

# Highlands P-TECH Recruitment Plan 2020-2021



Activity	Timeline	Audience	Leader
Middle School STEM Activities and Outreach	September-October	6th-8th grade students in STEM/CTE courses	P-TECH Coordinator and WBL Specialist, MS Counselors and Teachers
Siclovía - YMCA Event	September and March	All community members - huge city-wide event	P-TECH Coordinator and WBL Specialist
Recruitment Materials (promotional items, print items, digital items)	October	Prospective parents and students	P-TECH Coordinator
Mail/Deliver Print Materials	November	Prospective parents and students at targeted locations (middle school or direct mail)	P-TECH Coordinator
Experience SAISD	December	All SAISD current and prospective families	Highlands Outreach Team, P-TECH Coordinator and WBL Specialist
Core4STEM Event	November and/or March	Specific MS students	P-TECH Coordinator and WBL Specialist
SAISD Middle School Mini Fairs	January	All 8th grade students	P-TECH Coordinator and WBL Specialist
Targeted Outreach	December-January	All 8th grade students showing interest in program (MS visits or Schoollinks data)	P-TECH Coordinator, WBL Specialist and Counselor
Feeder Pattern MS Visits	January	All 8th grade students in Highlands HS feeder pattern	Highlands/P-TECH and MS Counselors
Information Sessions	November-February	Prospective parents and students/applicants	P-TECH Coordinator and WBL Specialist
Onboarding/Registration Sessions	March-April	Applicants and confirmed new students	P-TECH Coordinator, WBL Specialist and Counselor
Spring Induction and Registration Follow-Up	May-June	Confirmed new students	P-TECH Coordinator, WBL Specialist and Counselor
Summer Bridge	July	All P-TECH students	All P-TECH staff and partners

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**Current as of 04/09/2021**