

Highlands P-TECH Communication Plan 2020-2021



Highlands P-TECH will collaborate with SAISD CTE, Enrollment, and Communications, St. Philip's College, and industry partners to communicate information and events throughout the year to all stakeholders. Various formats and platforms will be utilized including print, website, social media and both virtual and in-person events.

Stakeholders include current and prospective students and families, current and potential industry partners, K-12 school partners, higher education partners, community leaders, district staff and leadership, and Highlands staff and leadership. Key communications team members include Highlands P-TECH Coordinator, Work-Based Learning Specialist, Counselor, and Family and Community Engagement Specialist.

Summary of Communications

- **Distribute Print Materials** (*all in English & Spanish*)
 - Program Flyer & Info Session Flyer
 - Postcard
 - Brochure - SAISD P-TECH Guide
 - Brochure - Highlands P-TECH
- **Website:** <https://schools.saisd.net/page/005.ptech>
- **Social Media:**
 - Twitter - <https://twitter.com/stemhhs>
 - Instagram - https://www.instagram.com/stem_owls/
 - Facebook - [STEM Owls Highlands HS](#)
 - LinkedIn - [Michelle Garcia \(P-TECH Coordinator\)](#)
- **Key Events 2020-2021**
 - Middle School Mini Fairs and Classroom Visits
 - Student/Parent Info Sessions - English with Spanish interpretation upon request (in breakout rooms and will designation or add a session for Spanish only)
 - Admissions Night
 - Open House/School Showcase
 - Grand Opening - SAISD P-TECH
 - Grand Opening - Highlands P-TECH
- **Communications Timeline - Focus Areas**
 - **Fall:** School Start and Program Kick-Off
 - **Winter:** Recruitment
 - **Spring:** Onboarding and Student Celebrations/Graduation
 - **Summer:** Summer Bridge