



CYBER P-TECH USA COMMUNICATION PLAN

It is the goal of Cyber P-TECH USA to provide underrepresented students the ability to obtain an Associates of Applied Science at no cost to the students and their families. The program encompasses the following:

- Earn an Associate degree or up to 60 hours of college credit tuition-free while in high school.
- Eliminate thousands of dollars in college tuition costs by earning college credit hours while in high school.
- Start college at a four-year university already having completed two years in high school, thereby earning a four-year degree in less time than their peers.
- Enter the job market with a work-ready skills upon completion of high school.
- Become familiar with the effort required to successfully complete college-level coursework while a high school student.

In order to ensure that we are reaching all students Cyber P-TECH USA has worked to create materials in two languages (English and Spanish) to target and inform a majority of students and parents that make up a large portion of SAISD, as well as the Sam Houston Feeder schools. San Antonio ISD hosts several events through-out the course of the year to communicate the benefits of the P-TECH Program. These events have included:

- Parent nights at Sam Houston High School in both the fall and spring semesters. Representatives from the Cyber P-TECH USA program will be on site and work to communicate with parents and answer the questions from the students.
- Campus visits at various San Antonio ISD middle schools throughout the district. Representatives from Cyber P-TECH USA attend and speak with the parents and students about why they should attend Cyber P-TECH USA.
- Information about the Cyber P-TECH USA program is placed on the Sam Houston High School website for students and parents.
- Cyber P-TECH USA staff will attend several district events throughout the year in order to inform potential students and parents and explain the aspects of the Cyber P-TECH USA program.
- Emails and text messages sent though SchoolMint providing parents updates and information regarding the program

Cyber P-TECH USA works with industry partners to provide opportunities for both parents and students to visit Cyber P-TECH USA and learn about the aspects of the program. During these events representatives are available to answer questions and inform parents about the program.