



Bob Hope P-TECH Academy Communication Plan



Targeted Audience	Notes
Bob Hope Middle School faculty/ staff	Attend faculty meetings to talk about ECHS and the types of students we are recruiting
Current 8th Grade Students	<ul style="list-style-type: none">• Late-July-Early August- Present information at 8th grade orientation• August- Set up a display table in the lunchroom on the middle school campus, and talk to students about ECHS• September- Set up presentations in 8th grade middle school classes to talk to them about ECHS
Bob Hope Middle School students (All grades)	<ul style="list-style-type: none">• Bulletin Board in main hallway will be on display with ECHS information• College & Career Coordinator will partner with the middle school counselor on college & career events on the middle school campus, where information pertaining to ECHS will be distributed
Community Members	<ul style="list-style-type: none">• Information about ECHS will remain posted and updated on the Bob Hope School website• Post current ECHS events and timelines on all Bob Hope Social media platforms
Parent/ Guardians	<ul style="list-style-type: none">• In August, ECHS information will be mailed to all 8th grade parents.• In August & September, we will host ECHS information meetings. Multiple meetings will be held at different times during the month. Some will be in English. Some will be in Spanish.• ECHS information tables will be set up on the middle school campuses for open houses and PTA meetings
School Board	ECHS information and updates will be presented quarterly to Bob Hope school board
Higher Education Personnel	<ul style="list-style-type: none">• College & Career Coordinator will meet with Lamar State College Port Arthur's Director of Dual Credit Programs monthly to discuss plan ECHS plans.• Bob Hope Leadership Team will meet at minimum annually to review the MOU and revise when necessary.• Bob Hope Staff will partner with IHE for Summer Bridge program• Participate in bi-annual advisory board meetings
Industry Partners	<ul style="list-style-type: none">• Work together to develop work-based learning experience for students enrolled in the program.• Collaborate with IHE and Bob Hope staff to ensure curriculum aligns with workforce demands.• Participate in bi-annual advisory board meetings• Participate in the Summer Bridge program with IHE and other partners.