



**STRATEGIC PLAN**  
**2025-2030**







# STRATEGIC PLAN

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## **Vision**

OUR students...THE future

## **Mission**

“Believing our students are the future, the mission of Ector County ISD is to inspire and challenge every student to be prepared for success and to be adaptable in an ever-changing society.”

# MESSAGE FROM THE SUPERINTENDENT

## ECTOR COUNTY ISD

I am excited to share with you our new 5-Year Strategic Plan – Growing Forward Together. This plan represents months of listening, learning, and working alongside educators, families, students, and community partners. It reflects both the progress we have made and the bold steps we will take to ensure that every child in Ector County ISD thrives.

Our plan focuses on four key priorities: delivering excellent instruction in every classroom, cultivating and retaining outstanding educators, building strong partnerships with families and our community, and modernizing facilities and systems to support the future of learning.

This plan is not just a document; it's our call to action. Together, we are committing to coherence, collaboration, and continuous improvement. Growing Forward Together means that every classroom, every educator, every family, and every community partner has a role to play in shaping the future of ECISD.

Thank you for your continued partnership and dedication to our students. The children of Ector County deserve an education that will prepare them for success today while equipping them with the skills to be adaptable in tomorrow's world. I look forward to the journey ahead and to celebrating the progress we will make together.

Sincerely,



**Keeley Boyer, Ed.D.**





**BOARD OF TRUSTEES**



**Dawn Miller**  
Trustee Position 1



**Delma Abalos**  
Trustee Position 2



**Wayne Woodall**  
Trustee Position 3



**Chris Stanley**  
Trustee Position 4



**Dr. Steve Brown**  
Trustee Position 5



**Tammy Hawkins**  
Trustee Position 6



**Bob Thayer**  
Trustee Position 7



# BOARD GOALS

## 1. Student Achievement

The percentage of students achieving or exceeding the meets standard on state assessments will increase from 35% to 48% by May 2029 across all tested content areas.

## 2. 3rd Grade Literacy

The percentage of 3rd grade students reading at or above grade level will increase from 34% to 48% by May 2029.

## 3. College, Career, and Military Readiness

The percentage of high school graduates considered College, Career or Military Ready will increase from 88% to 93% by May 2029.

## 4. Classroom Excellence

We will ensure every student receives engaging and challenging instruction tailored to their various needs to foster a love for lifelong learning. Through high-quality teaching, collaboration, and innovative practices, educators will create supportive learning environments that promote critical thinking and problem-solving.

## 5. Culture of Excellence

We will cultivate a safe culture of high expectations where every student is engaged, supported, and prepared for future success. Through strong family and community partnerships, we will provide meaningful opportunities that foster mutual respect and collaboration, empowering all stakeholders to thrive.

# STRATEGIC PRIORITIES

## EXCELLENT EDUCATION: EVERY CLASSROOM. EVERY DAY.

### Description

We are building a system where strong instruction happens in every classroom — not just some. That means aligning curriculum, assessments, and teaching practices to a clear instructional framework that guides learning across the district. We will build on what is working, reduce variability, and integrate evolving digital tools in ways that enhance teaching and accelerate student success. Our focus is on coherence, not complexity — so that every student, in every school, has access to excellent learning every day.

### Initiatives

- 1.1 – Implement a consistent instructional system across all schools so every student experiences strong teaching and clear learning expectations.
- 1.2 – Integrate digital learning into everyday classroom instruction, helping teachers and students use tools that improve outcomes.
- 1.3 – Implement a unified system of student support that addresses academic, behavioral, and emotional needs in every school.



# STRATEGIC PRIORITIES

## CULTIVATING QUALITY EDUCATORS

### Description

Great schools start with great educators. ECISD will expand its investment in clear, supportive pathways for teachers and leaders — from certification to career advancement. We will launch and scale onboarding, best-in-class professional learning, and mentorship systems to reflect our instructional priorities and ensure readiness and an unwavering commitment to continuous improvement from day one. And we will expand proven staffing and compensation strategies to keep top talent growing with us — because students thrive when educators do, too.

### Initiatives

- 2.1 – Establish a top-tier professional learning system that supports educators based on instructional needs and district priorities.
- 2.2 – Strengthen staffing and compensation models by expanding proven strategies and launching new approaches that improve teacher retention and increase access to strong instruction.
- 2.3 – Redesign teacher preparation and certification programs to ensure new educators are supported and developed to deliver on ECISD’s instructional vision.
- 2.4 – Launch structured career pathways and job-embedded leadership development to grow future school leaders.



# STRATEGIC PRIORITIES

## ONE DISTRICT. ONE COMMUNITY.

### Description

In ECISD, student success is a shared commitment. Every school will strengthen meaningful partnerships with families, and every campus will be connected to the broader network of community organizations, mentors, and volunteers that help meet local needs. We are also building a district culture where success is shared — schools support one another, and opportunities flow across campuses. We are stronger when we work together as one community, united in support of every learner.

