

## **SGHS ECHS Communication Plan**

Garland ISD ECHS will utilize a variety of methods to communicate to parents, community members, school boards and higher education personnel.

- Updates via GISD webpage
- Informational presentations at GISD school board meetings
- Informative presentations to GISD faculty and staff
- Information tables and materials at district events
- Student mailings home to parents
- Email messages to parents of students
- Newspaper and media coverage of ECHS events
- Information and events shared via social media Facebook, Instagram and X (formerly Twitter) to communicate information regarding upcoming campus events.
- School Messenger call-out systems and Parent Square to communicate information regarding upcoming campus events.
- Provide marketing brochures (both English and Spanish) during all recruiting events.
- Meetings with middle school counselors and middle school principals
- Middle school campus visits as well as the annual middle school field trip to learn about high school programs
- Campus open house events, campus tours with Q&A opportunities.