ANNUAL REPORT

PBIZ

PERMIAN BASIN INNOVATION ZONE

2025
2026

A VISION TAKING SHAPE.

PBIZ is strengthening a sustainable regional system that prepares rural students for high-demand careers.



This year, access expanded, pathway quality deepened, and the partnerships and systems behind the work grew stronger.

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A Vision Taking Shape



Jordan Clack

Director
Permian Basin Innovation Zone

Together, we are creating more than career pathways. We are building a stronger future for the Permian Basin, one student at a time.

As the Permian Basin Innovation Zone reflects on another year of growth, one thing is clear: we have moved beyond building the foundation and into strengthening a sustainable system that prepares rural students for high-demand careers.

PBIZ was created to connect students, schools, higher education, and industry into a regional talent pipeline that expands opportunities without requiring students to leave their communities. Today, that vision is becoming reality.

This year, our career academies continued to provide students with meaningful pathways to college and careers. Through dual credit, industry certifications, hands-on learning, and work-based experiences, students are gaining the skills needed to succeed in healthcare, education, advanced manufacturing, and other high-demand industries across the Permian Basin.

We are also excited to continue expanding opportunities. In Fall 2026, PBIZ will launch the Gear Up Automotive Technology Academy. We are equally excited to welcome Buena Vista ISD to the PBIZ partnership, where the district will host our Oil & Gas pathway and further strengthen regional workforce development.

Growth has reinforced an important lesson: lasting innovation requires more than great programs. It depends on strong partnerships, reliable systems, quality instruction, and a shared commitment to continuous improvement. This year, we focused on strengthening those foundations through improved collaboration, better data practices, and increased alignment across our districts.

The impact is encouraging. Student enrollment continues to grow, participation in dual credit is expanding, and work-based learning is becoming an integral part of every pathway. Most importantly, more rural students are gaining access to opportunities that prepare them for successful futures while remaining connected to the communities they call home.

Looking ahead, PBIZ remains focused on strengthening pathway alignment, expanding work-based learning through deeper industry partnerships, and enhancing our data systems to better measure outcomes and drive continuous improvement.

None of this would be possible without the dedication of our students, educators, district leaders, higher education partners, employers, and community supporters. Your collaboration continues to make PBIZ a model for rural innovation and workforce development.

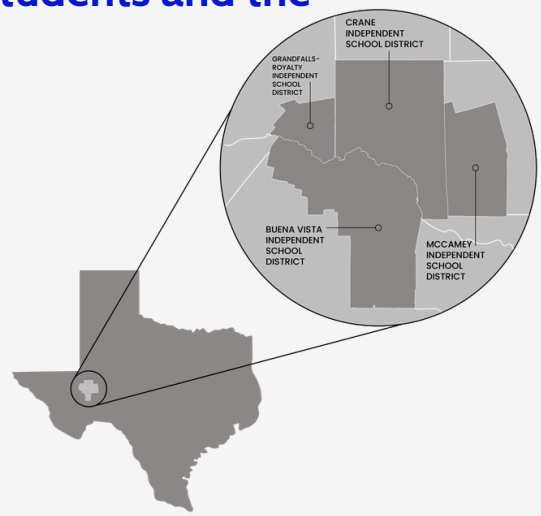
In partnership,

Jordan Clack

Who We Are

A regional collaborative built around rural students and the future of the Permian Basin.

Launched in Fall 2023, the Permian Basin Innovation Zone brings small rural districts together with higher education, employers, workforce leaders, and community partners to create high-quality career pathways aligned with regional needs.



Education Partnership
OF THE PERMIAN BASIN

A TEXAS RURAL COLLABORATIVE

PBIZ is a designated Rural Pathway Excellence Partnership in the Texas Permian Basin region.

The Education Partnership of the Permian Basin serves as the coordinating entity, convening stakeholders, aligning priorities, managing implementation, and stewarding the long-term regional vision.



OUR MISSION

Build a space where rural districts work together to prepare and support students, educators, and communities in a vibrant regional economy.

OUR VISION

Opportunity, access, experience, and outcomes for all.

The Academies

Four academies connect students to high-demand fields through regional access, aligned instruction, and industry-recognized credentials.

