



PSJA Early College Program (Academies & CTE)

Communications Plan 2023-2027

Situation Analysis:

SWOT

Strengths • District is well-known for its early college program • Available at all schools • Numerous programs for students to choose from	Weaknesses • Competition of education level (Early College vs CTE) • Need to encourage more students to participate, not just the top students
Opportunities • Opportunity to promote high-demand career programs • New programs being added such as Fire Science and Veterinary	Threats • Nearby charters are also adding similar opportunities to their programs, just not at our scale • Scheduling of courses for students may make signing up challenging

Research (Secondary & Informal):

According to the [US Bureau of Labor Statistics Employment Projections for 2021-2023 Summary](#):

- Employment is projected to increase from 158.1 million to 166.5 million by 2031
- Healthcare and social assistance sector is projected to create the most jobs over the 2021-31 decade
- Leisure and hospitality, and other services--which include **repair and maintenance services and personal care services**--are projected to be among the fastest growing over the 2021–31 decade

- Demand for professional and business services is expected to increase driven by businesses' need for technical expertise in areas such as **IT solutions** and **cybersecurity, management, marketing research, and other consulting and technical services**
- Healthcare support occupations are projected to grow the fastest of all occupational groups, at 17.8 percent from 2021-31. Projected fast-growing occupations in this group include:
 - **Physical therapist assistants**
 - **Home health**
 - **Personal care aides**
 - **Occupational therapy assistant**
- **Demand for IT services**, including cybersecurity services and cloud computing, will fuel demand for computer occupations. Among the fastest growing mathematical occupations include data scientists, information security analysts, and statisticians

Goals:

- To increase the number of students enrolled in the PSJA Early College Program enrolled in an Academy, Associate Degree or College Certificate

Objective:

- To help address the projected high demand needs in the workforce by increasing the number of PSJA ISD seniors graduating with an Industry or College Certificates.

Publics:

***Internal** – Current 10th grade students, parents

***External** – Students, parents, staff alumni, community

Messages:

- Earn 2 years of College FREE
- Get a jumpstart on your career & future!
- Nationally recognized Early College Program!
- 12+ career pathways
- 20+ specialized programs
- Associate Degrees & Certificates
- Open to 11th and 12th grade students. Students must apply their 10th grade year.
- Gain a competitive edge in the workforce
- www.psjaisd.us/academies
- Free of cost to PSJA students
- In partnership with South Texas College and other higher-edge institutions
- High-demand, high-wage opportunities

Timeline:

August 2023 – August 2027

Strategy 1: Create a robust and high-quality campaign to market the opportunities available through the PSJA Early College Program.

Phase I | 2023-2024

Tactics/Activities/Responsibilities:

<i>TACTIC</i>	<i>AUDIENCE</i>	<i>PERSON RESPONSIBLE</i>	<i>DUE DATE</i>	<i>NOTES</i>
Initial meeting with CTE & College Readiness to plan campaign	Internal	Claudia	January 23, 2023	Met to plan promotion of Early College Program opportunities in February for CTE month and after. Present: Adriana Garcia, CTE Director; Linda Uribe-Trevino; Claudia Lemus Campos, Communications Director; Darline Gracia, Multimedia Coordinator
Photo shoots of numerous programs	Internal	Darline & Daniel Ramos	January 2023 – February 2023	Programs to be photographed and video taped: Automotive, HVAC, Carpentry, Culinary, Dental, Phlebotomy
Spadea – The Monitor	All	Darline/Claudia	February	Spadea highlighting the CTE opportunities and overall Early College Program was published in The Monitor in February as part of CTE Month.
Advertorial – RGVision Magazine	All	Claudia	January/February 2023	Advertorial highlighting the PSJA Early College Program and Academies across the Rio Grande Valley. https://rgvisionmagazine.com/wall-to-wall-early-college/
2 KRGV Daytime Segments airing on TV	All	Claudia	February/April 2023	Two segments featuring the PSJA Academies (1 CTE & Early College) were created and aired to promote the program across the Rio Grande Valley. Get A Jumpstart On Your Career Through A PSJA Academy https://www.youtube.com/watch?v=rE0F09SHAgc&list=PLl8n7Wm1e9DrQWsJVz6yt9iWOU4ywZqvD&in

