



Clint Early College Academy

Patriots are always a step ahead



Recruitment Plan

June 2025

- **Planning & Alignment:** CECA leadership team reviews previous year's recruitment data, identifies eco-dis enrollment gap, and sets SMART goal.
- **District Coordination:** Submit request to the district for eco-dis student data (current 8th graders) to prepare for targeted outreach.
- **Recruitment Materials:** Begin updating bilingual flyers, presentations, and visuals to emphasize both academic and financial benefits of CECA.

July 2025

- **Ambassador Training:** Train CECA student ambassadors on key talking points (eco-dis supports, student success stories, cost savings).
- **Community Partnerships:** Identify and secure at least three local community organizations (churches, libraries, after-school programs) to host future recruitment sessions.
- **Marketing Prep:** Develop content for a fall social media campaign (videos, student/parent testimonials, college credit savings infographics).
- **Review all Family Income Surveys submitted by parents.** Contact Denials and Waivers.

August 2025

- **Parent Info Night #1:** Host the first 6th-grade parent information session at a feeder middle school. Provide bilingual presentations and track attendance.
- **Open House Planning:** Coordinate with feeder middle schools to secure CECA participation at all September open houses.
- **Eco-Dis Outreach Prep:** Create personalized invitation templates for eco-dis students and families (letters, texts, calls).

September 2025

- **Middle School Open Houses:** CECA ambassadors and staff attend all feeder middle school open houses to promote CECA and collect contact information.



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- **Parent Info Night #2:** Host a second 6th-grade parent info session at a different feeder middle school or CECA campus.
- **District Data Follow-Up:** Confirm receipt of eco-dis student list from district and prepare outreach strategy.

October 2025

- **School-Day Student Presentations (Round 1):** Begin presenting to 8th graders at feeder schools during advisory or homeroom classes.
- **Community Outreach #1:** Partner with a local church or community center in a high eco-dis area to host an information session.
- **Tracking:** Start monitoring eco-dis student interest via surveys and sign-in sheets.

November 2025

- **School-Day Student Presentations (Round 2):** Continue presentations at remaining feeder middle schools.
- **Community Outreach #2:** Host a second recruitment session at a community site (library, after-school program).
- **Targeted Invitations:** Send personalized letters/emails to eco-dis families on the district list inviting them to apply to CECA.

December 2025

- **Follow-Up Calls:** Begin calling eco-dis families who attended info nights but have not submitted applications.
- **Application Help Night:** Offer a session at CECA with laptops and bilingual staff available to support families.
- **Community Outreach #3:** Hold the third community session before winter break.

January 2026

- **Final Push in Feeder Schools:** Conduct additional short presentations or check-ins at feeder schools to remind students of application deadlines.
- **Shadow Day Pilot:** Invite a small group of eco-dis 8th graders to shadow CECA ambassadors for a half day.



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- **Application Monitoring:** Review mid-year application data and compare eco-dis applicant percentage to district benchmark.
- **Progress Reflection:** CECA recruitment team meets to evaluate strategies, identify strong practices, and plan adjustments for spring recruitment.

February 2026

- **Parent Info Night (6th grade focus – Round 2):** Host a spring session at a feeder middle school with bilingual materials and Q&A.
- **Community Partnerships:** Begin outreach sessions at two community locations (churches, libraries, after-school programs) in high eco-dis areas.
- **Targeted Outreach:** Use district-provided list of eco-dis 8th graders to send personal invitations and follow up with phone calls/texts.
- **Monitoring:** Track new applications, especially eco-dis, and compare with prior year's trend line.

March 2026

- **Middle School Daytime Presentations:** Complete remaining 8th grade classroom visits in all feeder schools before application deadlines.
- **Student Shadow Days:** Invite a select group of eco-dis students to CECA for a half-day visit with ambassadors.
- **Community Partnerships:** Host the third outreach session in a community location.
- **Application Help Nights:** Offer at least one session at CECA and one at a feeder middle school with laptops and staff to support families in completing applications.

April 2026

- **Follow-Up with Eco-Dis Families:** Make phone calls to eco-dis families who attended events but have not submitted applications.
- **Social Media Campaign:** Launch short ambassador/parent testimonial videos on CECA social media accounts highlighting cost savings and college credit benefits.
- **Staff Check-In:** Meet with middle school counselors to ensure they are aware of deadlines and actively encouraging eco-dis students to apply.



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- **Progress Review:** Compare application data to the 25% district benchmark and adjust outreach as needed.

May 2026

- **Final Push for Enrollment:** Contact all accepted eco-dis students/families to confirm their commitment to CECA.
- **Welcome Orientation for Accepted Students:** Highlight CECA supports (transportation, meals, tutoring, savings on college credits) to encourage follow-through.
- **Report Out:** Present recruitment results and compare eco-dis percentage of applicants/enrollees to the district benchmark.
- **Reflection & Next Steps:** Identify strengths and gaps in the recruitment cycle to refine strategies for 2026–2027.
- **Legacy:** Pictures of Legacy Students and prior graduates. Honor previous graduates at Graduations.