

Communications Plan – College Readiness Dept. (Early College High Schools)

Goals:

- Increase Awareness of ECHS
- Educate and Inform Community, Parents and Students about ECHS
- All ECHS at 100%
- Students prepared for college, rigor of classes and college culture (JFF site with 90%, retention levels, etc.) Automatic Admission (UTRGV)

Objective:

- What it is, the goal, the process, partnerships, services offered
- Clarify what an associate is, how they transfer, etc.
- Addressing misconceptions of Associate Degrees, certificates (transfer, hurt my financial aid, etc.)
- Articulation agreements
- Public to Private (Texas Common Course website)
- Individual Academic Plans
- Blue print (how it can stack) not a one size fits all (infographics)

Benefits

Curriculum and Rigor

Degrees

Transitioning to 4-year degrees

Audiences: *Who needs to Know?*

***Internal –**

- Teachers
- Principals
- Staff
- Students
- Parents Volunteers
- Parent Educators

***External –**

- Parents
- Community Groups and Cities/Chambers/EDC's
- Partners

- Business Industry Leaders
- Community Leaders

Messages: *What do they need to know?*

- Benefits and Opportunity of ECHS students
- Money saved
- Time saved
- Rigor involved and criteria

Timeline: *When do they need to know?*

- Year Round – Ongoing
- Quarterly push (broken down)

- TSI
- Degree Plans
- Dual Credit Courses
- Academic Success
- College Advisement
- HB5 Endorsements (8th grade year spring)
- Financial Aid Piece
- Q&A by clusters
- Scholarship opportunities

To consider:

- *Why is this taking place?*
- Moving all schools toward 100% ECHS
- To educate community and get rid of misconceptions

- *What does this mean for me?*
- A well-informed community with accurate information

- *What do I need to do?*
- Separate components of ECHS
- Quarterly push/series

Tactics/Activities/Responsibilities: *How will the messages be communicated?*

TACTIC	AUDIENCE	PERSON RESPONSIBLE	DUE DATE	NOTES
Showcase Higher Ed partners to validate ECHS	All	PR Dept.		All Press releases, media alerts, advertisements,

				<i>PSA's mention our higher education partners</i>
<i>Parent Meetings</i>	<i>Parents</i>	<i>Dept, School & PR</i>	<i>Ongoing</i>	<i>PR assists with PSA's, collaterals and mass notification usage, as well as social media postings</i>
<i>District ECHS brochure /Fliers/Posters</i>	<i>Parents/Students</i>	<i>PR</i>	<i>Ongoing</i>	<i>Dept. currently has new brochure on ECHS at PSJA in English and Spanish for recruitment and informational purposes</i>
<i>Social Media Ads</i>	<i>All</i>	<i>PR</i>	<i>As needed</i>	<i>For special events, deadlines</i>
<i>PAC/DAC meetings</i>	<i>Parents</i>	<i>Dept, school</i>	<i>As needed</i>	<i>To discuss new deadlines, degree plans and opportunities</i>
<i>Recruitment/Showcasing</i>	<i>All</i>	<i>Dept, PR, Community Engagement Liaisons</i>	<i>Door to door, city festivals and campus/ district events</i>	<i>Ongoing</i>
<i>Website Update</i>	<i>All</i>	<i>PR, Dept and Schools</i>	<i>July 2017 New Website and Redesign</i>	

Photos	All	PR	Ongoing	For releases, special publications
ECHS PSA's	All primarily parents and students	PR	As needed	New PSA with new theme for Summer 2017
Student Profiles	All	PR	Released Spring	Current selections showcased, billboard, newspapers, social media & other advertising outlets
Alumni Profiles	Parents, students	PR	To be released Summer 2017	To feature PSJA alumni

Evaluation: *How will we know the message has been received?*

- Dashboard – Numbers
- Surveys (As they come in- how you heard about us?)
- Success Stories