Communication Plan

Target Audiences:

1. **Parents and Guardians**
   - **Goals:** Inform parents about the benefits of ECHS, the application process, and the long-term academic and career advantages for their children.
   - **Key Messages:**
     - Your child can earn up to 60 college credits and an Associate's Degree.
     - Save money on college tuition while ensuring academic success.
     - The program provides college preparation, career readiness, and personal growth opportunities.
   - **Communication Channels:**
     - Email newsletters, parent meetings, informational brochures, school website, social media.

2. **Community Members (Local businesses, civic organizations, and general public)**
   - **Goals:** Increase community support and awareness of the program, emphasizing how ECHS benefits both students and the local community.
   - **Key Messages:**
     - ECHS is creating a more educated, skilled workforce.
     - Community involvement helps ensure the success of local youth.
     - Support for ECHS is an investment in the future of the community.
   - **Communication Channels:**
     - Local media (newspapers, radio), community events, social media, flyers, partnerships with local businesses and organizations.

3. **School Board Members**
   - **Goals:** Gain continued support for the ECHS program and secure resources necessary for its growth and success.
   - **Key Messages:**
     - ECHS students are performing at a high academic level and preparing for success in higher education.
     - The program aligns with the district's mission to provide equitable access to college education.
     - ECHS is a strategic investment in student success and workforce development.
   - **Communication Channels:**
     - Formal presentations at school board meetings, detailed reports, one-on-one meetings, email updates.

4. **Higher Education Personnel (St. Philip's College, other local universities)**
   - **Goals:** Strengthen partnerships, ensure smooth coordination between high school and college, and ensure credit transfer and academic support for students.
   - **Key Messages:**
     - ECHS students are ready for college-level coursework and contribute positively to college campuses.
     - Our partnership benefits both institutions and enhances college access for underrepresented students.
     - ECHS aligns with the goals of higher education institutions to increase college completion rates.
   - **Communication Channels:**
     - Meetings with college administrators, collaborative events, shared reports, and program evaluations.

Communication Strategies:

1. **Digital Communication:**
   - Create a dedicated page on the Brackenridge Early College High School website with detailed information on the program, benefits, application process, and success stories.
   - Send monthly newsletters via email to parents and stakeholders with program updates, success stories, and upcoming events.
   - Use social media platforms (Facebook, Instagram, Twitter) to share program highlights, success stories, and student testimonials.
2. **Events:**
   - Host regular informational sessions for parents and community members, including virtual and in-person options.
   - Organize "Meet and Greet" events where current students, parents, and teachers can share their experiences.
   - Partner with local businesses and organizations to sponsor community events where information about ECHS can be presented.
3. **Direct Communication:**
   - Send personalized letters or emails to parents about their child's eligibility for the ECHS program.
   - Regularly update school board members through formal reports and presentations on the program's impact.
   - Create informational packets for higher education personnel with data on ECHS student performance and outcomes.
4. **Community Involvement:**
   - Engage local businesses and organizations to support the program through sponsorships or internship opportunities for ECHS students.
   - Collaborate with local media outlets to feature stories about the ECHS program, its benefits, and the success of its students.

Evaluation:

- **Feedback:**
Collect feedback from parents, students, and community members through surveys or informal discussions at events.
- **Metrics:**
Track website visits, email open rates, social media engagement, and attendance at informational events.
- **Adjustments:**
Adjust communication methods based on audience feedback and engagement levels.