



## P-TECH Communication Plan Future Educators Academy

In conjunction with our Recruiting Timeline, we will utilize the following avenues to communicate with all stakeholders including students, parents, community members, higher education partners, and colleagues around the district.

- The Future Educators Academy website will be the official site for program news, announcement, important dates, and reference documents.
- The Future Educators Academy will also use social media platforms, like Facebook, to communicate important information for upcoming campus events. Currently we are utilizing the Waco ISD CTE Facebook page.
- The Future Educators Academy will utilize the district call out system as well as Remind App to alert students and parents concerning upcoming events.
- The Future Educators Academy will work with Waco ISD communications department to ensure accurate information is posted about recruiting and applying to our programs.
- The Future Educators Academy will have brochures, in English and Spanish, available at all recruiting events.
- The Future Educators Academy Dean will visit each Waco ISD middle school campuses to talk to prospective students and network with their teachers, counselors and administrators.
- The Future Educators Academy Dean will participate in middle school transition fair to talk to prospective students and parents.
- The Future Educators Academy Dean will attend the annual YES! Expo to promote Careers in Education and Training.
- Future Educators Academy will offer a fall open house to inform prospective students and parents about the program and its offerings.