



Communication / Recruitment Plan



District-Wide Recruitment and Communication

- ✓ Social Media Blasts, Marketing in local newspapers, Website Marketing, Automated Call Outs
- ✓ Marketing Documents given to each middle school student
- ✓ Choices Catalog to all Middle School Counselors and Students in October
- ✓ Middle School Campus Mini-Expos in October and November (school fair event highlighting all GSPOC)
- ✓ District 2 Day Expo location Wilkerson-Grienes Athletic Facility held in November
- ✓ Applications Due to District December 5, 2018 (online or paper)

Campus Level Targeted Recruitment Plan

- ✓ ECHS At-Risk Targeted Student Informational Meetings at each Middle School
- ✓ ECHS At-Risk Targeted Parent Informational Meetings by invitation given to students at middle school
- ✓ AVID Presentations at each Middle School
- ✓ STEM Night Co-Hosted with TEX PREP
- ✓ GEN HOPE Student and Parent Recruitment Night by invitation
- ✓ TEX Prep Student and Parent Recruitment Night by invitation
- ✓ AVID Student and Parent Recruitment Night by Invitation
- ✓ Forest Oak Middle School "Men of Color" Student and Parent Recruitment Night