



CROCKETT
EARLY COLLEGE HIGH SCHOOL
AUSTIN Independent School District

Crockett EARLY COLLEGE HIGH SCHOOL

P-TECH Academy Communication Plan

To ensure that recruitment is fulfilled in a timely, orderly manner, the following steps are carried out to ensure that the community is aware of the opportunity.

STEP 1: ECHS Leadership will meet with all middle school counselors in December to bring awareness of the P-TECH Construction Academy Program.

STEP 2: Feeder middle schools to be visited in the month of January to speak to 8th grade students.

STEP 3: Provide P-TECH ECHS Academy marketing material to all media venues: social media, website, Cougar Chatter, middle schools\ career events.

STEP 4: Advertise opportunities to learn more about P-TECH Construction Academy at parent nights held in January and February – Middle School parent nights and Crockett ECHS Showcase events.

STEP 5: Applications are available via paper or online with a window of January – March.

Campus tours are welcomed and encouraged.

Rev. 12.13.20