



North Side High School/FWISD

P-TECH Medical Academy
2211 McKinley Ave
Fort Worth, TX 76164

Communication Plan 2023-2024

In conjunction with our Recruiting Timeline, we will utilize the following avenues to communicate with all stakeholders including students, parents, community members, higher education partners, colleagues around the district, charter schools, and private schools in Fort Worth.

- The North Side (NS) P-TECH Medical Academy page on the NSHS website will be the official site for program news, announcements, important dates, and reference documents.
- NS P-TECH will also use social media platforms, like Facebook, to communicate important information for upcoming campus events.
- We will use our internal call out system as well as the Remind App to alert students and parents concerning upcoming events.
- NS P-TECH will work with the FWISD communication department to ensure accurate information is posted about recruiting and applying to our program.
- North Side P-TECH Medical Academy will have brochures, in English and Spanish, available at all recruiting events.
- P-TECH faculty/staff will visit each FWISD middle school campus to talk to prospective students and network with their teachers, counselors and administrators.
- P-TECH faculty/staff will visit open house/ parent meetings at all middle schools with 60% or more at-risk populations.

- NS P-Tech faculty/staff will attend the annual district expo for Choice programs.
- NS P-Tech will offer a fall open house to inform prospective students and parents about the program and its offerings.