



ECHS COMMUNICATION PLAN

Communication Plan for targeting identified audiences, parents, community members, school board, higher education personnel, etc. Our communications plans supports Benchmark 1: Target Population.

Audience	Medium
Parents & Students	<ul style="list-style-type: none"> • Principal Skyward Blast • AVID Program Skyward Blast • Teacher Skyward Blast • Counselor Skyward Blast • ECHS Webpage on MISD Website • ECHS Social Media on Facebook, Instagram and Twitter • Remind Blast from Principal and Teachers • Middle School Recruitment Visits & Presentations • ECHS students serves as ambassadors for school and AVID sponsored events • Parent contact in person at ECHS events or school visits • Parent & Student contact via email, phone or REMIND 101 • Student contact daily
Community	<ul style="list-style-type: none"> • District highlight of ECHS on District Buses, Website and Blog • Districtwide Educational Improvement Council Presentation
School Board	<ul style="list-style-type: none"> • MISD School Board Presentation • School Board Campus Visits
Higher Education	<ul style="list-style-type: none"> • IHE Liaison contact each week • IHE Board of Trustees Presentation • Vice President Academic Affairs Meeting – Monthly • Leadership Team Meetings – Monthly • TCC/ECHS Partnership Meeting - Semester
District	<ul style="list-style-type: none"> • Meetings with Superintendent Designee • Meetings with Timberview Principal & Principal’s Administration Team