



Texas Academy of Biomedical Sciences Communication Plan

District-Wide Communication Plan

- ❖ Program overview presentations to middle school:
 - Principals
 - Counselors
 - Avid Coordinators

- ❖ ECHS Overview Open Community Meetings
 - Marine Creek Collegiate High School Host -TCC Northwest Campus
 - Texas Academy of Biomedical Science Host -TCC Trinity River Campus
 - TCC South Collegiate High School Host – TCC South Campus

- ❖ Media
 - Social media blasts (i.e. Facebook, Twitter, Instagram)
 - News outlets
 - Televised
 - Print
 - Webpage
 - FWISD
 - Texas Academy of Biomedical Sciences
 - Telephone (automated call-outs)

- ❖ Print Materials distributed to middle schools during October
 - To reach targeted at-risk populations – outreach will begin at schools with middle schools with larger numbers of At-Risk students.
 - Choice Programs catalogue
 - School brochure
 - Open House Save-the-Date

- ❖ Information and Marketing Documents
 - Provided to each middle school student

- ❖ Choices Catalog to all Middle School Counselors and Students, in October. Print and online at:
 - <https://www.fwisd.org/Page/345>