHIP.
ACCOUNTABILITY.
OPPORTUNITY.

OUR RESPONSIBILITY

Brownsville ISD Athletics exists to provide every student-athlete with a safe, equitable, competitive, and educational experience that develops character, leadership, discipline, resilience, teamwork, and pride.

Our responsibility extends beyond winning contests. We are entrusted with developing young people, supporting campuses, serving families, protecting student safety, and preserving athletic traditions that unite the Brownsville community.



OPPORTUNITY • SAFETY • EXCELLENCE • CHARACTER • COMMUNITY



BROWNSVILLE ISD ATHLETICS

2026 ANNUAL REPORT

Strategic Direction 2026-2031

AT A GLANCE

THE SCALE OF OUR IMPACT



“ Providing opportunities today that build stronger communities tomorrow. ”



6,962

STUDENT-ATHLETES

Participating in Athletics

All 6 Comprehensive High Schools



520+

COACHES & SPONSORS

Dedicated to Student Success



16

VARSITY SPORTS

Boys & Girls Combined



10

MIDDLE SCHOOL FEEDER CAMPUSES

Building the Pipeline for Excellence



50+

FACILITIES DISTRICTWIDE

Fields, Gyms, Courts & Complexes



ONE

MISSION

Developing Students. Strengthening Communities.



HANNA
EARLY COLLEGE



LOPEZ
EARLY COLLEGE



PORTER
EARLY COLLEGE



PACE
EARLY COLLEGE



RIVERA
EARLY COLLEGE



VETERANS
MEMORIAL



PURPOSE OF THE REVIEW

This presentation provides the Board of Trustees with an objective five-year review of Brownsville ISD Athletics and establishes a strategic direction for 2026–2031.

1. Review five years of athletic performance across all six high schools.
2. Present objective findings using a consistent evaluation framework.
3. Celebrate district strengths and identify opportunities for improvement.
4. Establish measurable priorities for continuous improvement.
5. Recommend a strategic direction for Brownsville ISD Athletics through 2031.

OUR REVIEW PROCESS



Built on evidence.
Focused on students.
Guided by strategy.



OUR EVALUATION FRAMEWORK

Every campus was reviewed using the same objective standards.



Consistent measures create consistent expectations.



FIVE-YEAR PERFORMANCE REVIEW

2021–2026

OUR REVIEW PROCESS

This review examined five years of athletic performance across Brownsville ISD's six high schools to identify trends, celebrate strengths, recognize opportunities, and establish the foundation for the district's 2026–2031 strategic direction.



2021 2022 2023 2024 2025 2026



EVERY
VARSITY SPORT



EVERY
HIGH SCHOOL PROGRAM



PERFORMANCE
TRENDS



STUDENT
PARTICIPATION



SAFETY &
SPORTSMANSHIP



Evidence informs strategy. Strategy guides action.

DISTRICTWIDE OBSERVATIONS

What the five-year review revealed across Brownsville ISD Athletics

DISTRICT STRENGTHS

-  1. Strong student participation across all six high schools
-  2. Broad athletic offerings provide opportunities for a wide range of students
-  3. Multiple programs demonstrate sustained competitive success
-  4. Districtwide systems support operations, compliance, and event management
-  5. School pride and community support remain strong across campuses

DISTRICT OPPORTUNITIES

-  1. Increase competitive consistency across all sports and campuses
-  2. Strengthen program depth beyond traditionally strong programs
-  3. Expand leadership development for athletic coordinators and head coaches
-  4. Continue improving sportsmanship, safety, and culture systems
-  5. Align future facility investments with participation and long-term needs



◆ *Protect what is working. Strengthen what can improve. Build systems that sustain success.* ◆

DISTRICT STRATEGIC THEMES

What the five-year review suggests for the next phase of Brownsville ISD Athletics



CAMPUS PERFORMANCE PROFILES

A standardized five-year review of Brownsville ISD's six comprehensive high schools



HANNA
EARLY COLLEGE



PORTER
EARLY COLLEGE



PACE
EARLY COLLEGE



RIVERA
EARLY COLLEGE



LOPEZ
EARLY COLLEGE



VETERANS
MEMORIAL

Each campus was reviewed using the same evaluation framework to ensure consistency, fairness, and objective analysis.



