



## **DAVID W. CARTER P-TECH AT DALLAS COLLEGE CEDAR VALLEY CAMPUS**

### ***COMMUNICATION PLAN***

The goal of Carter P-TECH to provide underrepresented students the ability to obtain an Associates of Arts or Associates of Applied Science at no cost to the students and their families. The program encompasses the following:

- Earn an Associate degree or up to 60 hours of college credit tuition-free while in high school.
- Eliminate thousands of dollars in college tuition costs by earning college credit hours while in high school.
- Start college at a four-year university already having completed two years in high school, thereby earning a four-year degree in less time than their peers.
- Enter the job market with a work-ready skill upon completion of high school.
- Become familiar with the effort required to successfully complete college-level coursework while a high school student.

In order to ensure that we are reaching all students Carter P-TECH has materials in two languages (English and Spanish) to target and inform students and parents that make up a large portion of DISD, as well as the Carter High School Feeder Pattern. Dallas ISD creates several events through-out the year to communicate the benefits of the P-TECH Programs. These events have included:

- Parent night at feeder middle school campuses in both the fall and spring semesters. Representatives from Carter P-Tech are on site and work to communicate with parents and answer the questions from the students.
- Multiple parent nights at various Dallas ISD middle schools throughout the district. Representatives from Carter P-TECH attend and speak with the parents and students about why they should attend Carter P-TECH.
- Information about the Carter P-TECH program is placed on the Carter High School website for students and parents.
- Carter P-TECH staff also hosts open house events in August and December to bring potential students and parents into the school and explain the aspects of the Carter P-TECH program.
- Representatives from Carter P-TECH attend Discover Dallas ISD events at locations across the district. Carter P-TECH staffs are able to speak with parents and students that are in district but may not know about Carter P-TECH.
- Carter P-TECH attends the Dallas ISD STEM day. Carter P-TECH staff and students are able to display several science and technology displays. We are able to show the students and the parents some of the benefits and programs that occur at Carter P-TECH.

Carter P-TECH works with Dallas College - Cedar Valley Campus to provide several opportunities for both parents and students to visit the Carter P-TECH and college campus and learn about the aspects of the program. During these events representatives from Cedar Valley College and Carter P-TECH are available to answer questions and inform parents about the program.