



Long Range Planning Team

Meeting 2

September 18, 2025



Tonight's Agenda

- ✓ Meeting #1 Recap
- ✓ SWOT Analysis
- ✓ Current Facility Assessment
- ✓ Instruction/Program Highlights
- ✓ Student Experience
- ✓ Revisit SWOT
- ✓ Closing and Questions



Meeting #1 Recap

- ✓ State of the District
- ✓ Demographic Report
- ✓ School Finance 101
- ✓ Our Why
- ✓ Postcard Activity
- ✓ Process Overview



District's Population Overview

Median Age

35.5

Years



School Aged

18%



Median Home Value

\$227,500



Total Population

29,582



Mean Commute Time

37.2

Minutes



Bachelor's Degree +

18%



Median Income

\$88,087

A Total of 49 Postcards Collected



To Leave a Legacy in Crosby ISD...

What values should guide the district's long-term decisions?

How do you envision Crosby ISD in 10-20 years?

What challenges do you foresee in creating a lasting impact, and how can they be overcome?



PLEASE FILL OUT

Name _____

Phone # _____

Email _____



To Leave a Legacy in CISD...

What values should guide the district's long-term decisions?

The word cloud (pictured right) contains the most frequently mentioned value concepts.
Larger words = higher number of mentions

How do you envision CISD in 10, 20 years?

- A top-tier district recognized for strong academics and vocational programs.
- A diverse, welcoming district where every student is supported.
- Big-school offerings with a small-town feel; access to technology, career, and extracurricular opportunities.
- Well-planned campuses that prevent overcrowding and allow sustainable expansion.
- A cohesive, goal-oriented district with shared pride and involvement.





SWOT Analysis for CISD

Dr. Robby McGowen

What is a SWOT Analysis?

A strategic planning tool that helps identify an organization's internal and external factors, and how they relate to each other.

- ✓ **STRENGTHS**
- ✓ **WEAKNESSES**
- ✓ **OPPORTUNITIES**
- ✓ **THREATS**

✓ Strengths

What the organization does well, and what unique resources it has.



✓ Opportunities

What opportunities are available, and what trends the organization could take advantage of.



Weaknesses ✓

What could be improved, and where the organization has fewer resources than others.



Threats ✓

What threats could harm the organization, and what its competition is doing.





Current Facility Assessment

Robert Heniff, Chief Financial Officer

Lemond Mitchell, Executive Director of Operations

Facilities Assessment

District Information:

-  **Main Address:** 14670 FM 2100
-  **Total Square Footage:** 1,192,020 SF
-  **Assessed Needs Cost:** \$92,963,180 - \$107,760,000
-  **Elementary – Enrollment / Capacity:** 3,390 / 3,750
-  **Middle – Enrollment / Capacity:** 1,578 / 1,525
-  **High – Enrollment / Capacity:** 2,223 / 2,837

Building	Date Built	Age
Kindergarten Center	1998	27
Barrett Elementary	1990	35
Crosby Elementary	1982	43
Drew Elementary	1990	35
Newport Elementary	1990	35
Crosby Middle School	1974	51
Crosby High School	2016	9

Crosby Kindergarten Center

Campus Information:



Built: 1998



Square Footage: 79,000 SF



Enrollment/Capacity: 642 / 750



Needs (\$9,503,000 - \$10,929,000)

- Roof
- Boiler



Improvements

- Lighting
- Electrical Phase Protection



Barrett Elementary

Campus Information:



Built: 1990, major renovations 1998, 2003, 2017



Square Footage: 75,000 SF



Enrollment/Capacity: 631 / 750



Needs (\$9,920,660 - \$11,409,000)

- Roof



Improvements

- Lighting
- Paint



Crosby Elementary

Campus Information:



Built: 1982, addition and renovations 1998 and 2003



Square Footage: 105,000 SF



Enrollment/Capacity: 658 / 750



Needs (\$11,818,500 - \$13,524,000)

