# Woodrow P-TECH Communication Plan

In conjunction with the recruitment timeline, Woodrow P-TECH will utilize the following avenues to communicate with stakeholders including prospective students, parents, community members/partners, Dallas ISD colleagues, as well as Charter & Private Schools within the DallasISD attendance zone.

- Woodrow P-TECH website will be the official site for campus news, announcements, important dates, and reference documents.
- Woodrow P-TECH er to communicate information regarding upcoming campus events.
- Woodrow P-TECH will send out a weekly newsletter that updates students and stakeholders regarding pertinent information and events that take place on campus weekly.
- Woodrow P-TECH will utilize the School Messenger call-out systems to communicate information regarding upcoming campus events.
- Woodrow P-TECH will work directly with Dallas ISD Communications Department to ensure accurate information regarding the recruitment and application is included on the district website.
- Woodrow P-TECH will have marketing brochures (both English and Spanish) available during all recruiting events.
- Woodrow P-TECH 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.
- Woodrow P-TECH will offer an open house event in the fall to inform parents and prospective students about the ECHS program at Dallas College – Richland Campus. Q&A opportunities and campus tours are included.