



Benchmark 1

Early College High School 2020-2021 ♦ Texas Academy of Biomedical Sciences

Texas Academy of Biomedical Sciences admits about 100 students a year. Everything from application to acceptance to the school is handled by the Fort Worth Independent School District, with no decisions being made at the school level. Students are accepted through a lottery system run by the district.

The school admission policy is located in the Gold Seal Choices Catalog. This digital catalog is provided on the Fort Worth ISD website at the link below. It is available in English and Spanish.

- ♦ General program and application information: <https://www.fwisd.org/choice>
- ♦ Gold Seal Choices Catalog: <https://www.fwisd.org/Page/345>

Communication plan

Media

- ♦ Posts on Facebook, Twitter and other social media platforms
- ♦ News outlets, both televised and in print
- ♦ Information posted to FWISD and TABS websites
- ♦ Automated phone call-outs
- ♦ Direct outreach
- ♦ Brochures with information about the school will be sent to students who attend middle schools with high at-risk populations.

Recruitment plan

- ♦ Week of Oct. 5: Families of eighth-graders alerted via district website and social media accounts that the program's mini-catalog would be arriving in the mail during the week of Oct. 26. At this time, brochures are already posted on school and district websites.
- ♦ Nov. 6: Application available on Fort Worth ISD website
- ♦ Nov. 10: virtual Open House
- ♦ Mid-November: A reminder postcard is sent to families of eighth-graders.
- ♦ Ongoing, on-request application help sessions, conducted via online meeting platforms
- ♦ Dec. 4: Application deadline at 5 p.m.
- ♦ December: Registration forms provided to campuses
- ♦ Jan. 7-8: Program lottery
- ♦ Jan. 11-12: Roster and registration spreadsheets provided to campuses
- ♦ Jan. 13: Parents notified of lottery results via email
- ♦ Jan. 14-28: Registration window
- ♦ Feb. 1: Registration reports due
- ♦ Feb. 5: Late application opens
- ♦ Feb. 8-12 and 15-19: Enrollment window
- ♦ June 21-25: Summer Bridge

Benchmark 2

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Detailed timeline of recruitment events

Action	Audience	Responsible party	Method	Date	Resources
Contact with schools with high at-risk populations	Principals and counselors	Post-secondary success specialist	Email	Nov. 5 Nov. 19 Nov. 30	Link to admissions site PDF version of brochures
Breakthrough Fort Worth with Fort Worth Country Day	Prospective students	Post-secondary success specialist	Zoom	Nov. 5	Link to admissions site
Virtual Open House	Families of eighth-graders	Administration and post-secondary success specialist	Zoom	Nov. 10	Link to admissions site
Advertising banner on TABS website	Public at large	Post-secondary success specialist	Web	Nov. 19-Dec. 5	Link to admissions site
Admissions Q-and-A	Families of eighth-graders	Post-secondary success specialist	Zoom	Dec. 2-3	