



Brackenridge ECHS Recruitment Plan

1. Parent Outreach Plan: Resources : [Info Presentation](#), Brochure, [TSI information](#), [AP/DC/ OnRamps info \(SP\)](#), [Sign in sheet](#), [Crosswalk](#), ECHS swag

- **Parent Information Nights:**
 - Organize sessions at Brackenridge and local middle schools to explain the benefits of the Early College Program (e.g., college credits, academic rigor, career prep).
 - Include current Early College Ambassadors and parents as speakers to share success stories.
- **Leverage Community Events:**
 - Set up booths or presentations at local community gatherings, PTA meetings, performances, or cultural events.
 - Create a multilingual outreach strategy (English, Spanish, etc.) to ensure accessibility.
- **Digital Outreach:**
 - Launch an email marketing campaign to parents of 8th graders at feeder middle schools, explaining program benefits and application deadlines.
 - Use social media channels (Facebook, Instagram) and the school's website to share testimonials, program highlights, and informational videos.

2. Middle School Engagement Plan:

- **Middle School Presentations:**
 - Partner with middle schools to conduct in-person or virtual presentations about the Early College Program. (Mini-Fairs)
 - Have Brackenridge teachers and students visit middle schools to share insights on the program's structure, including dual credit opportunities.
- **Counselor Collaboration:**
 - Work closely with middle school counselors to identify students who would benefit from the program. ([Email template](#))
 - Provide counselors with materials to share with students and families, such as brochures or program guides.
- **Program Showcases:**
 - Host "Early College Open House" events for 8th-grade students where they can tour the Brackenridge campus, attend sample classes, and interact with current students.
 - Attend High School / College Fairs hosted by the middle schools
- **Application Workshops:**
 - Organize workshops at middle schools to help students and parents with the application process.
 - Offer guidance on the required paperwork and deadlines.

3. Communication Materials:

- **Brochures and Flyers:**
 - Design and distribute attractive, informative materials to feeder middle schools and at community centers.
- **Website and Social Media:**
 - Create dedicated sections on the Brackenridge website for the Early College Program.
 - Frequently update social media with enrollment deadlines, benefits, and application tips.
- **Video Content:**
 - Develop short promotional [videos](#) featuring students and teachers highlighting the academic and extracurricular benefits of the program.

4. Incentives and Partnerships:

- **Middle School Incentives:**
 - Provide incentives for students who attend information sessions or apply to the program (e.g., school swag, gift cards).
- **Partner with Local Organizations:**
 - Collaborate with local community organizations, libraries, or after-school programs to increase awareness of the program and host information sessions.