SANTA ROSA

INDEPENDENT SCHOOL DISTRICT

102 Jesus R. Cruz, Santa Rosa, TX 78593

COMMUNICATION PLAN

1. Identified audience and parents are annually invited to school events and open houses through the mail, social media, Remind 101, and Global Connect.

2. Current parents are met with two times a year:
   a. During March open house; and
   b. During orientation in August to communicate college plans, industry programs, and pathways.

3. Community, School board and higher education personnel are:
   a. Recruited for leadership committees;
   b. Include board members and the Superintendent; and
   c. Will continue to create new alliances with future industry leaders.