				dex=3 PSJA ISD Offers College Certificates in High-Demand, High-Wage Careers https://www.youtube.com/watch?v=ND_YM1jSPC0&list=PLl8n7Wm1e9DrQWsjVz6yt9iWOU4ywZqvD&index=4
Website (Academies & redirect to page from all HS and district page)	All	Elizandro, Varely, Adriana and Linda	February 2023	Update website to reflect current programs. *Add links to redirect to Academies from school pages Add photos and visuals
Fence Banners	All	Darline	March-April 2023	Fence banners placed week of March 27: • 2 Academies in “academic” pathways (English/Spanish) • 2 CTE (English Spanish) • 1 at all middle schools In-progress: • 4 additional fence banners highlighting each of the PSJA Academy Schools at the 4 comprehensive HS and T-STEM ○ School of Arts & Humanities ○ School of Health Public Services ○ School of STEM ○ School of Business & Industry
Brochures	Current 10 th grade students	Darline/Claudia	March 30, 2023	Early College Program brochure including information on the PSJA Academies and CTE Pathways that will be used by recruiters and College

				Readiness team to recruit. 1000 printed. 700 for College Readiness, 200 for recruiters, 100 kept for Communications
Posters	High school students	Darline/Claudia	Week of April 3	4 posters on each of the 4 Academy Schools to be placed throughout all high school campuses
Pushcards	Students	Darline/Claudia	April 2023	Pushcards on the 4 Academy schools providing more information to be distributed at events 2,000 (500 x 4 schools)
Spider Banners	All	Darline/Claudia	April 2023	106 Spider Banners (4 on Academy schools and 1 general early college) • 35 =5x7 high schools • 40 =5x 8 MS • 26 = 1 x Elementary (general early college) • 5 = 1 set for College Readiness
Central Office Screens	Staff	Darline/Elizandro	March 2023	Resize main early college ad for Central Office Screens
Digital Billboard	All	Darline/Crystal	February	Billboard promoting Early College & CTE
MyPSJA Intranet Banner	Staff	Darline/Elizandro	March 2023	Raise awareness about programs among staff to encourage them to enroll their children at PSJA ISD
MyPSJA Newsletter Ads	All	Claudia/Darline	March 2023	Include ads in the weekly newsletter for parents and staff to see
Direct email blasts to ALL current 10 th graders (Text and emails)	Current 10 th graders & their parents	Claudia	April 2023	Series of email blasts directly to 10th grade students and their parents about the PSJA Academies Email: https://us4.campaign-

				archive.com/?u=2756c2c385e6a2a5f5f81e173&id=3204bbfc01 
Marquees	High schools	Elizandro	April 2023	Marquees highlighting the Academies
(1) Bus Wrap	All	Darline/Claudia/Lorelei	April 2023	Wrapped bus featuring graduates and the opportunity to earn 2 years of college FREE among the district's other unique selling points
5 Promotional Videos	Students & Parents	Mark & Ramos	April 2023	Promo videos highlighting the opportunities: • 1 main general promo highlighting the PSJA Academies • School of Arts & Humanities ○ School of Health Public Services ○ School of STEM ○ School of Business & Industry
Transportation Billboard in San Juan	All	Darline/Claudia	March 2023	Large billboard located at PSJA Transportation to feature the Early College Program
Billboard – El Dora	All	Darline/Claudia	March 3, 2023	552,000 weekly impressions Billboard: Why choose PSJA? Earn 2 years of College Free
RGVision Magazine Ad	All	Darline	April 3, 2023	Ad promoting the Academies to run in the March/April issue of the magazine.

Phase 2 | 2024-2025

Tactics/Activities/Responsibilities:

<i>TACTIC</i>	<i>AUDIENCE</i>	<i>PERSON RESPONSIBLE</i>	<i>DUE DATE</i>	<i>NOTES</i>
PSJA College for All Conference	Educators	College Readiness	Nov 2024	PSJA ISD brought back this conference to share knowledge educators across the nation.
Video – PSJA ISD Leads in Education & Opportunity		Communication		Video Commercial played at Rally https://www.youtube.com/watch?v=mu_c-4vu-ql&list=PLl8n7Wm1e9Dov9DUGoa3HdRDTKVwF7ITN&index=23
PSJA College & Career Rally	High school students – 9 th & 10 th grade	College Readiness & Communication	October 2024	Inaugural event to inform students about the opportunities and encourage them to enroll.
Social Media Graphics – Leading in the Region	All	Communications	Ongoing	Graphics showcasing PSJA ISD leading in the Region & State
Brochure	Students	Communications	Fall 2024	Update images in brochure
PSJA Early College Information Night	Students & Families	College Readiness & Communication		April 29, 2025 at Dr. Daniel P. King PSJA College & University Center April 29, 2025 5:30 PM – 7:30 PM
Early College Grads – Dec 2024 Photo Shoot	Grads	Comm	Dec 2024	Photos of December grads for marketing purposes

