

The "Great James Madison High School P-Tech Collegiate Academy

Communication Plan

In conjunction with the above recruitment timeline, Madison P-Tech 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. •

- * Madison P-Tech website will be the official site for campus news, announcements, important dates, and reference documents.

- * Madison P-Tech will utilize social media sites such as Facebook and SchoolWay Mobile App to communicate information regarding upcoming campus events.

- * Madison P-Tech will utilize the School Messenger call-out systems to communicate information regarding upcoming campus events.

- * Madison P-Tech will work directly with Dallas ISD Communications Department to ensure accurate information regarding the recruitment and application is included on the District website.

- * Madison P-Tech will have marketing brochures (both English and Spanish) available during all recruiting events.

- * Madison P-Tech 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.

- * Madison P-Tech will offer two open house events each fall to inform parents and prospective students about Madison P-Tech program @El Centro. Q&A opportunities and campus tours are included.