



**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 February.

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

Campus tours are welcomed and encouraged.