Phase 3 | 2025-2026

Tactics/Activities/Responsibilities:

<i>TACTIC</i>	<i>AUDIENCE</i>	<i>PERSON RESPONSIBLE</i>	<i>DUE DATE</i>	<i>NOTES</i>

Phase 4 | 2026-2027

Tactics/Activities/Responsibilities:

<i>TACTIC</i>	<i>AUDIENCE</i>	<i>PERSON RESPONSIBLE</i>	<i>DUE DATE</i>	<i>NOTES</i>

Evaluation:

Results/Observations:

OBJECTIVE	RESULT

COMPLETED COLLATERALS:

PANEL #48585

ES EXP 281 .3MI S/O EL DORA, PHARR



WEEKLY IMPRESSIONS:
522,021*

MEDIA TYPE/STYLE:
Permanent Bulletin - PanelFree

GEOGRAPHIC ID:
14022592

LAT/LONG:
[26.22182 / -88.17889](#)

MARKET:
HIDALGO COUNTY

PANEL SIZE:
14' 0" x 48' 0" [View Size Sheet](#)

VINYL SIZE:
15' 0" x 48' 0"

FACING/READ:
South / Right

ILLUMINATED:
YES

SHIPPING ADDRESS:
2001 Industrial Way
San Benito, TX 78586



Digital billboard:



PSJA
COLLEGE³
READY. CONNECTED. COMPLETE.



WHY CHOOSE PSJA?
**EARN 2 YEARS OF
COLLEGE FREE**
psjaisd.us/whypsja

Transportation:



PSJA
COLLEGE³
READY. CONNECTED. COMPLETE.



WHY CHOOSE PSJA?
**EARN 2 YEARS OF
COLLEGE FREE**
AT ALL PSJA HIGH SCHOOLS
psjaisd.us/whypsja

Brochure: Page 1

FIELDS OF STUDY AVAILABLE

School of Science, Technology, Engineering & Mathematics (STEM)
Biology Academy ♦
Computer Science Academy ♦
Cybersecurity Technology Academy*
Electrician Assistant Technology Academy*
Mathematics Academy ♦
Renewable Energy Academy**
Veterinary Technician Academy*

School of Business & Industry
Precision Manufacturing Technology Academy*
Automotive Maintenance & Light Repair Technology Academy*
Carpentry Academy*
Diesel Technology Academy
Heating, Ventilation, Air Conditioning & Refrigeration Technology Academy (HVAC)*
Plumbing & Pipefitting Academy**
Real Estate Academy
Welding Technology Academy*

School of Public Service & Health Services
Criminal Justice Academy ♦
Cosmetology Academy**
Dental Assistant Academy
Culinary Arts
Education Academy ♦
EKG Technician Academy**
Emergency Medical Technology (EMT) Academy*
Fire Science Technology Academy*
Nurses Aide Academy**
Pharmacy Technician Academy**
Phlebotomy Technician Academy**

School of Arts & Humanities
Graphic Arts Academy ♦

♦ Associate of Arts/Science
◇ Associate of Applied Science
* College Certificate
** Industry Based Certifications (TSI Exempt)

PSJA Academies Location:
704 W. Ridge, San Juan, Texas 78589

PSJA's College Readiness Department
at (956) 354-2044 or email jessica.salinas2@psjaisd.us

PSJA Career & Technical Education at 956-354-2210
psjaisd.us/academies





PHARR-SAN JUAN-ALAMO ISD

PSJA ISD EARLY COLLEGE PROGRAM



Scan to Apply

About PSJA Early College

Through PSJA ISD's nationally recognized Early College Program in partnership with South Texas College and other higher-education institutions, high school students can graduate with up to an Associate Degree or 60 college credit hours before their high school graduation free of cost.