SPARKUP ACADEMY

SPARK UP

Advanced Manufacturing

HOSTED BY

Grandfalls-Royalty + Crane

CREDENTIALS

Level 1

15+ dual credit hours

INSPIRENEXT ACADEMY

INSPIRE NEXT

Education

HOSTED BY

Grandfalls-Royalty

CREDENTIALS

Education Aide I

9 dual credit hours

FUTUREFLOW ACADEMY

FUTURE FLOW

Energy + Natural Resources

HOSTED BY

McCamey

CREDENTIALS

Instrumentation, fluid power, electricity, and PLC credentials

Dual credit in development

FUTUREMED ACADEMY

FUTURE MED

Healthcare

HOSTED BY

McCamey

CREDENTIALS

Certified Nurse Aide

Dual credit in development

PBIZ BY THE NUMBERS

144

students enrolled in a PBIZ pathway

4

career academies across the region

44%

of students earning dual credit

250

middle and high school students reached through workforce exposure

15-20

employers engaged

$1.25M

in philanthropic funding secured*

**Some funding was awarded over multiple years. State grants are shown separately on page 10.*

Student Access Is Growing

Enrollment has grown as more students gain access to regional pathways.

2023-24

54

STUDENT ENROLLMENT

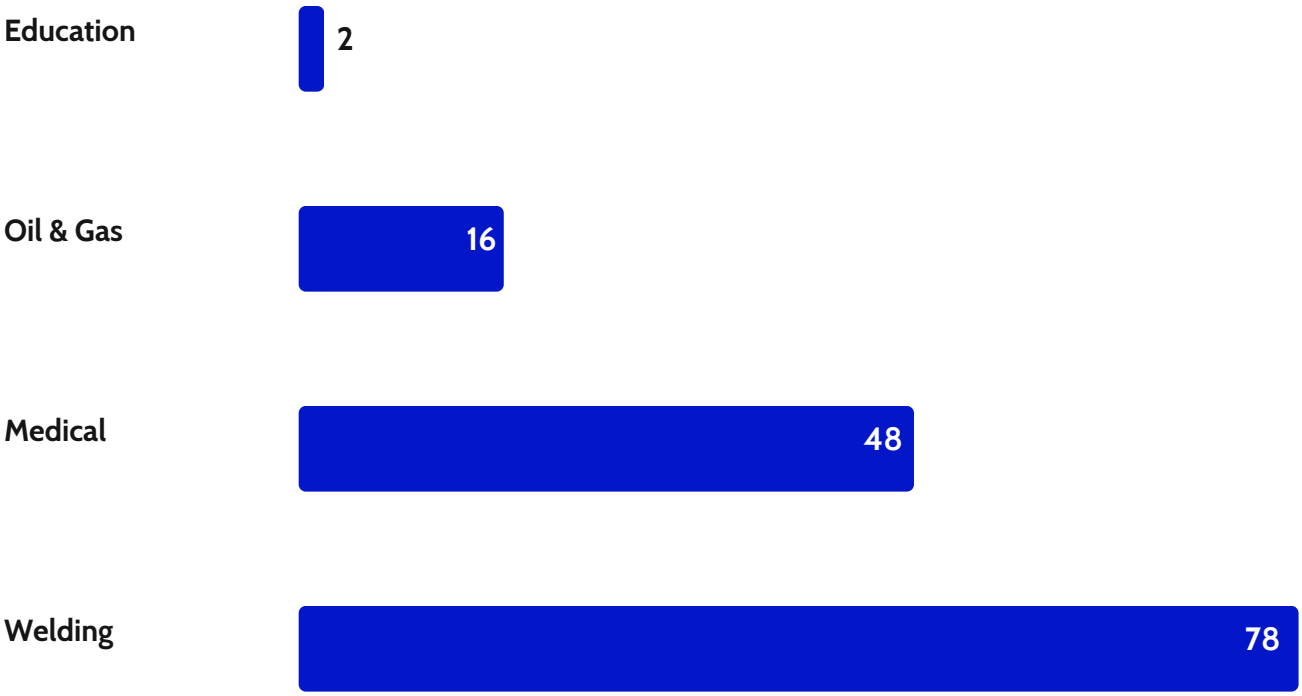
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2025-26

144

STUDENT ENROLLMENT

2025-26 ACADEMY ENROLLMENT



College Credit and Credentials

Students are leaving PBIZ pathways with meaningful evidence of readiness.

44%

of students earned dual credit

100%

of welding students passed or earned a credential

CREDENTIAL HIGHLIGHTS

6 Crane students earned Level 1 welding certificates

6 McCamey students earned AWS welding credentials

10 students earned Certified Nursing Assistant credentials



Crane CNA: 100% | McCamey CNA: 50%

Exposure, Investment and Partnership

Career-connected experiences, industry partnership, and new investment expanded what PBIZ could offer students.

