

Communication and Recruitment Plan

District-Wide Communication and Recruitment Plan

- Social media blasts, marketing in local newspapers, FWISD web-page marketing, automated call-outs
- Work with Parents as Teachers and Family Communications to reach out to underrepresented families
- Work with the Special Programs department to reach out to our homeless families
- Provided data to Coordinators listing Economically Disadvantaged 8th grade students.
- Schedule a call out to all 5th and 8th grade students
- Messages sent out through Communications office to Social Media outlets
- District level email requesting that families apply for GSPOC programs using the late application
- Scheduled 8th grade presentations to promote GSPOC programs
- Choice Expo at Wilkerson Greines Event Center
- Provide application tutorial slides in English and Spanish on the GSPOC application page
- Late Application Open House Zoom with PostSecondary Specialists present to answer questions

Campus Level Communication and Recruitment Plan

- Supply brochures to feeder middle schools
- Create website with information about enrollment; post brochures on website
- Post dates for Campus Open House
- Scheduling additional times for Q &A sessions
- Review and update your website with all POC or SOC information
- Specialists schedule Zooms with your feeder middle schools' AVID and CTE teachers
- Counselors meet with 9th grade students to encourage them to apply for GSPOC programs
- Specialists email At Risk/Eco Dis students from their feeder middle schools sharing information about their programs
- Specialists and MS Counselors from their feeder middle schools work together to schedule class presentations.
- Post information about enrollment on the Next Door App.
- Mini-Expos at FWISD Middle Schools
- Breakthrough Fort Worth Student and Parent Information and Recruitment night.
- Counselors assist with applications and registration paperwork