

Clint High School T-STEM Academy Communication Plan

Audience	Objectives	Message(s)	Delivery Method(s)	Frequency
Potential T-STEM students and their parents	Educate students and parents on courses, opportunities, and enrollment in the T-STEM program	Program opportunities, benefits, and enrollment process	Family nights, open house, marketing tables during lunches, social media, district website	October - February
Students who enroll in the T-STEM and their parents	Keep students and parents informed on next steps and future opportunities in the T-STEM program	Welcome and look towards the future of the T-STEM program, enrolling in dual credit and its benefits, work-based learning activities	Classroom visits with current students, district website	October - February
Junior High Counselors and Administrators	Inform JH counselors & administrators of new enrollment policies for Principles of HS class and opportunities for students in HS program	Program expectations, pathway options, enrolling in dual credit	In person meetings for each learning community	January
High School Counselors and Administrators	Inform HS counselors & administrators of enrollment policies, opportunities for students in HS program, 4 year plans, Dual Credit courses, and certifications	Program expectations, pathway options, enrolling in dual credit	In person meetings for each learning community	October - March
EPCC	Confirm course requirements and crosswalk accuracy	List existing course requirements, discuss future opportunities, request updates for any changes, credential teachers for dual credit	In person meetings with EPCC employees/consultants/professors	As needed
Industry Partners	Consult with veterinarians regarding employment needs so that we can make our students workforce ready	Confirm employment needs of local veterinarians; provide work-based learning opportunities for students to gain credentials	In person meetings with local veterinarians	As needed
Advisory Board	Consult with industry professionals regarding employment needs and possible future educational opportunities for CISD students	Provide data on work based learning activities, student achievements, create and work on action plan to improve program	In person meeting twice per school year	October, April
Genesis Leadership Team	Work with district leadership to plan strategies for how we can work together to meet all students' needs	Provide data on student achievement as well as discuss program needs and areas that need improving	In person meeting three times per school year	January, March, April
District and Community	Promote and celebrate accomplishments within our program	Work based learning participation and achievements, data on student successes	Social media, district web site	Ongoing
TEA, District, Students, & Community	Comply with TEA requirements to post T-STEM documents and increase awareness of T-STEM and work-based learning	T-STEM artifacts, resources for parents and students	Social media, district web site	Ongoing