- Front Canopy
- Roof
- Boiler



Improvements

- Chillers
- Water Pumps
- Lighting
- Building Automation
- Electrical Phase Protection



Drew Elementary

Campus Information:



Built: 1990, additions 1998, addition / renovations 2003



Square Footage: 95,000 SF



Enrollment/Capacity: 748 / 750



Needs (\$11,256,200 - \$13,865,000)

- Roof
- Boiler



Improvements

- Security Vestibule
- Chillers
- Lighting
- Building Automation



Newport Elementary

Campus Information:



Built: 1990, major renovations 1998, 2003, 2017



Square Footage: 75,000 SF



Enrollment/Capacity: 631 / 750



Needs (\$9,041,880 - \$10,398,000)

- Roof



Improvements

- Lighting
- Paint



Crosby Middle School

Campus Information:

-  **Built: 1974, major additions / renovations 1998**
-  **Square Footage: 286,000 SF**
-  **Enrollment/Capacity: 1575 / 1525**
-  **Needs (\$38,204,100 - \$43,933,000)**
 - Roof
 - Boiler
 - Cooling Tower
-  **Improvements**
 - Foundation
 - Chillers
 - Water Pumps
 - Lighting
 - Building Automation
 - Electrical Phase Protection



Crosby High School

Campus Information:



Built: 2016, major addition ongoing 2025



Square Footage: 501,000 SF



Enrollment/Capacity: 2,223 / 2,837



Needs (\$3,715,000 - \$3,966,000)

- **Baseball/Softball turf replacement**



Improvements

- **Parking**
- **Electrical Phase Protection**



FACILITY ASSESSMENT COST SUMMARY

	Critical Failure	Life Cycle Pre-Critical	Code & Safety Upgrade	Life Cycle Renovation Ready	Renovation Ready
ELEMENTARY	\$0	\$19,554,000 to \$24,062,000	\$5,005,900 to \$5,758,000	\$4,042,000 to \$4,693,000	\$17,990,380 to \$21,641,000
MIDDLE SCHOOL	\$0	\$18,427,000 to \$21,494,000 + TBD*	\$4,196,000 to \$4,825,000	\$1,123,000 to \$1,290,000	\$13,784,000 to \$15,963,000
HIGH SCHOOL	\$0	\$0	\$25,000 to \$29,000	\$710,000 to \$816,000	\$3,270,000 to \$3,769,000

**REFERENCE FULL FACILITY ASSESSMENT REPORT FOR FURTHER DETAILS.
RANGES REFLECT AN ADDITIONAL 5% PER YEAR, ASSUMING CONSTRUCTION
BEGINS SOMETIME IN 2026 FROM THE DATE OF THE REPORT*



Red Barn & Old Administration Building

Dr. Paula Patterson

Renovations

- Red Barn
 - Built in 1972
 - No major renovations
 - Athletes are students
- Old Administration Building
 - Built in 1957
 - Renovations in 2013-2014
 - Functioned as administration building until 2019
 - Environmental issues were found
 - 2019 financial challenges



Old Administration Building

- Building is sitting vacant and dilapidated
- Waste of taxpayer dollars
- Highly likely that building would have been repaired in 2019 if the financial challenges had not existed



FAQs

- **Why use fund balance for these projects?**
 - Fund balance is likened to your personal savings account.
 - Savings accounts are for unexpected expenses (home repair, car repair, etc.).
- **Have taxpayers weighed in about an administration building?**
 - Yes. In the 2017 bond, taxpayers approved for the administration building to be converted into an alternative school and for CKC to be converted into an educational support center.
- **What else could the district use \$12M for instead of renovating the two buildings?**
 - Not enough for a school building
 - Should NOT be used for staff raises
 - Is most appropriate for one-time expenses
- **What has the district done to address other needs in the district?**
 - CHS expansion
 - Sixth grade campus
 - HVAC replacements
 - Roof replacements
 - Marquee sign replacements
 - Playground upgrades
 - CHS parking lot expanded

The District has several facility needs. We must find a way to meet all the needs.