All PSJA ISD high schools are designated Early College, which makes them innovative high schools that allow students to attend college and high school simultaneously. Early College High Schools offer rigorous instruction and provide academic, social and emotional support services to help students succeed.



Who can apply?

The PSJA Academies available through the PSJA Early College Program are open to all PSJA ISD High Schools in grades 11th & 12th. Interested students must apply their 10th grade year.



PSJA Early College High School (San Juan)



PSJA North Early College High School (North Pharr)



PSJA Memorial Early College High School (Alamo)



PSJA Southwest Early College High School (South Pharr)



PSJA T. Jefferson T-STEM Early College High School (Pharr)



PSJA Collegiate School of Health Professions - Early College Campus (San Juan)



PSJA E. Ballou School of Business & Energy P-TSCH (Pharr)

What are the PSJA Academies?

Offered through the PSJA Early College Program, the PSJA Academies provide additional hands-on learning in various specific fields of study supporting students as they work to obtain a Certificate or an Associate Degree from South Texas College. Through a cohort approach, students build positive relationships, receive rigorous instruction, as well as receive academic, emotional and social support to successfully complete the coursework.

Students enrolled in the PSJA Academies continue to attend their home high school. They travel to the Academies site only for designated hours for academy coursework.

PSJA ISD students from any district high school are eligible to apply to be part of the PSJA Academies.



What is the difference between PSJA CTE Pathways and PSJA Academies?

The PSJA Career & Technical Education Pathways provide students with certificates in more than 12 areas of study and are a great foundation for students to acquire knowledge and skills in the field of their choice.

PSJA Academies take it a step further by providing a cohort level approach to complete industry level certificates parallel to college certificates, or up to an Associate Degree prior to high school graduation. These Academies are made possible through a partnership with South Texas College.

Apply Today!



Google & Social Media Ads



WHY CHOOSE PSJA?
**EARN 2 YEARS OF
COLLEGE FREE**
AT ALL PSJA HIGH SCHOOLS



psjaisd.us/whypsja



WHY CHOOSE PSJA?
**EARN 2 YEARS OF
COLLEGE FREE**
AT ALL PSJA HIGH SCHOOLS



psjaisd.us/whypsja



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psjaisd.us/whypsja



WHY CHOOSE PSJA?
**EARN 2 YEARS OF
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AT ALL PSJA
HIGH SCHOOLS



psjaisd.us/whypsja

Fence Banners

FENCE BANNERS - CTE - ACADEMIES

To Be Placed at High Schools

HIGH-DEMAND CAREERS
COLLEGE & INDUSTRY CERTIFICATES

- ✓ DENTAL
- ✓ WELDING
- ✓ ELECTRICAL
- ✓ AUTOMOTIVE
- ✓ HVAC
- ✓ COSMETOLOGY

And Many More!

psjaisd.us/academies FREE OF COST **APPLY TODAY**

CARRERAS DE ALTA DEMANDA
CERTIFICADOS DE UNIVERSIDAD Y INDUSTRIALES

- ✓ DENTAL
- ✓ SOLDADURIA
- ✓ ELECTRICO
- ✓ TECNOLOGÍA AUTOMOTRIZ
- ✓ REFRIGERACIÓN Y AIRE ACONDICIONADO
- ✓ COSMETOLOGIA

¡Y MUCHOS MAS!

psjaisd.us/academies **APLICA HOY** GRATIS

The Monitor – Spadea (ran February 2023)

GET A JUMPSTART ON YOUR CAREER & FUTURE!

WHY CHOOSE PSJA?

- EARN 2 YEARS OF COLLEGE FREE (Associate Degree in up to 60 college credits)
- AMATEUR & PROFESSIONAL (Olympic Athlete & Olympian)
- COMPETITIVE ATHLETICS & FINE ARTS

Who can apply?

This PSJA Academy is available through the PSJA Early College Program and open to all PSJA SD High Schools in grades 11A & 12B. Interested students must apply their 10th grade year.

PSJA Early College High School **PSJA Mount Early College High School** **PSJA Memorial Early College High School** **PSJA Southwest Early College High School**

PSJA T. Jefferson T. OTM Early College High School **PSJA College School of Health Professions** **PSJA E. Bellows School of Business & Energy & IT**

PRE-K ROUND UP

Come discover Pre-K 3 & 4 at PSJA!

