



DeSoto Early College High School

Communication Plan

Audience	Message/Event	Media or Vehicle	Frequency	Timing	Responsibility	Feed Back Mechanism
ECHS Parents	Freshman Orientation <i>Intro and Overview of ECHS 4-Yr Plan Review Intro to Blackboard</i>	Rotating Presentations	Annually	Open House	ECHS Team (Administrators, Teachers, Admin. Assistants & Facilitators)	Surveys
DeSoto Early College High School Parents and Students	Fall ECHS Update	Presentation	Once a semester	September	ECHS Administrators & Counselors	Questions & Answers
ECHS Students	Cohort Meetings	Presentation	Twice a Semester	6 wk. mark within the 9 week grading period	ECHS Teachers & Facilitators	Questions and Answers Data Reports
DeSoto Early College High School Parents and Students	Parent University	Presentations via Workshops	Annually	September/October	Parent University Committee	Surveys
DeSoto HS Staff DeSoto Parents Restaurants Chamber of Commerce Churches Beauty & Barber Shops Childcare Establishments Elementary & Middle Schools	What is ECHS?	Presentations to Staff Flyers Individual Visits Mail Outs Table Display @ District College Fair	Once per 9 weeks	August though May	ECHS Team (Administrators, Teachers, Admin. Assistants & Facilitators)	Follow-Up Phone Calls and Individual Conversations
8th Grade Students	Middle School Recruitment	Presentations Video Table Display @ HS Day Fair	Annually	Fall (November, December) & Spring (January)	ECHS Administrators & Counselors & Students	Questions and Answers Follow-Up w/MS Counselors

8th & 9th Grade Parents	ECHS Information Meeting	Presentation; Video; Tour; Flyers; Mail-Outs; Callouts/Emails	Annually	Fall (November, December) & Spring (January)	ECHS Administrators	Questions and Answers
Community & School Board	District Programs Overview	Magnet & Innovative Programs Presentation School Board Presentation	Annually	January	ECHS Administrators	Questions and Answers
ECHS Parents & Students	Spring ECHS Update	Presentation	Once a semester	March	ECHS Administrators & Counselors	Questions and Answers Follow-Up Comments
ECHS Senior Parents & Students	Graduation Info	Presentation	Annually	March	ECHS Counselors	Questions and Answers