Instructional Program Highlights

Jewel Whitfield, Assistant Superintendent
of Administration

District Initiatives

- **Better Instruction**
- **More Time On Task**
- **Write A Little, A Lot**



Better Instruction

We will provide:

- Clear objectives and student outcomes
- Active learner engagement
- Formative and summative assessment

By doing the following:

- TEKS Deconstruction
- Scripted Questioning
- Checking for Understanding



More Time On Task

We will provide:

- Opportunities to practice essential skills
- Protected instructional time

By doing the following:

- Maximize engaged learning time
- Minimize classroom distractions and transitions
- Use data to monitor and improve instruction



Write A Little, A Lot

We will provide:

- Students with opportunities to write in all classes each day
- Opportunities to organize, clarify, defend, refute, analyze, connect, and or expand on ideas and concepts

By doing the following:

- Exit tickets
- Short Constructed Responses (SCR)
- Shared Writing
- Power Writing
- Writing from Sources



Fundamental Five

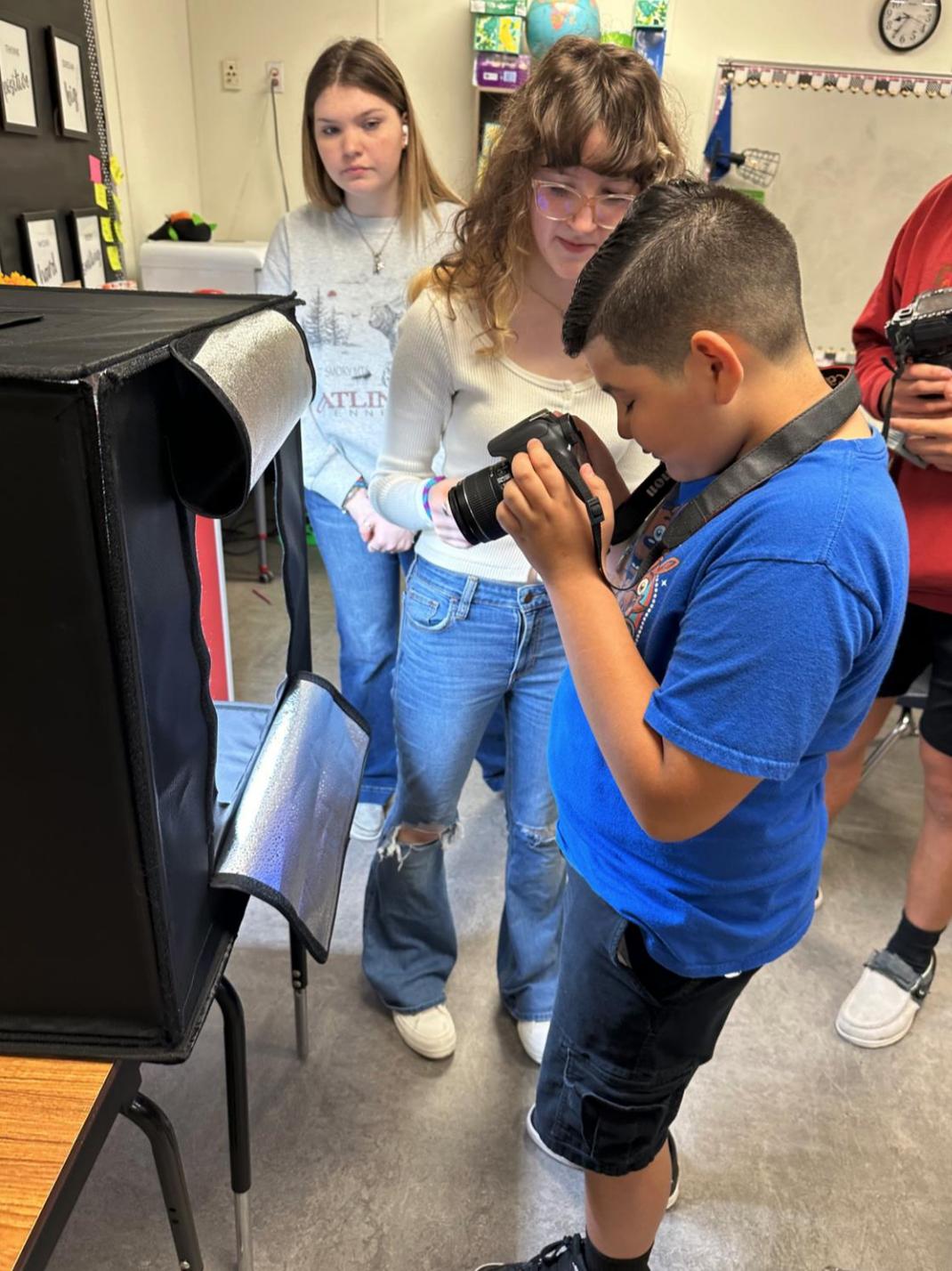
5 strategies that teachers should implement in their classroom to improve rigor, relevance, and student performance:

- Framing the Lesson
- Power Zone
- Frequent Small Group Purposeful Talk (FSGPT)
- Recognize and Reinforce
- Critical Writing



Empowering Futures: CTE in Our District



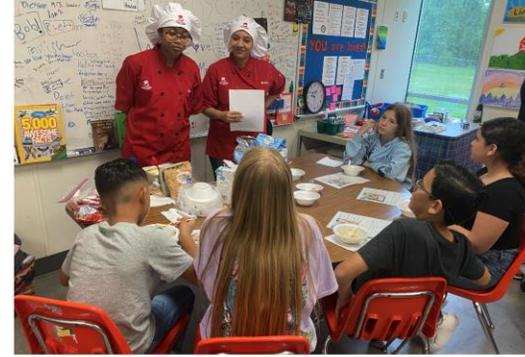


Introduction

Career and Technical Education (CTE) programs provide students with practical skills, real-world experiences, and a head start in establishing a successful career in various technical and vocational fields.

CTE at a Glance

- 11 CTE Pathways
- Aligned IBCs in each Program of Study
- 3 Endorsement Options:
 - Business & Industry
 - Public Service
 - STEM
- Leadership & Involvement
 - Cougar Catering
 - Red Rose
 - Chick-fil-A Leader Academy
- CTE teachers
 - 16 HS, 10 MS



Programs of Study

- Each career pathway must meet 2 of 3 criteria:
 - High skill
 - High wage
 - In high demand
- Career & Technical Student Organization (CTSO) membership
- Advisory Committee meeting
- Attainment of:
 - College credit
 - Industry-Based Certification (IBC)
 - Enrollment in a registered apprenticeship



Programs of Study



- **Business Management**
 - Entrepreneurship and Small Business, Microsoft Word Expert
- **Digital Communications**
 - Digital Video Production Foundation
- **Graphic Design & Multimedia**
 - Adobe Photoshop, Adobe InDesign
- **Applied Agricultural Engineering**
 - NCCER Core, AWS D1.1 Structural Steel
- **Carpentry**
 - NCCER Core
- **Plant Science**
 - Texas State Florist Association Knowledge-Based
- **Animal Science**
 - Elanco Fundamental of Animal Science, Equine Management & Evaluation Certification
- **Culinary Arts**
 - ServSafe Manager
- **Healthcare Therapeutic**
 - Certified EKG, Patient Care Technician, Phlebotomy Technician
- **Teaching and Training**
 - Educational Aide I
- **Engineering**
 - Autodesk Fusion 360, Engineering Technology Foundations

Growing Together: Student Groups & Clubs





Elementary

- District Spelling Bee
- Robotics Clubs
- Elementary Honor Society
- Book Club
- Cheer
- Running Clubs
- Garden Club
- Ballet Folklorico
- Ag Adventure Day
- G/T EXPO







