



IRA

Independent School District

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FOR IMMEDIATE RELEASE

Ira ISD is excited to announce the hiring of Jess Wall as its new head football coach and boys athletic coordinator. Wall, a 2004 Ira graduate, brings over a decade of experience as an assistant in successful programs, including the last seven years at New Home ISD, where he served as an assistant football, basketball, and baseball coach.

"I am truly blessed for the opportunity to return to my hometown and give back to the community that helped shape me," Wall said. "Ira is a special place, and I am honored to help guide and develop these young athletes, helping them succeed both on and off the field."

Wall graduated from Texas Tech University with a bachelor of science in Exercise Sports Science and a minor in Geology. He then continued his education at Sul Ross, earning a master's degree in Educational Leadership.

"Coach Wall certainly brings knowledge of how to win, having contributed to long playoff runs in every sport over the last several years with the New Home Leopards, where his co-workers and athletes hold him in high esteem," said Garrett Luft, Ira Superintendent and Athletic Director. "Most importantly, though, he is committed to growing young men into the people they need to be in their futures beyond the field. Coach Wall also holds an excellent reputation as a classroom teacher, and he will be intentional about helping all students find success through hard work and personal integrity."

Over his career, Wall assisted teams to state-finals, state-semifinals, and multiple regional tournament appearances. He is passionate about culture, community, and development. His core values are servant leadership, integrity, toughness, and commitment. These core values will be the foundation of the vision for the Bulldog boys' athletic program.

"Our goal is to foster a culture of discipline, dedication, and development across the high school, junior high, and youth league levels," said Wall, who will complete the year assisting the New Home baseball team and dive right into summer workouts once the Ira and New Home baseball seasons come to a conclusion.

Coach Wall and his wife Claire have been married seven years, and they have two children: Caselyn (2) and Weston (4 months). Coach Wall enjoys Texas Tech Athletics, hiking, hunting, and spending time with his family. He and his wife are passionate about their missional call to coach, develop, and invest in the next generation. The whole family is excited to establish roots and to represent the Orange and Black.

Wall's hire fills the shoes of one of the longest-tenured coaches in Texas six-man football history in Toby Goodwin, who went to the playoffs 22 times across 27 years helming the Bulldogs. Wall inherits a team that went 7-4 in the 2024 campaign, falling to eventual 1A Division 1 state-semifinalist Water Valley in the bi-district round. The Bulldogs will open the 2025 campaign in the Jayton Gridiron Classic against an opponent to be named later.

For inquiries or questions relating to this press release, please contact Superintendent Garrett Luft at 806-773-6294 or email him at gluft@ira.esc14.net. Coach Wall is available for interviews.