

## WRITTEN COMMUNICATION PLAN

In an effort to reach our target audience, events will be planned throughout the year to engage stakeholders and disseminate information about the P-Tech program. Promotional materials will be distributed to each campus in the district, and events will be scheduled at the elementary, middle, and high school campuses to inform and engage stakeholders with age appropriate activities. Emphasis will be placed on communicating with middle school students through the college and career readiness curriculum, advisory cohort meetings, and open house presentations held on a monthly basis. P-Tech staff members will be present at local community events throughout the year to answer questions and discuss the program with stakeholders of all backgrounds.

### COMMUNICATION PLAN

Jones Futures Academy Pathways in Technology Early College High Schools (P-TECH) HVAC Program Communication Plan

To ensure that recruitment is fulfilled in a timely, orderly manner, the following steps are carried out to ensure that the community is aware of the opportunity.

STEP 1: Jones Futures Academy Leadership will meet with all middle school counselors in January to bring awareness of the P-TECH HVAC Program.

STEP 2: Feeder middle schools to be visited in the month of January to speak to 8th grade students.

STEP 3: Provide P-TECH HVAC Program marketing material to all media venues: social media, website, middle schools\ career events.

STEP 4: Advertise opportunities to learn more about P-TECH HVAC at parent nights held in January and February – Middle School parent nights and Showcase events.

STEP 5: Applications are available via paper or online with a window of January – March.

Campus tours are welcomed and encouraged.