### Initiatives

- 3.1 – Create a districtwide family partnership framework that defines how schools and families work together to support student success.
- 3.2 – Ensure every school has active and welcoming parent engagement structures, such as a PTA or campus-based teams.
- 3.3 – Create school-based strategies to ensure the coordination of volunteers and community partners, making sure support for students and families is aligned to campus goals and produces results.



# STRATEGIC PRIORITIES

## BUILD FOR THE FUTURE

### Description

We are planning today for the ECISD of tomorrow. That starts with modern learning environments and the tools to support smart decisions. We will implement a long-range facilities plan grounded in equity, seek to upgrade buildings based on a clear instructional vision and aligned set of standards, and launch a campus modernization initiative to ensure every student learns in a space that supports their success. We will also strengthen our data systems so the right people have the right information at the right time.

### Initiatives

- 4.1 – Adopt and implement a long-range facilities plan to guide modernization, new construction, and reinvestment. Develop clear design standards that align learning spaces with ECISD’s vision for excellence instruction.
- 4.2 – Build a data system that can be used to combine enrollment trends, building use, and long-term planning tools to support strategic facility decisions aligned to student needs.
- 4.3 – Improve how data is managed and shared across the district to give leaders and educators timely, reliable information to support decision-making and student success.



# INDICATORS OF SUCCESS

To ensure accountability, the strategic plan is evaluated through a range of performance measures. Nineteen key metrics have been designated as indicators of success, with annual targets set to demonstrate progress toward meeting the board goals.

Board Goal(s)	Indicator of Success	Measure	2024	2026	2027	2028	2029
			Baseline	Goal	Goal	Goal	Goal
1, 2, 3, 4, 5	Attendance	% of student daily attendance.	2022 – 2023 91.7%	92.50%	93%	94%	95%
1, 2, 3, 4, 5	Growth (STAAR)	% of students who meet or exceed the STAAR academic annual growth.	58%	62%	64%	66%	68%
1, 2, 3, 4, 5	Growth (MAP)	% student end of year RIT score met or exceeded individual growth projections based upon MAP.	49.34%	52%	54%	56%	58%
1, 2, 3, 4, 5	Kindergarten Readiness	% of students meeting kindergarten readiness benchmark.	54.50%	56%	57%	58%	60%
1, 2, 3, 4, 5	Closing the Gaps RLA	The performance of ECISD high focus subgroup compared to their peers across the state of Texas.	35%	37%	39%	41%	43%
1, 2, 3, 4, 5	Closing the Gaps Math		30%	31%	32%	33%	34%
1, 2, 3, 4, 5	Gr. 3 Reading	% of 3rd grade students achieving the meets or exceeds standard in reading or math on STAAR.	34%	36%	38%	40%	44%
	Gr. 3 Math		33%	35%	37%	39%	43%
1, 2, 3, 4, 5	Gr. 5 Reading	% of 5th grade students achieving the meets or exceeds standard in reading or math on STAAR.	44%	46%	48%	50%	54%
	Gr. 5 Math		39%	41%	43%	45%	49%
1, 2, 3, 4, 5	Gr. 6 Reading	% of 6th grade students achieving the meets or exceeds standard in reading or math on STAAR.	44%	46%	48%	50%	54%
	Gr. 6 Math		34%	36%	38%	40%	44%
1, 2, 3, 4, 5	Gr. 8 Reading	% of 8th grade students achieving the meets or exceeds standard in reading or math on STAAR.	42%	44%	46%	48%	52%
	Gr. 8 Math		29%	31%	33%	35%	39%
1, 2, 3, 4, 5	English I	% of English I and Algebra I testers achieving the meets or exceeds standard on STAAR EOC.	36%	38%	40%	42%	46%
	Algebra I		28%	30%	32%	34%	38%
3, 4, 5	College, Career, and Military Readiness	% of current seniors meeting at least one CCMR accountability indicator by the completion of their junior year.	34%	37%	40%	43%	46%
3, 4, 5	4 Year Graduation Rate	% of students in grades 9–12 who graduate within four years of entering high school.	Class of 2023 85.7%	86%	87%	88%	89%
1, 2, 3, 4, 5	School Connectedness	The belief held by students that adults and peers in the school care about their learning as well as about them as individuals.	50%	52%	54%	57%	60%



SOME KIDS ARE SMARTER THAN YOU  
SOME KIDS HAVE COOLER CLOTHES THAN YOU  
SOME KIDS ARE BETTER AT SPORTS THAN YOU  
IT DOESN'T MATTER  
YOU HAVE YOUR THING TOO  
BE THE KID WHO CAN GET ALONG.  
BE THE KID WHO IS GENEROUS.  
BE THE KID WHO IS HAPPY FOR OTHERS.  
BE THE KID WHO DOES THE RIGHT THING.  
Be the nice kid.

