

PRESS RELEASE

For Immediate Release
December 16, 2021

Judson ISD Board of Trustees Names New Athletic Coordinators, Head Coaches

The Judson ISD Board of Trustees approved the selection of two new leaders to head the athletic programs for Judson High School and Veterans Memorial High School. Judson ISD is excited and proud to introduce Coach Mark Soto and Coach Robert W. Irvin as the new Athletic Coordinators & Head Football Coaches for two of our schools. As we enter into the start of a new year, the District is confident about the direction these two gentlemen will take our athletic programs and the trajectory of impact on students in the both the athletic and academic realms.



A class of 1991 graduate of Judson HS, Coach Mark Soto is not only familiar with “Rocket Pride”, he lived and breathed it. As an alum of Judson HS, Soto played an integral role in the success of the school’s football team and proved himself to be a model of what it means to be a Rocket. He was Team Captain and Defensive MVP his senior year, as well as the recipient of the “Fighting Heart Award” given by Judson Football for overcoming a multitude of challenges and adversity in order to thrive in school. Mark played under legendary Judson coach D.W. Rutledge who helped shape the coach he is today.

Soto has gained much knowledge and expertise in his more than 25 years of service in education. His leadership helped to promote positive climate and culture with student-athletes and colleagues to build solid foundations for student success in the districts he has served. This is evident not only in the many recognitions and state championships that he led but also in his work ethic and passion for character building. He believes good character is key to becoming a better athlete, a better student, and a better member of the community.

Coach Soto is a former Senior Director for Region 8 of the Texas High School Coaches Association, Director of the San Antonio Area Football Coaches Foundation, former attendance committee member of the Texas Athletic Director’s Association and member of the American Football Coaches Association. Texas Coach magazine recently published an article entitled “My Biggest Fan” that Soto wrote about his deceased father. He is also the director the Greater San Antonio Football Coaches Foundation. In his downtime, relaxing vacations with family and friends brings him the most joy.

Soto’s parents, Juan and Virginia Soto, are credited with molding his beliefs. Also playing an important role in his life and supporting all of his endeavors are his siblings, John and Lisa and his nephew Christopher. The morals and values that have been instilled in him since childhood shine through as he embodies his mission of *coaching to change lives*. As an alumnus of Judson High School, Coach Soto understands the importance of strong traditions of excellence and he also passionately believes that you must *build character first*. Welcome home, Coach!



Coach Robert Irvin has been part of the Veterans Memorial Patriot family since its opening in 2016. He has served as a mentor to hundreds of student-athletes as the Offensive Coordinator for football, Varsity Assistant Baseball Coach, Recruiting Coordinator and Strength Program Coordinator. But just as importantly, Coach Irvin fostered academic success for all students as the Science Department Chair for the campus.

With over 18 years of experience as a coach in various sports, Irvin takes his responsibility and work as a leader very seriously. He has helped build and sustain a successful athletic program at Veterans Memorial. He understands the value of a well-rounded student athlete and creates an environment where students excel in competition, in the classroom and throughout the community. He values student voice, prioritizes hard work, and works to prepare students for life beyond high school. This is evident as he has been recognized for excellence as the Veterans Memorial HS Distinguished Educator, played an active role in guiding students with processes to become college and career ready, and has successfully led his athletic teams to playoff appearances and regional recognitions.

There is no doubt that the Board of Trustees made an excellent decision in recommending Coach Irvin as the new Athletic Direct and Head Football Coach for Veterans Memorial High School. He is well respected by his colleagues, administrators and community. After hearing the news, Coach Irvin stated, “I am honored to continue the traditions we have built here and am looking forward to the opportunity to ‘Earn Everything Every Day.’ This message is a core value of the school and continues to identify us as a family.” Coach Irvin and his wife Jill share three children, Kristin Navarrete (27), Alyssa Navarrete (26) and Andrew Irvin (11). We are looking forward to what is next for Patriot Nation!

Press Release Contact: Dr. Nicole Taguinod

Phone: 210-945-5410

Email: ntaguinod@judsonisd.org

About Judson ISD

Judson Independent School District is a Pre-K through 12th grade public school district in the San Antonio area. Prior to its current form, the district was known as Judson Rural School District No. 8. The rural district was created on June 25, 1958, by the Bexar County School Board and combined the existing districts of Converse, Kirby and Selma. The new district was named after Moses Campbell Judson. Today, Judson ISD serves over 23,000 students within the incorporated cities of Converse, Kirby, Live Oak, San Antonio, Selma, and Universal City. Judson ISD produces excellence throughout all campuses and builds strong connections with the community. The district earned a B rating from the Texas Education Agency and is constantly working on innovative ways to enhance the learning for its students. Judson ISD believes in providing a strong foundation for early learners by offering full day Pre-Kindergarten programs beginning at 3 years old. Being a district of choice provides Judson families to customize their own educational experiences through the multitude of programs the District has to offer. For more information, visit www.judsonisd.org