

## **ROBSTOWN EARLY COLLEGE HIGH SCHOOL**

### **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 ECHS opportunity.

STEP 1	Meet with Junior High counselors in December.
STEP 2	Make a presentation to Junior High campus in the month of February to speak to all 8 <sup>th</sup> grade students.
STEP 3	Provide ECHS marketing materials to all media venues: social media, newspaper, and television.
STEP 4	Advertise opportunities to learn more about the school at public information meetings in the month of February by mailing letters to all 8 <sup>th</sup> grade households and presenting to the Board of Trustees.
STEP 5	Applications are available via paper or online. Campus tours are welcomed and encouraged.