



# Cyber P-TECH, USA Sam Houston High School

4635 E Houston St  
San Antonio, Texas 78220

## Cyber P-TECH, USA Recruitment Plan 2022-2023

Activity	Timeline	Audience	Leader
Middle School Activities and Outreach	Sept-Oct	6th-8th grade students in CTE Courses	P-TECH Coordinator, MS Counselors and Teachers
Recruitment Materials (promotional items, print items, digital items)	Oct	Prospective parents and students	P-TECH Coordinator
Mail/Deliver Print Materials	Nov	Prospective parents and students at targeted locations (middle school or direct mail)	P-TECH Coordinator
Experience SAISD	Dec	All SAISD current and prospective families	SHHS Outreach Team, P-TECH Coordinator
SAISD Middle School Mini Fairs	Jan	All 8th grade students	P-TECH Coordinator
Targeted Outreach	Dec-Jan	All 8th grade students showing interest in program (MS visits or Schoolinks data)	P-TECH Coordinator and Counselors
Feeder Pattern MS Visits	Jan	All 8th grade students in Sam Houston HS feeder pattern.	Cyber P-TECH and MS Counselors
Information Sessions	Nov-Feb	Prospective parents and students/applicants	P-TECH Coordinator
Onboarding/Registration Session	Mar-Apr	Applicants and confirmed new students	P-TECH Coordinator
Spring Induction and Registration Follow-up	May-Jun	Confirmed new students	P-TECH Coordinator, Counselors



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Summer Bridge	July	All P-TECH students	P-TECH staff and partners