



BISD Health Science P-TECH Communication Plan

Audience	Objectives	Message(s)	Delivery Method(s)	Frequency
Junior High Counselors, Administrators, and College Career Readiness Teachers	Inform JH counselors, administrators, and teachers of enrollment policies for Health Science P-TECH Academy and opportunities for students in HS program	Program expectations, pathway options, enrolling in dual credit	In person meetings for each learning community	September-March
High School Counselors and Administrators	Inform HS counselors & administrators of enrollment policies opportunities for students in Health Science P-TECH Academy, 4-year plans, Dual Credit courses, and certifications	Program expectations, pathway options, enrolling in dual credit	High School Administration Meeting	September-March
Potential Health Science students and their parents	Educate students and parents on courses, opportunities, and enrollment in Health Science	Program opportunities, benefits, and enrollment process	Family nights, high school tours, P-TECH website, podcast	October- February
Students who enroll in Health Science and their parents	Keep students and parents informed on next steps and future opportunities in Health Science	Welcome and look towards the future of Health Science, enrolling in dual credit and its benefits, acceptance into the program	Campus visits with current students, family nights, Google Classroom	October -February
IHE Partners-San Antonio College	Confirm course requirements and crosswalk accuracy	List existing course requirements, discuss future opportunities, request updates for any changes, credential teachers for dual credit	In person meetings with SAC employees/consultants/professors	As needed
Industry Partners	Consult with Methodist Hospital regarding employment needs so that we can make our students workforce ready.	Confirm employment needs; provide work-based learning opportunities for students to gain credentials	Meetings with Methodist Hospital Staff	As needed
Health Science Advisory Council	Consult with industry professionals regarding employment needs and possible future educational opportunities for BISD Health Science P-TECH students	Provide data on work-based learning activities, student achievements, create and work on action plan to improve program	In person meeting 2 times per school year	October. April
District and Community	Promote and celebrate accomplishments within our program	Celebrate acceptance of students, inform families of next steps, advertise upcoming events	Social media, district web site, Google Classroom	Ongoing
TEA, District, Students, & Community	Comply with TEA requirements to post Blueprint documents and increase awareness of Health Science P-TECH	Blueprint artifacts, resources for parents and students	Health Science P-TECH website	Ongoing

The Health Science P-TECH Academy utilizes the following avenues to communicate with the stakeholders including prospective and current students, parents, community members/partners, Boerne ISD colleagues.

- Boerne High School Health Science P-TECH website will be the official site for campus news, announcements, important dates, and reference documents. <https://www.boerneisd.net/domain/4721>
- Boerne High School Health Science P-TECH will utilize social media sites such as Facebook, Instagram, and Twitter to communicate information regarding campus events.
- Boerne High School Health Science P-TECH will work closely with the Boerne ISD Communication Department to ensure accurate information regarding recruitment and application is included on the District website.
- Boerne High School Health Science P-TECH will have brochures and marketing materials (English and Spanish) available during all recruiting events.
- Boerne High School Health Science P-TECH will print and deliver all parent night flyers in English/Spanish to all emerging bilingual students at the middle school campuses.
- Boerne High School Health Science P-TECH will reach out directly to middle school counselors and principals to schedule campus visits.
- Boerne High School Health Science P-TECH will schedule opportunities at the middle schools to help eighth grade students with the district application process.
- Boerne High School Health Science P-TECH will schedule opportunities at the middle school to help eighth grade students with the college application process.
- Boerne High School Health Science P-TECH will offer several open house events, 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.
- Boerne High School Health Science P-TECH will recruit students through Boerne ISD recruitment mini- fairs, promotional videos, and 8th grade assemblies.
- Boerne High School Health Science P-TECH will reach out directly at community events to recruit 8th grade students.