



CROCKETT
EARLY COLLEGE HIGH SCHOOL
AUSTIN Independent School District

Crockett EARLY COLLEGE HIGH SCHOOL

Communication Plan

To ensure that recruitment is fulfilled in a timely, orderly manner, the following steps are carried out to ensure that the community is aware of the ECHS opportunity.

STEP 1: ECHS Leadership will meet with all middle school counselors in December.

STEP 2: Feeder middle schools to be visited in the month of January to speak to all 8th grade students.

STEP 3: Provide ECHS marketing material to all media venues: social media, website, middle schools.

STEP 4: Advertise opportunities to learn more about the school at parent nights held in January and February.

STEP 5: Applications are available via paper or online with a window of January – March.

Campus tours are welcomed and encouraged.