

WHEATLEY P-TECH MARKETING AND RECRUITMENT PLAN

Marketing Goals:

- Inform feeder schools, community, parents, staff members, alumni, board members about the program

TIMELINE	MARKETING/ RECRUITMENT ACTIVITY	TARGET AUDIENCE	MARKETING VENUE/TOOL	RESPONSIBLE	DATE COMPLETE
Web Presence					
March 8, 2022	P-Tech Program Information Eligibility Requirements Admission Policy Enrollment Application Flyers Brochures	Feeder Schools, Parents, Students, Community members, Public, Board members, Alumni, Higher Ed personnel	Wheatley High School P-TECH Website	*DiAnna Terrell,	On-going
Hand Outs					
March 8, 2022	P-Tech Program Information Eligibility Requirements Admission Policy Enrollment Application Flyers Brochures HCC Child Development information	Feeder Schools, Parents, Students, Community members, Public, Board members, Alumni, Higher Ed personnel	Enrollment and Recruitment Events, Wheatley High School, McReynolds Middle School, Fleming Middle School, Other Surrounding Middle Schools Community	*DiAnna Terrell,	On-going

Communications

April 2022	Email Blast	Middle school Parents, Students	Email Communication	*Principal Williams	On-going
	Phone Blast		Telephone Communication		
	Text messaging blast		Printing Dept/HISD		
	Mass mailing				
	Social Media	Feeder Schools, Parents, Students, Community, Board members, Public, Alumni, Higher Ed personnel	Twitter		
	School Marquee		Face Book		

Conferences/Meetings

April 2022	Meetings	8 th grade students and parents from feeder schools and other middle schools	Wheatley High School Fleming High School McReynolds High School Other middle schools and organizations	*DiAnna Terrell	On going
	P-TECH conference	Wheatley P-TECH team	San Antonio, Texas		

