Communication Plan

Target Audience	Notes
Feeder Middle School Principals, Deans, and Counselors	• October: Hold meetings to inform middle school administrators and counselors about ECHS, the opportunity it provides, and the ideal students we are trying to identify and recruit. • Share marketing toolkit with middle school principals.
Current 8th Grade Students at Feeder Schools	• Visit campuses to provide information to eighth graders during high school choice exploration window. • Provide on-site assistance through ECHS/dual credit application process.
Parents/ Guardians	• November: Host parent information sessions at Brennan, Jay, Holmes, Marshall, Stevens, Taft, and Warren. • Host parent support nights at Jay High School throughout enrollment window. • Create and maintain communication channels (email, social media, School Messenger, etc.) with families who have expressed interest in and/or taken first steps with ECHS enrollment.
School Board	• ECHS information and updates will be presented quarterly to the NISD school board.
Community Members	• October: Provide all middle school feeder administrative teams with marketing materials to use throughout recruitment and enrollment season (through December). Materials include flyers, graphics, and a timeline of ready-to-use social media posts with specific information about parent information nights and enrollment dates. • Information about John Jay Early College High School will remain posted and updated on the website.
Higher Education Personnel	• John Jay ECHS Leadership Team will meet with Northwest Vista's director of college programs at least bi-monthly. • John Jay ECHS staff will partner with Northwest Vista College for Summer Bridge program. • John Jay ECHS Leadership Team will meet annually to review the MOU and revise when necessary.