



# Vanguard Rembrandt

## EARLY COLLEGE HIGH SCHOOL

### Communication Plan:

#### Goals:

1. To effectively communicate the benefits of attending an Early College High School to target audiences who are at risk of dropping out or who might not otherwise go to college.
2. To identify, recruit, and enroll subpopulations that are historically underrepresented in college courses.
3. To develop strong partnerships with all stakeholders in order to develop high quality college and career pathways.

Activity	Person Responsible	Timeline	Target Audience
Informational Parent & Student Meetings	ECHS Director	February - March	8th grade Students / Parents
Classroom Visits	Counselor	February - March	8th grade Students
Road to Success	Counselor	March	Students / Parents / Community
Informational Flyers / Postcards	ECHS Director / Counselor / Teachers	January - March	Community
ECHS Informational Presentation	HS Principal / ECHS Director / Counselor	March	School Board / Community
ECHS Lottery	ECHS Director	March	Everyone
ECHS website: the most up-to-date information	ECHS Director/ IT Department	Year Round	Everyone
Parent / Student Notification of Acceptance - Certificate	ECHS Director	April	8th grade Students / Parents
ECHS Cohort Meetins	ECHS Director / Counselor	May	Cohort Students / Parents