

Brownwood High School Communication Plan



Brownwood ISD utilizes the following avenues to communicate with the stakeholders including prospective and current students, parents, community members/partners, colleagues, and neighboring communities.

- Brownwood High School's website will be the official site for campus news, announcements, important dates, and reference documents.
- Brownwood P-TECH will utilize social media sites such as Facebook, Instagram, and Twitter to communicate information regarding campus events.
- Brownwood P-TECH will work to ensure accurate information regarding recruitment and application is dispersed to all parents and students.
- Brownwood P-TECH will have brochures and marketing materials (English and Spanish) available during all recruiting events.
- Brownwood P-TECH will offer several open house events and parent nights, during the recruitment season, to inform parents and prospective students about the P-TECH program. Q&A opportunities and campus tours will also be included.