Join Us!

MARCH 7, 8 & 9
8:00 AM - 2:00 PM

Come tour our Elementary Schools

psjaisd.us/roundup

956.354.2167

PHARR - SAN JUAN - ALAMO INDEPENDENT SCHOOL DISTRICT

EARN 2 YEARS OF COLLEGE FREE AT ALL PSJA HIGH SCHOOLS

APPLY TODAY! PSJA ACADEMIES

GET A JUMPSTART ON YOUR CAREER & FUTURE!

12+ CAREER PATHWAYS

20+ SPECIALIZED PROGRAMS

Scan For More

PSJA COLLEGE³

LIVE ANYWHERE. ATTEND PSJA!

PSJA EARLY COLLEGE PROGRAM

What is Early College?

Through PSJA SD's nationally recognized Early College Program in partnership with South Texas College and other higher-education institutions, high school students can graduate with up to 60 Associate Degrees or 60 college credit hours before their high school graduation.

All of PSJA SD High Schools are designated Early College, which makes them innovative high schools that allow students to extend college and high school academically. Early College High Schools offer rigorous instruction and provide academic, social and emotional support services to help students succeed.

FIELDS OF STUDY AVAILABLE

School of Science, Technology, Engineering & Mathematics (STEM)

- Biology Academy *
- Computer Science Academy *
- Cybersecurity Technology Academy*
- Electrician Assistant Technology Academy*
- Mathematics Academy *
- Renewable Energy Academy**
- Veterinary Technician Academy*

School of Business & Industry

- Precision Manufacturing Technology Academy*
- Automotive Maintenance & Light Repair Technology Academy*
- Carpentry Academy*
- Diesel Technology Academy
- Heating, Ventilation, Air Conditioning & Refrigeration Technology Academy (HVAC)*
- Plumbing & Pipefitting Academy**
- Real Estate Academy
- Welding Technology Academy*

School of Public Service & Health Services

- Criminal Justice Academy *
- Cosmetology Academy**
- Dental Assistant Academy
- Education Academy *
- ENG Technical Academy**
- Emergency Medical Technology (EMT) Academy*
- Fire Science Technology Academy**
- Horses A&E Academy**
- Pharmacy Technician Academy**
- Phlebotomy Technician Academy**

School of Arts & Humanities

- Graphic Arts Academy *

PSJA COLLEGE READINESS DEPARTMENT
(956) 354-2044

PSJA CAREER & TECHNICAL EDUCATION
956-354-2210

Scan For More

psjaisd.us/academies **956.354.2044**

* Associates of Arts/Careers
* Associates of Applied Science
* College Certificate
** Industry Based Certifications

FENCE BANNERS - EARLY COLLEGE ACADEMIES

To Be Placed at High Schools



EARN 2 YEARS OF COLLEGE FREE

Programs Available Include:

- ✓ Biology
- ✓ Mathematics
- ✓ Computer Science
- ✓ Engineering

AND MANY MORE!

psjaisd.us/academies



OBTEN 2 AÑOS DE UNIVERSIDAD GRATIS

Programas Incluyen:

- ✓ Biología
- ✓ Matemáticas
- ✓ Ciencias de la Computación
- ✓ Ingeniería

¡Y MUCHOS MAS!

psjaisd.us/academies



FENCE BANNERS - EARLY COLLEGE ACADEMIES



The banner is divided into two main sections. The left section has a dark red background and features the PSJA logo (a 3D cube with 'P', 'S', 'J', 'A' on its faces), the text 'COLLEGE³' in large white letters, the tagline 'READY. CONNECTED. COMPLETE.' in smaller white letters, a QR code, and the text 'Scan to Register' with a small red arrow. The right section has a light gray background and features a photo of a smiling female graduate in a black cap and gown holding a rolled diploma with a gold seal. To the right of the photo, the text reads 'PSJA EARLY COLLEGE PROGRAM' in black, 'EARN 2 YEARS OF' in large red letters, 'COLLEGE FREE' in large black letters, 'Students can take courses as early as their 8th grade year!' in italicized black, and the website 'psjaisd.us/earlycollege' in bold black.

