



Dr. Wright L. Lassiter Jr.
Early College High School
at El Centro College

Communication Plan

In conjunction with the above recruitment timeline, Lassiter ECHS will utilize the following avenues to communicate with stakeholders including prospective students, parents, community members/partners, Dallas ISD colleagues, as well as Charter & Private Schools within the Dallas ISD attendance zone.

- Lassiter ECHS website will be the official site for campus news, announcements, important dates, and reference documents.
- Lassiter ECHS will utilize social media sites such as Facebook and SchoolWay Mobile App to communicate information regarding upcoming campus events.
- Lassiter ECHS will utilize the School Messenger call-out systems to communicate information regarding upcoming campus events.
- Lassiter ECHS will work directly with Dallas ISD Communications Department to ensure accurate information regarding the recruitment and application is included on the District website.
- Lassiter ECHS will have marketing brochures (both English and Spanish) available during all recruiting events.
- Lassiter ECHS will reach out directly to middle school counselors and middle school principals to schedule campus visits as well as the annual middle school counselor open house each fall.
- Lassiter ECHS will offer two open house events each fall to inform parents and prospective students about the ECHS program at El Centro College. Q&A opportunities and campus tours are included.