



Fredericksburg ISD

Early College High School

Fredericksburg ECHS Written Communication Plan

To ensure all students are knowledgeable about the Fredericksburg Early College High School opportunity, informational material is sent out through multiple different mediums in English and Spanish. Fredericksburg Independent School District has created handouts, presentations, and social media posts to inform parents, students, staff, and school board members about the benefits and opportunities that Early College High School offers.

Communication

The following are specific examples of FISD's communication:

- Power point presentation presented to the FISD school board.
- Promotional flyers in English and Spanish are displayed on the district website, placed in the FMS campus newsletters and on the FMS website.
- Counselor in-person visits at FMS and SES to promote ECHS and answer student questions. Flyers sent home in English and Spanish.
- In-person parent/student information night with Spanish translation available. Representatives from FISD's ECHS and Northeast Lakeview College were present and available to answer questions after.
- Digital parent/student presentation posted on the ECHS website and sent out to all 8th grade parents through text and email with a Spanish translation transcript.
- Application support offered one evening at FMS to help parents and students with the application process, provide internet access, and answer any further questions.
- FISD ECHS will host a commitment night. Students will be welcomed into the program and an upcoming schedule of events will be presented.