

Early College High School Program

PSJA ISD Communications Plan

Goal: To educate the public and incoming high school students of the district's Early College High School Program providing up to 60 college hours or an Associate Degree/College Certificate by high school graduation.

Objective:

- Increasing the number of middle school students exposed to the Early College Program as early as 6th grade year by 5%.
- Increasing the number of students TSI Ready by the end of their sophomore year by 5%, a pre-requisite of the program
- Increasing the number of students enrolled in PSJA Academies during their 10th grade year by 10%

Audiences:

***Internal** – Teachers, Principals, Admin/Staff, Students, Parents

***External** – Parents, Community Members

Messages:

Timeline:

| Analyze: On a weekly basis | Revamp and Implement: As needed

Strategy 1: Create more face-to-face opportunities for families and middle school students to learn more about the Early College Program.

Tactics/Activities/Responsibilities:

TACTIC	AUDIENCE	PERSON RESPONSIBLE	DUE DATE	NOTES	COMPLETED/ POSTONED
5th grade Career Expo					
8th grade College & Career Expo					
Information Sessions for Parents by grade level					
Information Sessions at the District Level for overall					
Program & Classroom Tours					
Update Opportunities Available on the District/Campus					
Update website					
College Success Course					
Early Advisement for TSI at each middle school - info sessions					
After school and weekend tutoring for TSI					
TSI Academies throughout the year					
PSJA Academies					

Videos					

Evaluation