Five-year athletic
performance trends



Program strengths,
opportunities, and
support priorities



Aligned to Brownsville ISD
Athletics Strategic Direction
2026–2031



Hanna Campus Profile

Current performance snapshot and five-year strategic focus



HANNA

1,239

STUDENT-ATHLETES

Developing

TREND

2.65 → 2.35

RATING MOVEMENT

SUSTAIN / BUILD

- Boys Basketball maintained high performance and improved district standing
- Softball moved into playoff contention
- Tennis and Girls Powerlifting remain important strengths

STRATEGIC SUPPORT

- Football and Volleyball require targeted rebuilding
- Girls Soccer, Boys Golf, and Track need competitive reset
- Increase program depth across 5A opportunities

2026-2031 PRIORITIES

- Campus athletic improvement plan
- Feeder alignment and participation growth
- Support struggling programs with measurable benchmarks

UIH
5A

Priority: rebuild struggling programs while protecting top performers.

Porter Campus Profile

Current performance snapshot and five-year strategic focus



PORTER

UIL
5A

899

STUDENT-ATHLETES

Advancing

TREND

2.21 → 2.60

RATING MOVEMENT

SUSTAIN / BUILD

- Football showed major turnaround and playoff qualification
- Boys Soccer established district dominance
- Girls Powerlifting, Baseball, and Boys Track are growing

STRATEGIC SUPPORT

- Softball needs a rebuild plan
- Cross Country and Volleyball require stabilization
- Continue improving basketball and swimming consistency

2026-2031 PRIORITIES

- Protect football and soccer momentum
- Scale best practices across programs
- Develop mid-tier sports into playoff contenders

Priority: sustain the district's strongest growth model while balancing all sports.

Pace Campus Profile

Current performance snapshot and five-year strategic focus



PACE

955

STUDENT-ATHLETES

Mixed / High Ceiling

TREND

2.47 → 2.30

RATING MOVEMENT

SUSTAIN / BUILD

- Softball produced an elite transformation
- Girls Basketball advanced to playoff level
- Football, Baseball, and Girls Track showed growth

STRATEGIC SUPPORT

- Boys Basketball lost district competitiveness
- Boys and Girls Soccer need restructuring
- Swimming, Tennis, and Boys Track need stabilization

2026-2031 PRIORITIES

- Sustain softball excellence
- Strengthen soccer and basketball pipelines
- Build consistency across middle-tier programs

III
5A

Priority: convert high-impact growth into consistent campuswide competitiveness.

Rivera Campus Profile

Current performance snapshot and five-year strategic focus



991

STUDENT-ATHLETES

Top-Heavy

TREND

3.15 → 2.80

RATING MOVEMENT

UIL
5A

SUSTAIN / BUILD

- Girls Soccer made a major breakthrough
- Volleyball and Powerlifting remain elite-level strengths
- Baseball and Boys Soccer are strong competitive programs

STRATEGIC SUPPORT

- Golf program loss requires urgent reinstatement
- Football and Track require program redesign
- Tennis, Softball, and Girls Swimming need support

2026-2031 PRIORITIES

- Restore program depth
- Protect elite programs
- Rebuild at-risk sports with systems and staffing support

Priority: protect elite programs while restoring program depth and stability.

Lopez Campus Profile

Current performance snapshot and five-year strategic focus



LOPEZ

1,091

STUDENT-ATHLETES

Priority Support

TREND

2.82 → 2.18

RATING MOVEMENT

SUSTAIN / BUILD

- Volleyball became a top-tier district competitor
- Girls Swimming improved district finish
- Girls Track added postseason qualification

STRATEGIC SUPPORT

- Baseball experienced the largest negative shift
- Football and Girls Basketball lost playoff status
- Cross Country participation and Tennis competitiveness need rebuilding

2026-2031 PRIORITIES

- Full program rebuild in priority sports
- Reinstate and stabilize participation pipelines
- Use Volleyball and Girls Swimming as anchors

UIL
5A

Priority: rebuild program depth, restore top sports, and stabilize participation.

