



# 2024-25 School Year Annual Report



The mission of Communities In Schools of the South Plains® is to surround students with a community of support, empowering them to stay in school and achieve in life.

# Our Impact at a Glance

## STRENGTHENING FUTURES

Increased student engagement, with measurable gains in attendance, behavior, and academics.

Expanded community partnerships delivering wraparound services.

Stronger outcomes: more students graduating and enrolling in post-secondary education.



**100%**

of case-managed students stayed in school



**100%**

of case-managed students had at least one basic need met (food, clothing, housing, utilities, or transportation)



**6,895**

students received intensive case-management services



**222**

students supported with mental health referrals

## ADVANCING OUR MODEL

Expanded into 11 new schools in 2024–2025, with 16 more joining in 2025–2026.

Increased mental health support through case-management and social-emotional learning.

Strengthened workforce readiness programs to prepare students for life beyond graduation.

# Kenna West

## A Word from the CEO

This past year, Communities In Schools of the South Plains® (CIS-SP®) walked alongside thousands of students in 94 schools through partnerships with 14 school districts. These are children facing the kinds of challenges that no young person should shoulder alone: poverty, food insecurity, mental health issues, and family instability. Yet, because of your support, they found caring adults and safe spaces that helped them stay focused on their education and their dreams.

***"It only takes one. Thanks to your support, our Site Coordinators can be that one person who changes a student's life forever."***

One of our greatest accomplishments this year was expanding services to new campuses, bringing hope and resources to even more students in need. Our Site Coordinators provided 379,432 service hours, distributed countless meals and essential supplies, and helped families access critical community resources. We also celebrated powerful academic gains, including higher attendance rates, improved behavior, and students achieving grade-level progress that once felt out of reach.



None of these victories would have been possible without the generosity of donors, partners, and volunteers. Your belief in our mission ensures that every child we serve is surrounded by a community of support.

As we look ahead to the coming year, our priorities are clear: expand mental health services, deepen our equity and access work by addressing basic needs and transportation barriers, and continue to grow our reach into rural campuses where supports are often scarce. With your continued partnership, we will remove barriers, unlock potential, and empower more students to graduate ready for bright futures.

On behalf of our students, families, staff, and board, thank you for making this life-changing work possible.

With gratitude,

A handwritten signature in blue ink that reads "Kenna West".

Kenna West  
Chief Executive Officer



# CORE SERVICES & OUTCOMES

## Removing Barriers to Learning

At CIS-SP®, we believe that every child deserves an equal opportunity to succeed, regardless of their circumstances. For many of our students, barriers such as hunger, a lack of transportation, or unaddressed emotional struggles stand in the way of learning.

That's why our Site Coordinators step in with compassion and practical solutions. Students receive basic needs support, including food, clothing, and school supplies, to ensure they can focus on their studies instead of worrying about their essentials. When counseling or medical care is needed, we provide transportation to critical services, so families aren't left without options. Through thousands of case-management touchpoints, we deliver social and emotional care that helps students build resilience, manage stress, and develop confidence in themselves.

These interventions do more than meet immediate needs; they open the door to hope, stability, and achievement. By removing barriers, we create pathways for students to stay in school, thrive, and imagine brighter futures.

## CASE MANAGEMENT SERVICES

PROVIDED TO 6,895 SOUTH PLAINS STUDENTS



**100%**

students stayed in school



**96%**

improved academically



**97%**

showed behavioral improvement



**84%**

improved attendance



**98%**

of eligible seniors graduated or earned a GED



**99%**

were promoted to the next grade

INCREASED  
MENTAL HEALTH  
SERVICES

222 REFERRALS

WORKFORCE  
READINESS  
PROGRAMS

6,099 SERVICE  
HOURS

FINANCIAL  
LITERACY  
LEARNING

4 BANK  
PARTNERS

# Real Challenges. Real Change.

STORIES OF CIS-SP IMPACT

## Finding Calm, Building Confidence

At Williams Elementary School, a first-grade girl was doing her best to navigate the world while living with the effects of fetal alcohol syndrome. Her days were often overwhelming, and staying regulated in the classroom felt nearly impossible. What started as small frustrations would quickly grow into big emotions, leading to multiple breaks and frequent interventions.

But she wasn't alone.

Working hand-in-hand with her grandmother, the school counselor, and her outside therapist, Julia Ortiz, our CIS Site Coordinator, created a calm, predictable support system: a safe place to cool down, check in, and reset with a caring adult who understood her. Slowly, the breakthroughs began.