WORKFORCE EXPOSURE

250

middle and high school students reached

15-20

employers engaged

Featured experiences

Oil & Gas Exploration Day
Rural Healthcare Day
Red Bag Day
ACCESS College and Career Fair
Summer Experiences

INVESTMENTS IN INNOVATION

$350,000

in state grants

$1,248,500

in philanthropic funding

Some awards span multiple years.

INDUSTRY + COMMUNITY PARTNERS

Sewell Family of Companies • Diamondback Energy
Blakely Construction • Premier Energy
McCamey County Hospital • NextEra Energy • Quad-C

Investment and partnership support the systems, student experiences, and pathway expansion needed to keep PBIZ growing with quality.

A Baseline for Continuous Improvement

PBIZ is building a shared picture of student progress so partners can improve pathways over time.

The baseline brings together dual credit, credential attainment, advising, enrollment, student experience, and outcome data. It gives the collaborative a common framework for measuring progress, identifying opportunities, and focusing resources where they matter most.

45%

of 2025 graduates completed dual credit coursework

up from 31% in 2022

26%

of 2025 graduates earned 15+ college credit hours

through dual credit

89%

of PBIZ students thought more about their future

after joining a pathway

91%

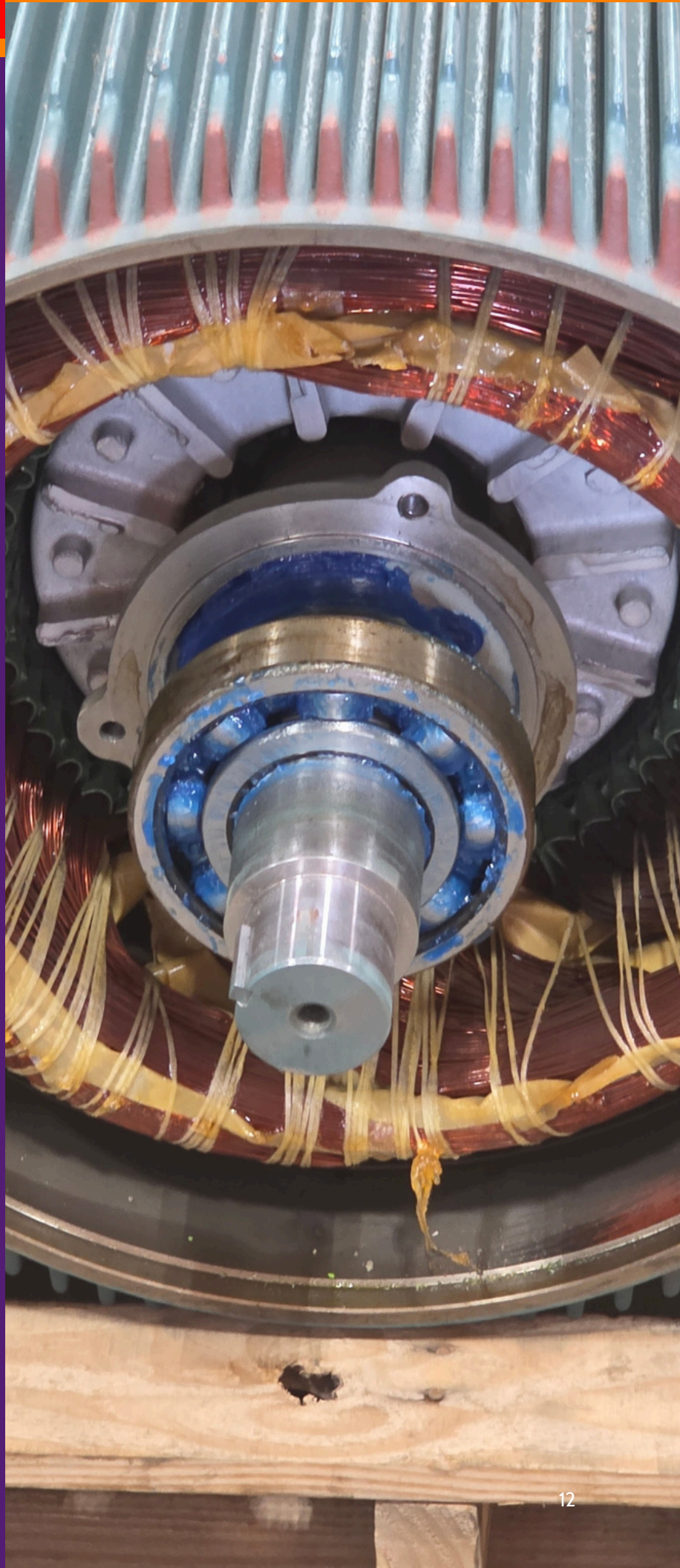
of PBIZ students enjoyed being part of the program

student experience

This data was collected by Contigo Ed in partnership with the Texas Impact Network

A YEAR OF MOMENTUM

Stronger supports. Better systems. More ways for students to see and shape what comes next.



