

# Communication Plan

*2025-2026*



In order to effectively communicate with prospective students, parents, community members and additional stakeholders, W.W. Samuell Early College High School will utilize the following communication methods.

- W. W. Samuell EHCS website will be the official site for campus news, announcements, important dates, and reference documents.
- W.W. Samuell EHCS will utilize the School Messenger call-out system to communicate information to parents and students.
- The Administrative team makes personal phone calls home to schedule interview dates and to follow up with acceptance confirmations. Dallas ISD Translation Services are utilized to ensure communication in parents' native language.
- W. W. Samuell EHCS will work directly with Dallas ISD Communications Department to ensure accurate information regarding the recruitment and application is included on the district website.
- Marketing brochures will be available at all recruiting events in both English and Spanish.
- W. W. Samuell EHCS administrative staff will coordinate with middle school counselors and principals to schedule campus events, including classroom presentations, college campus tours, application workshops, Open House and other recruitment events.
- A schoolwide monthly newsletter is available highlighting ECHS events and activities.