The student's daily disruptions, once frequent, dropped dramatically, from three breaks a day to just two per week. She now responds to positive reinforcement, uses self-regulation strategies, and is beginning to believe in her own ability to succeed.

Most importantly, she knows she has someone in her corner. Through close collaboration with the school and family, Julia and her student were able to thrive during the school year together.



## When CIS Support Meets Determination

Johnny showed up to nearly every group his Site Coordinator offered at Monterey High School, including a boys group supported by Buckner. Over time, the trust he built in those spaces allowed him to open up about his mom, who had recently been released from jail. He was afraid she wouldn't be able to find work and regain stability.

Through CIS and its partnership with Buckner, Johnny's Site Coordinators connected him and his mom to resources, and his mom was able to secure a job. For Johnny, the relationships he built and the support system around him didn't just help him succeed in school, they helped he and his mom regain their footing.



At the 19<sup>th</sup> annual CIS-SP region-wide middle school tournament, 150 students came to compete.

At our elementary school tournament, 94 students and 24 schools participated.

# Where We Serve

95  
campuses

15  
school districts

## Lubbock ISD

Alderson Elementary  
Atkins Middle School  
Bayless Elementary  
Bean Elementary  
Brown Elementary  
Carmona-Harris Elementary  
Cavazos Middle School  
Centennial Elementary  
Coronado High School  
Dunbar College Prep Aca.  
Dupre Academy High School  
Ervin Elementary  
Estacado High School  
Evans Middle School  
Hardwick Elementary  
Harwell Elementary  
Honey Elementary  
Hutchinson Middle School  
Irons Middle School  
Juvenile Justice AEP  
Lubbock County Juvenile Justice  
Center  
Lubbock High School  
Mackenzie Middle School  
Maedgen Elementary  
McCool Academy  
McWhorter Elementary  
Miller Elementary  
Monterey High School  
Parsons Elementary  
Priority Intervention Academy  
Ramirez Elementary  
Roberts Elementary  
Rush Elementary  
Smith Elementary  
Stewart Elementary  
Talkington School  
Waters Elementary  
Wester Elementary  
Wheelock Elementary  
Whiteside Elementary  
Williams Elementary  
Wolffarth Elementary

## Lubbock-Cooper ISD

Central Elementary  
East Elementary  
Laura Bush Middle School  
Liberty High School  
Lubbock-Cooper High School  
Lubbock-Cooper Middle School  
North Elementary  
South Elementary  
West Elementary

## Frenship ISD

Alcove Trails Middle School  
Bennett Elementary  
Crestview Elementary  
Frenship High School  
Frenship Middle School  
Heritage Middle School  
Legacy Elementary  
Memorial High School  
North Ridge Elementary  
Oak Ridge Elementary  
Reese Education Center  
Ridgewood Elementary  
Terra Vista Middle School  
Upland Heights Elementary  
Westwind Elementary  
Willow Bend Elementary

## Brownfield

Brownfield Middle School  
Oak Grove Elementary

## Dimmit

Dimmitt Middle School  
Richardson Elementary

## Floydada ISD

Duncan Elementary

## Lamesa ISD

North & South Elementary

## New Deal ISD

New Deal Elementary

## Plainview ISD

Central Elementary  
Plainview Junior High

## Ralls ISD

Ralls Elementary  
Ralls High School  
Ralls Middle School

## Roosevelt ISD

Roosevelt Junior High

## Shallowater ISD

Shallowater Elementary  
Shallowater High School  
Shallowater Intermediate  
Shallowater Middle School

## Tulia ISD

Tulia Junior High

## Amarillo Area Charter Schools

RMA Amarillo

## Lubbock Area Charter Schools

Triumph High School  
RMA Lubbock



# Who We Serve

All year, Frenship ISD Board President David Miller quietly makes a big difference. Each week, David volunteers his time to help pack and deliver snack bags and weekend meal kits for students at Bennett Elementary. Thanks to the generosity of Wolfforth Methodist Church and David, students go home with food in their backpacks and one less thing to worry about.

**65%** Hispanic/Latinx

**19%** White

**14%** Black

**51.5%** Male

**48.5%** Female

**82%** Eligible for free or reduced lunch

**53%** Experiencing family conflict or crisis

**14%** Enrolled in a special education program

**4%** Have an incarcerated parent or guardian

**Rural reach is critical: in small and often isolated districts, students face limited access to resources. CIS-SP® ensures that every child, from the heart of Lubbock to the farthest edge of the region, has the same opportunity to learn, grow, and thrive.**

**A RECORD-SETTING YEAR**

# LaceUp806

On August 2, 2025, Communities In Schools of the South Plains® hosted our annual LaceUp806 fundraiser at ClearTech Aviation. Proudly presented by Michael Postar's Affordable Storage, the evening brought together hundreds of community members for a night of fun and purpose.