Summer Learning Brought Futures Into View

Middle school students explored college campuses and career fields through hands-on, immersive experiences.

100+

students in summer learning

2 three-day immersive camps

3 college campuses visited

Odessa College
Midland College
UT Permian Basin

4 one-day mini schools

Mini law school
Mini Engineering school
2 Mini medical schools



A new mini-school model designed by StartUp High let students go deeper into healthcare, engineering, law, and other fields through interactive learning.

EXPERIENCES THAT MADE CAREERS REAL

CPR certification
Stop the Bleed certification
Da Vinci Surgical System mock procedure
Live courtroom trial
Firsthand exposure to college programs and career pathways

Record registration and attendance reflected growing interest in career-connected learning among students and families.

The PBIZ Story Reached New Audiences

PBIZ shared lessons from rural collaboration, career-connected learning, advising, and regional workforce alignment at state, national, and local gatherings.



01

Texas Impact Network Convening in Houston, TX

Regional collaboration and pathway design

02

Partners for Rural Impact Summit in Buffalo, NY

Expanding opportunity in rural communities

03

Texas Rural Education Association in Round Rock, Texas

PBIZ featured as one of the three original Rural Pathway Excellence Partnerships

04

Permian Basin civic organizations

Local Rotary Clubs and community partners

05

Texas Statewide Impact Summit

Jordan Clack and Shannon Torres shared how nonprofits, ESCs, and state agencies can support R-PEPs.

Sharing the work helps PBIZ contribute to the field, learn from peers, and strengthen support for rural students at home.

VOICES FROM PBIZ

STUDENT EXPERIENCE

“

I really enjoy PBIZ because I met a lot of great people. The teacher was really good at teaching us, and I learned a lot this year. I'm excited to get my CNA next year because I feel like my teacher has really prepared me for that next step.

Anna Rivera

Crane ISD

Student voice helps PBIZ see what access feels like - and what students are ready to pursue next.

LOOKING AHEAD

What's New in 2026-2027

One goal: strengthen the support and pathways that connect rural students to college and high-demand careers.

NEW STUDENT SUPPORT



Daisy Heaberlin

PBIZ College and Career Advisor

Daisy brings experience in dual credit and helping rural students navigate the transition to college and career pathways.

Her work with PBIZ will focus on identifying barriers, supporting enrollment and persistence, and expanding access to college and career opportunities for rural students.

NEW CAREER PATHWAY

GEARUP
AUTOMOTIVE TECHNOLOGY
ACADEMY

Gear Up Automotive Technology Academy

Launching at Crane ISD, Gear Up will connect students to dual credit, industry-aligned instruction, and hands-on automotive technology experiences.

Gear Up is being developed with Odessa College, Quad-C, and the Sewell Family of Companies, with support from the Texas Regional Pathways Network Grant.

IN GRATITUDE

Built Together

PBIZ's progress is possible because educators, students, families, district leaders, colleges, employers, agencies, and community partners continue to build the work together.

DISTRICT LEADERS + IHEs

Roy Garcia - Crane ISD
Shawn Johnson - McCamey ISD
Carlos Contreras - Grandfalls-Royalty ISD

Odessa College
Texas Tech
UT Permian Basin

INDUSTRY + COMMUNITY

Blakely Construction
Premier Energy
McCamey County Hospital
NextEra Energy
Diamondback Energy
Sewell Family of Companies
Quad-C

AGENCIES + SUPPORT

ESC Region 18
ESC Region 15
Permian Basin Workforce Board
StartUp High
Access

CareerCraft
Empower Schools
SteadyState Impact

PBIZ ADVISORY BOARD

Carlos Contreras | Roy Garcia | Shawn Johnson | Dr. Tramain Anderson-Silvas | Jason Meldrum | JR Torrez

Dr. Becky Spurlock | Brian Stubbs | Kristi Leeper | Sara Degelia

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EMBODYING THE HEART AND STRENGTH OF RURAL TEXAS

LEARN MORE

pbiz.org