



Skyline Early College High School
Dallas Independent School District
“Equipping Our Students For Success”

Communication Plan

The communication plan for Skyline ECHS aims to disseminate pertinent information and marketing materials through our district and campus websites, social media platforms, and school messenger to all stakeholders including students, parents, community members, school board, higher education personnel, etc in conjunction with the recruitment timeline.

- Skyline ECHS website and Newsletter will be the official site for campus news, announcements, important dates, and reference documents.
- Skyline ECHS will utilize social media sites such as Facebook and Twitter to communicate information regarding upcoming campus events.
- Skyline ECHS will utilize the School Messenger call-out systems and Remind 101 to communicate information regarding upcoming campus events.
- Skyline ECHS will work directly with Dallas ISD Communications Department to ensure accurate information regarding the recruitment and application is included on the District website.
- Skyline ECHS will have marketing brochures (both English and Spanish) available during all recruiting events.
- Skyline ECHS will reach out directly to middle school counselors and middle school principals to schedule campus visits as well as the annual middle school counselor open house each fall.
- Skyline ECHS will offer monthly Parent University events each fall to inform parents and prospective students about the ECHS program at Dallas College at Eastfield. Q&A opportunities and campus tours are included.
- Skyline ECHS will schedule quarterly “Coffee and Conversation” events to communicate campus updates (AM & PM options will be made available).
 - DISD Translation Services or a School Translator will be present during all virtual and in-person events.