Middle School

- Star Steppers
- National Junior Honor Society
- Library Club
- Cheer
- Student Council
- Yearbook Club
- Chick-fil-A Leadership Club
- Band





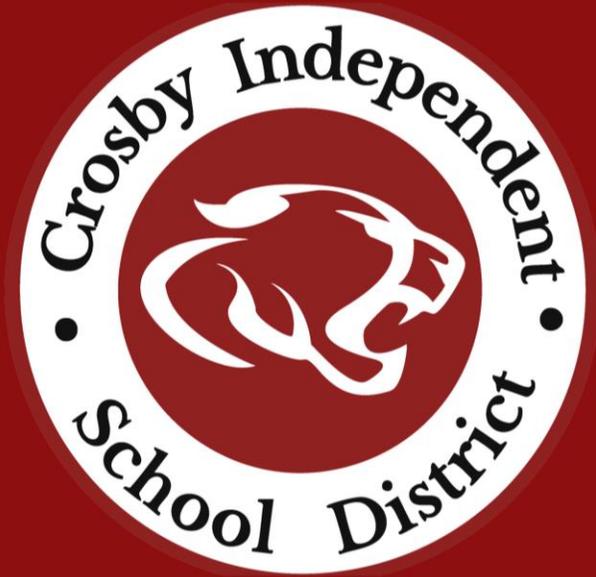


High School

- JROTC
- Cheer
- Cougar Stars
- Leo Club: Cruz
- Bass Club: Ivey
- UIL Academics: Monk
- UIL One Act Play: Blanchard
- National Honor Society
- National Art Honor Society
- Mu Alpha Theta: Londene
- Big Red Machine: Knight
- Cougar Compadres: Mitchell
- National Science Honor Society: Gable







Student Panel

Dr. Paula Patterson



Audrey Mesidor



Lainey Duke



Zachary Gutierrez



Maelene Barrett



Om Patel

CHS Student Experience
Moderated by Dr. Paula Patterson and Austin Eilers





SWOT Analysis for CISD (Revisited)

Dr. Robby McGowen

✓ **Strengths**

What the organization does well, and what unique resources it has.



Weaknesses ✓

What could be improved, and where the organization has fewer resources than others.



✓ **Opportunities**

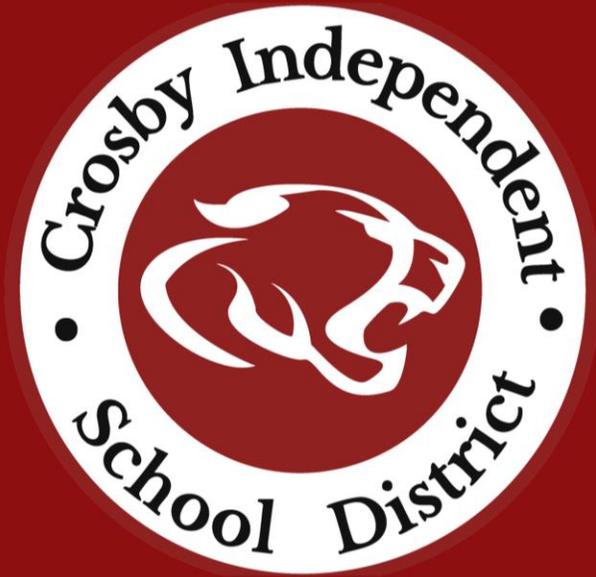
What opportunities are available, and what trends the organization could take advantage of.



Threats ✓

What threats could harm the organization, and what its competition is doing.





Closing and Questions

Dr. Robby McGowen



Meeting Dates

- ✓ ~~August 28~~ Meeting 1
- ✓ ~~September 18~~ Meeting 2
- ✓ **October 23** Meeting 3
- ✓ **November 13** Meeting 4
- ✓ **December 4** Meeting 5



December 15
Potential Recommendation to
Board of Trustees





Thank You!

Next Meeting – October 23, 2025