PSJA EARLY COLLEGE PROGRAM
**EARN 2 YEARS OF
COLLEGE FREE**

*Students can take courses as
early as their 8th grade year!*

psjaisd.us/earlycollege

PROMOTING EARLY COLLEGE AT MIDDLE SCHOOLS

Central Office Screens & Facebook Covers:



HIGH-DEMAND CAREERS
COLLEGE & INDUSTRY CERTIFICATES

- ✓ DENTAL
- ✓ ELECTRICAL
- ✓ HVAC
- ✓ WELDING
- ✓ AUTOMOTIVE
- ✓ COSMETOLOGY

And Many More!

APPLY TODAY
FREE OF COST

psjaisd.us/academies



**EARN 2 YEARS OF
COLLEGE FREE**

Programs Available Include:

- ✓ Biology
- ✓ Computer Science
- ✓ Mathematics
- ✓ Engineering



AND MANY MORE!

psjaisd.us/academies

RGVision Magazine Ad



12+
CAREER
PATHWAYS

20+
SPECIALIZED
PROGRAMS



ELECTRICIAN **CYBERSECURITY** **CULINARY**

APPLY TODAY!
PSJA ACADEMIES

Open to 11th & 12th grade students.
Students must apply their 10th grade year.

Apply Today! 

 **SOUTH TEXAS
COLLEGE**

psjaisd.us/academies

IN-PROGRESS:

Recruitment Technology Bus (1)



PSJA **Choose** **PSJA ISD**
COLLEGE³ READY, CONNECTED, COMPLETE™

956.354.2167
psjaisd.us/whypsja

LIVE ANYWHERE, ATTEND PSJA!

- > FULL-DAY PRE K 3 & 4
- > EARN 2 YEARS OF COLLEGE FREE
- > MASTER 2 LANGUAGES
- > COMPETITIVE ATHLETICS & FINE ARTS

PIARRI-SAN JUAN-ALAMO ISD
SUSTAINABLE DEVELOPMENT GOALS

FOLLOW US @PSJAISD



PSJA **Elije** **PSJA ISD**
COLLEGE³ READY, CONNECTED, COMPLETE™

956.354.2167
psjaisd.us/whypsja

¡ACEPTAMOS ESTUDIANTES DE TODO EL VALLE!

- > DÍA COMPLETO DE PRE-K 3 Y 4
- > DOMINA DOS IDIOMAS
- > OBTEN 2 AÑOS DE UNIVERSIDAD GRATIS
- > PROGRAMAS DE ATLETISMO Y BELLAS ARTES

FOLLOW US @PSJAISD

Activity Bus – Back (2)

Activity Buses (2)

Partial Wrap – Back



Fence Banners Pending Approval for Print

PSJA ACADEMIES
SCHOOL OF ARTS & HUMANITIES
ASSOCIATE DEGREES & CERTIFICATES
✓ **Graphic Arts**

psjaisd.us/academies  SOUTH TEXAS COLLEGE  **APPLY TODAY**



PSJA ACADEMIES
SCHOOL OF BUSINESS & INDUSTRY
ASSOCIATE DEGREES & CERTIFICATES

✓ HVAC	✓ Precision Manufacturing	✓ Real Estate
✓ Diesel	✓ Automotive	✓ Welding
✓ Carpentry	✓ Plumbing & Pipefitting	✓ Culinary

psjaisd.us/academies  SOUTH TEXAS COLLEGE  **APPLY TODAY**



PSJA ACADEMIES

SCHOOL OF PUBLIC SERVICE & HEALTH SERVICES

ASSOCIATE DEGREES & CERTIFICATES

- ✓ Criminal Justice
- ✓ Education
- ✓ Fire Science
- ✓ Pharmacy Technician
- ✓ Dental Assistant
- ✓ Phlebotomy Technician
- ✓ Certified Nurse Aide
- ✓ EKG Technician
- ✓ Emergency Medical Technology (EMT)
- ✓ Cosmetology

psjaisd.us/academies



SOUTH TEXAS
COLLEGE



APPLY TODAY

PSJA ACADEMIES

SCHOOL OF STEM

SCIENCE, TECHNOLOGY, ENGINEERING & MATHEMATICS

ASSOCIATE DEGREES & CERTIFICATES

- ✓ Biology
- ✓ Computer Science
- ✓ Cybersecurity
- ✓ Electrician Assistant
- ✓ Mathematics
- ✓ Renewable Energy
- ✓ Veterinary Technician

