



## Edison P-TECH School of Business Communication Plan 2020-2021 School Year

### COMMUNICATIONS PLAN

In conjunction with the San Antonio I.S.D. recruitment timeline, Edison P-TECH utilizes the following avenues to communicate with the stakeholders including prospective and current students, parents, community members/partners, San Antonio ISD colleagues, as well Charter and Private Schools within the Bexar County.

- Edison P-TECH website will be the official site for campus news, announcements, important dates, and reference documents.  
<https://schools.saisd.net/page/003.ptech>
- Edison P-TECH will utilize social media sites such as Facebook, Instagram, and Twitter to communicate information regarding campus events.
- Edison P-TECH will work closely with the San Antonio ISD Communication Department to ensure accurate information regarding recruitment and application is included on the District website.
- Edison P-TECH will have brochures and marketing materials (English and Spanish) available during all recruiting events.
- Edison P-TECH will reach out directly to middle school counselors and principals to schedule campus visits.
- Edison P-TECH will offer several open house events, during the recruitment season, to inform parents and prospective students about the P-TECH program. Q&A opportunities and campus tours will also be included.
- Edison P-TECH will recruit students through San Antonio ISD recruitment mini-fairs, promotional videos, and 8<sup>th</sup> grade assemblies.
- Edison P-TECH will reach out directly at community events to recruit 8<sup>th</sup> grade students.



## Edison P-TECH School of Business Communication Plan 2020-2021 School Year

### EDISON P-TECH CORE BELIEFS

We believe in a free education that prepares high school students to enter the workforce with proven, in-demand skill sets. We believe that by reducing barriers to college access, developing critical soft skills, and encouraging students to be confident leaders through collaborative learning, athletics, and extracurricular activities, they will succeed in college and become top candidates in their chosen industry.

### EDISON P-TECH COMMITMENTS

We commit to:

- Increased academic preparation, where academic disciplines are integrated to earn an associate degree. This allows students to earn up to 60 hours of college credit.
- Enable students to earn industry based certificate or two-year, post-secondary credentials.
- Provide work-based learning experiences at every grade level, including internships, apprenticeships, and other job training programs.
- Prepare students to enter the job market with industry-ready skills.
- Create a seamless transition from high school through college and into employment with local partnerships between institutions of higher education and industry.
- Provide academic and social support through a dedicated staff.
- Reduce barriers to college access.
- Develop students' critical soft skills needed for college and career success.
- Encourage students to be confident leaders through collaborative learning, athletics, and extracurricular activities.



## **Edison P-TECH School of Business Communication Plan 2020-2021 School Year**

### **STEERING COMMITTEE**

The formal Steering Committee consists of key leaders and staff from each member organization. The Steering Committee meets frequently during the regular school year. The committee's guiding vision serves as a common thread throughout most of the school's P-TECH planning activities.

### **ADVISORY BOARD**

While a Steering Committee is the decision-making body, the campus will create an Advisory Board responsible for moving specific topics forward. The committee will include appropriate representation from industry partners, meet on a regular basis during school development, and be responsible for taking specific actions — which could include vetting curricular resources, reviewing possible assessments and identifying Work Based Learning.