

Sam Houston P-TECH Recruitment Plan 2024-2025

Current as of 2/07/2025

Activity	Timeline	Audience	Leader
Middle School STEM Activities and Outreach	September-October	6th-8th grade students in STEM/CTE courses	Mr. Moore, Anthony Mrs. Pindell, Veronica
Siclovia - YMCA Event	September and March	All community members - huge city-wide event	
Recruitment Materials (promotional items, print items, digital items)	October	Prospective parents and students	Mr. Moore, Anthony Mrs. Pindell, Veronica
Counselors' Breakfast or Coffee	October-December	MS Counselors	Mr. Moore, Anthony Mrs. Pindell, Veronica
Mail/Deliver Print Materials	November	Prospective parents and students at targeted locations (middle school or direct mail)	
Core4STEM Event	November and/or March	Specific MS students	
SAISD Middle School Mini Fairs	January	All 8th grade students	Mr. Moore, Anthony Mrs. Pindell, Veronica
Targeted Outreach	December-January	All 8th grade students showing interest in program (MS visits or Schoollinks data)	Mr. Moore, Anthony Mrs. Pindell, Veronica
Feeder Pattern MS Visits	December	All 8th grade students in Highlands HS feeder pattern	Mr. Moore, Anthony Mrs. Pindell, Veronica
Information Sessions	November-January	Prospective parents and students/applicants	Mr. Moore, Anthony Mrs. Pindell, Veronica
Onboarding/Registration Sessions	March-June	Applicants and confirmed new students	Mr. Moore, Anthony Mrs. Pindell, Veronica
Registration Follow-Up	April-June	Confirmed new students	Mr. Moore, Anthony Mrs. Pindell, Veronica
Summer Bridge	July	All P-TECH students	Mr. Moore, Anthony