Veterans Memorial Campus Profile

Current performance snapshot and five-year strategic focus



1,787
STUDENT-ATHLETES

Stable Leader
TREND

3.30 → 3.21
RATING MOVEMENT

SUSTAIN / BUILD

- Highest participation in the district
- Volleyball and Boys Soccer reached championship level
- Tennis, Powerlifting, Baseball, and Girls Soccer remain strong

STRATEGIC SUPPORT

- Girls Basketball and Swimming need rating consistency
- Cross Country depth weakened
- Football should return to top-tier district position

2026-2031 PRIORITIES

- Protect elite programs
- Rebuild middle-tier depth
- Use campus systems as district model

UIL
6A

Priority: protect the district benchmark while restoring middle-tier depth.

Sportsmanship, Safety & Culture

From incident response to prevention systems

65 **Two-Year Incident Study**
65 total documented incidents across two school years; player behavior accounted for the highest volume.

✓ **District Prevention Focus**
Teach emotional control, official interaction, spectator expectations, and documented review after each incident.

→ **2026-27 Target**
Reduce total incidents by 25%, reach zero coach ejections, and complete 100% of 48-hour reviews.

1 **Official Interaction**
Only the head coach or designated coach communicates with officials.

2 **Retaliation Prevention**
No contact, call, or opponent action gives permission to retaliate.

3 **Spectator Control**
Visible administration, warning/removal process, and clear communication plan.

4 **48-Hour Review**
Every ejection triggers documented teaching, correction, and follow-up.

Sportsmanship is a safety issue, a culture issue, and a leadership issue.

Strategic Direction 2026-2031

Six pillars that guide the next five years

1 Student Experience
Opportunity, access, belonging, and leadership development

2 Competitive Excellence
Playoff growth, program depth, and sustained success

3 Leadership Excellence
Coordinators, head coaches, mentoring, and accountability

4 Safety & Compliance
UIL systems, EAPs, heat protocols, and eligibility

5 Sportsmanship & Culture
Texas Way, contest atmosphere, and character

6 Facilities & Resources
Stewardship, modernization, and long-term planning

The plan moves BISD Athletics from annual reaction to long-term strategic execution.

Five-Year Implementation Roadmap

A staged path from baseline systems to sustained improvement

2026-27

1

Establish dashboard, campus reviews, sportsmanship standards, and leadership expectations.

2027-28

2

Expand coaching development, feeder alignment, and priority support plans.

2028-29

3

Measure competitive growth, continue facility progress, and strengthen program depth.

2029-30

4

Evaluate districtwide progress and recalibrate priorities based on annual dashboard trends.

2030-31

5

Complete strategic plan review and present the next five-year direction to the Board.

Annual review will keep the plan transparent, measurable, and aligned to student needs.

Measuring Success

An annual dashboard for continuous improvement

1

Student Opportunity

Participation by campus, sport offerings, retention, and access

2

Competitive Excellence

Playoff qualifiers, district champions, regional/state advancement

3

Leadership Systems

Campus reviews, coordinator development, coaching stability

4

Sportsmanship & Culture

UIL incidents, ejections, Texas Way, 48-hour reviews

5

Facilities & Resources

Projects completed, maintenance progress, long-range needs

6

Community Engagement

Attendance, partnerships, recognition, alumni and family engagement

A rolling annual report will allow the Board to monitor progress year after year.

Board Action & Closing

Approving a five-year strategic direction for BISD Athletics

Recommendation

Administration recommends that the Board of Trustees approve the Brownsville ISD Athletics Strategic Direction 2026-2031 as the guiding framework for athletic programming, leadership development, facility planning, student opportunity, safety, sportsmanship, and continuous improvement.

STEWARDSHIP

ACCOUNTABILITY

OPPORTUNITY



One Department • One Standard • One Future