



Edison P-TECH School of Business

Recruitment Plan

2021-2022 School Year

EDISON P-TECH
SCHOOL OF BUSINESS

Student Recruitment (March - July)

Key Activities and Tasks	Timeline*	Assigned to
Develop intentional marketing and recruitment strategies	October - November	P-TECH Coordinator David Garcia
Prepare student identification and recruitment process and materials	October - December	Office of Access & Enrollment Dr. Baumer
Execute recruitment	November - May	P-TECH Coordinator David Garcia
Equip teachers or other designated recruitment specialists to conduct individualized outreach to eligible students and families	March	P-TECH Coordinator David Garcia
Begin registration	March	P-TECH Coordinator David Garcia
Facilitate phone calls to homes (robocalls or personalized)	March	Family & Community Engagement Specialist Angela De La Rosa
Send second communication home with registration deadline reminder	April	Office of Access & Enrollment Dr. Baumer
Facilitate final reminder calls to families who have not registered yet (robocalls or personalized)	April	All Hands On Deck Registration Team
Notify students who will be mandated to attend summerbridge	April	P-TECH Coordinator David Garcia





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Notify parents of enrollment status	March - June	P-TECH Coordinator David Garcia
Send confirmation letters or postcards to families and students who enrolled, notifying them that their spot has been reserved	March-May	P-TECH Coordinator David Garcia
Maintain waiting list and notify parents of enrollment if applicable	March-June	Office of Access & Enrollment Dr. Baumer
Share behavior management policy, attendance expectations and incentives, and transportation schedule with students and families	May	P-TECH Coordinator David Garcia
Make final reminder calls to families immediately prior to the program launch	June	Family & Community Engagement Specialist Angela De La Rosa
Develop and execute strategies to promote attendance and retention	November - July	P-TECH Coordinator David Garcia
Use student rosters to create attendance tracking system	May	P-TECH Coordinator David Garcia
Call parents of registered students who have not shown up to remind them of the program	June	P-TECH Coordinator David Garcia
Send mid-program newsletter to families	July	P-TECH Coordinator David Garcia
Send notification or reminder about culminating event(s) to families	July	P-TECH Coordinator David Garcia
Send thank-you letters to students and families	July	P-TECH Coordinator David Garcia