Guests enjoyed live music, a lively auction, bid board items, and a delicious dinner, all in support of CIS-SP® students. More than just an event, LaceUp806 is a vital part of our mission, fueling the life-changing programs that empower students across the South Plains to overcome barriers and succeed in school and life.

This year's LaceUp806 was our most successful event to date, thanks to the generosity of sponsors, donors, and friends who believe in the potential of every child. Proceeds directly fund critical CIS-SP services across the South Plains.

We are deeply grateful to our sponsors, volunteers, committee members and guests for making LaceUp806 2025 a night to remember and for helping us write a brighter future for students across the South Plains.



“

**We show kids we believe  
in them so they can  
believe in themselves.**

**Coach Grant McCasland  
2025 Keynote Speaker**

”



**Join us in 2026!**



# Holiday Toy Drive

in partnership with  
Grimes Insurance Agency  
and West End Center

Thanks to the leadership and generosity of Grimes Insurance Agency, the first CIS toy drive grew into a powerful community effort. Together with 44 participating businesses who opened their doors as collection sites, the initiative gathered 2,800 toys for children across the South Plains.

# Step Up for Kids

in partnership with  
Lubbock Realtors Association

Led by the Lubbock Association of Realtors and hosted at Shoe Encore, Step Up for Kids equipped more than 500 children with new shoes, socks, and backpacks filled with school supplies, reflecting the power of partnership and a shared commitment to student success.



# Financial Snapshot

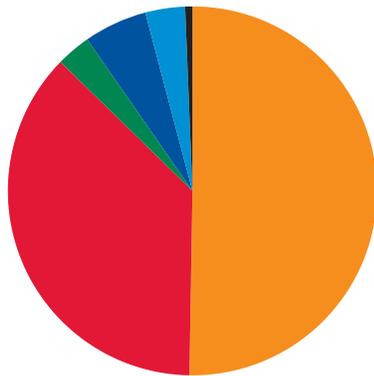
93

CENTS OF EVERY DOLLAR DIRECTLY SUPPORTS CIS PROGRAMMING

100%

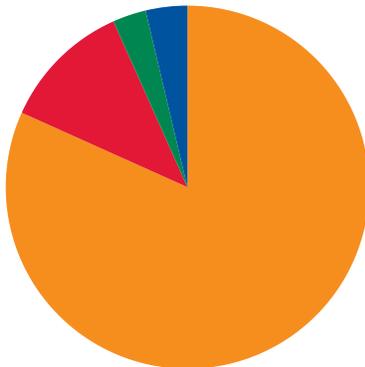
OF ALL FUNDING STAYS WITH CIS-SP TO SUPPORT SOUTH PLAINS STUDENTS

## REVENUE



Grant Income	50%
Schools Districts	37%
Private Contributions	3%
Fundraising Events	6%
Interest Income	3%
Other	1%

