



## Cyber P-TECH, USA Sam Houston High School

4635 E Houston St  
San Antonio, Texas 78220

### Cyber P-TECH USA Communication Plan 2022-2023

Cyber P-TECH USA 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 Cyber P-TECH USA Coordinator, 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
- Website: <https://schools.saisd.net/page/006.cyber>
- Social Media:
  - Twitter - <https://twitter.com/SAISDCyberPTECH>
  - Instagram - <https://www.instagram.com/SAISDCyberPTECH>
  - Facebook - <https://www.facebook.com/SAISDCyberPTECH>
- Key Events
  - Middle School Mini Fairs and Classroom Visits
  - Student/Parent Info Sessions - English with Spanish interpretation upon request
  - Admissions Night
  - Open House/School Showcase



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### Cyber P-TECH USA Communication Plan 2022-2023

- Communications Timeline - Focus Areas
  - Fall: School Start and Program Kick-Off
  - Winter: Recruitment
  - Spring: Onboarding and Student Celebrations/Graduation
  - Summer: Summer Bridge