psjaisd.us/academies



SOUTH TEXAS
COLLEGE



APPLY TODAY

Posters (4) _ Pending review



12+
CAREER
PATHWAYS

20+
SPECIALIZED
PROGRAMS



 **WELDING**
 **AUTOMOTIVE**
 **HVAC**

PSJA ACADEMIES
**SCHOOL OF BUSINESS
 & INDUSTRY**
 ASSOCIATE DEGREES & CERTIFICATES

✓HVAC	✓Precision Manufacturing	✓Real Estate
✓Diesel	✓Automotive	✓Welding
✓Carpentry	✓Plumbing & Pipefitting	✓Culinary

Open to 11th & 12th grade students.
 Students must apply their 10th grade year. **Apply Today!**



 **SOUTH TEXAS
COLLEGE**

psjaisd.us/academies



12+
CAREER
PATHWAYS

20+
SPECIALIZED
PROGRAMS







PSJA ACADEMIES
**SCHOOL OF ARTS
 & HUMANITIES**
 ASSOCIATE DEGREES & CERTIFICATES

✓ **Graphic Arts**

Open to 11th & 12th grade students.
 Students must apply their 10th grade year. **Apply Today!**



 **SOUTH TEXAS
COLLEGE**

psjaisd.us/academies



12+
CAREER
PATHWAYS
20+
SPECIALIZED
PROGRAMS



ELECTRICIAN



CYBERSECURITY



BIOLOGY



12+
CAREER
PATHWAYS
20+
SPECIALIZED
PROGRAMS



PHLEBOTOMY



EMT



COSMETOLOGY

PSJA ACADEMIES SCHOOL OF STEM

SCIENCE, TECHNOLOGY, ENGINEERING & MATHEMATICS
ASSOCIATE DEGREES & CERTIFICATES

- ✓ Biology
- ✓ Computer Science
- ✓ Cybersecurity
- ✓ Electrician Assistant
- ✓ Mathematics
- ✓ Renewable Energy
- ✓ Veterinary Technician

Open to 11th & 12th grade students.
Students must apply their 10th grade year.

Apply Today!



SOUTH TEXAS
COLLEGE

psjaisd.us/academies

PSJA ACADEMIES SCHOOL OF PUBLIC SERVICE & HEALTH SERVICES

ASSOCIATE DEGREES & CERTIFICATES

- ✓ Criminal Justice
- ✓ Education
- ✓ Fire Science
- ✓ Pharmacy Technician
- ✓ Dental Assistant
- ✓ Phlebotomy Technician
- ✓ Certified Nurse Aide
- ✓ EKG Technician
- ✓ Emergency Medical Technology (EMT)
- ✓ Cosmetology

Open to 11th & 12th grade students.
Students must apply their 10th grade year.

Apply Today!



SOUTH TEXAS
COLLEGE

psjaisd.us/academies

Individual Academy posters & additional collaterals (In-Progress)



COLLEGE OPPORTUNITIES WITHOUT THE DEBT

PSJA COLLEGE³
READY. COMMITTED. COMPLETE.

WELDING TECHNOLOGY ACADEMY

Certificates:
Combination Welding
Structural Welding

Welding Associate of Applied Science

AVERAGE SALARY
\$47,010
US BUREAU OF LABOR STATISTICS

OPEN TO ALL 11TH & 12TH GRADE STUDENTS

FREE OF COST
Tuition, transportation & books included at no cost. Students will also participate in College Tours & Workshops

APPLY TODAY
Questions? Visit your Counselor.
psjaisd.us/Academies
956.354.2044

SCHOOL OF BUSINESS & INDUSTRY

SOUTH TEXAS COLLEGE

Email Blast – Pending review

Scan to preview email:



[Click this image to view content.](#)



Get a jumpstart on your career and future!



PSJA Academies

Earn an **Associate Degree** and/or a **College or Industry-Based Certificate** **FREE** of cost through our PSJA Academies!

Offered through PSJA ISD's nationally recognized program, the PSJA Academies are open to all high school students as early as their 10th-grade year.

Choose from over a dozen career pathways and over 20 specialized programs in high-demand and high-paying fields in business, health-services, STEM and many more!

Who can apply?

The PSJA Academies are open to all 11th & 12th grade students. Students must apply their 10th grade year.