## EXPENSES



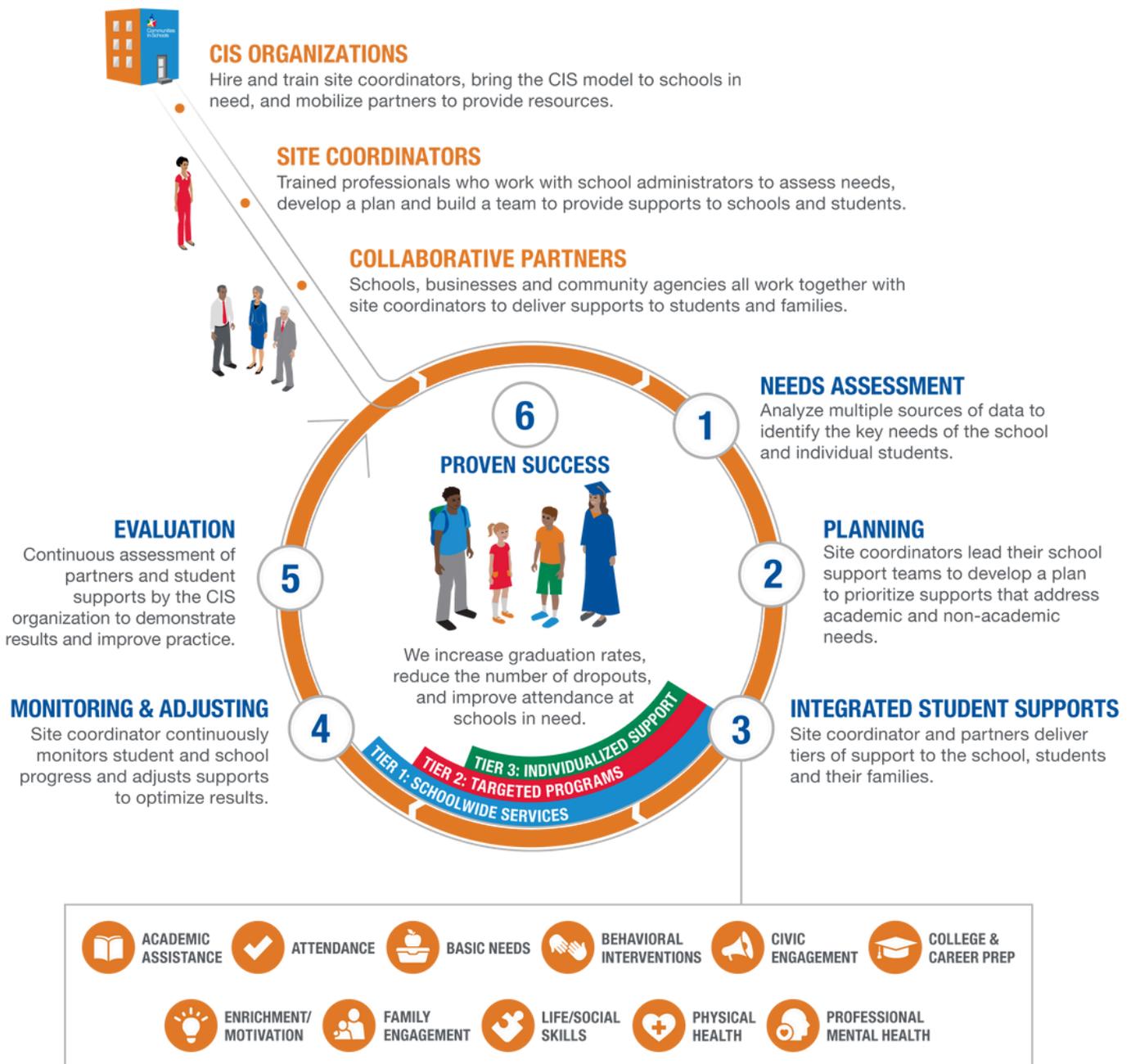
Salaries & Benefits	82%
Professional Services	11%
Supplies & Materials	3%
Other	4%



Communities In Schools of the South Plains continues to retain the Platinum Seal of Transparency from Candid, the highest level available. This distinction reflects our ongoing commitment to openness, accountability, and responsible stewardship as we work to support students across the South Plains.

# Who We Are

We believe every child deserves a strong support system and the opportunity to thrive. We connect students to caring adults and vital resources, helping them stay in school, overcome obstacles, and achieve a brighter future.



2025-2026

# Board of Directors

## CHAIRMAN

Phillip Waldmann  
UMC Health System

## CHAIR-ELECT

Robert Wood  
West Texas Land Guys

## SECRETARY/TREASURER

Travis Marlar  
Victory Bank

Ken Casarez  
Lubbock ISD

Casey Doyle  
Casey Carpet One

Tyler Graham  
Covenant Health

Lindley Herring  
Officewise

Ashlee Horsley  
Parkhill

Chris James  
United Supermarkets

Ryan King  
Terry & King CPAs

Chris Lauer  
Method CM

Prim Naegele  
Stellar Construction

Keith Patrick\*  
Frenship ISD

Jamey Phillips  
South Plains Electric Co-Op

Michael Postar  
Affordable Storage

Corey Powell  
TTU Campus Access & Engagement

Francisco Rodriguez  
Region 17

Dr. Macy Satterwhite  
Lubbock-Cooper ISD

Matt Stell  
KLBK

Ryan Reynolds  
Grimes Insurance

\*2024-2025 Chairman

Through our partnership with Ballet Lubbock, over 700 students from 26 schools and six area school districts have the opportunity to learn dance during the school day and perform in the Dance Connect performance at Buddy Holly Hall.



