



# DeSoto Early College High School

## Communication Plan 2021-2022

Audience	Message/Event	Media or Vehicle	Frequency	Timing	Responsibility	Feed Back Mechanism
DeSoto ECHS Parents	<b>Freshman Orientation</b> <i>Intro and Overview of ECHS 4-Yr Plan Review</i> <i>Intro to Blackboard</i>	Virtual	Annually	Open House	ECHS Team (Administrators, Teachers, Admin. Assistants & Facilitators)	Surveys
DeSoto Early College High School Parents and Students	<b>Fall/Spring ECHS Update</b>	Virtual	Once per semester	September/January	ECHS Administrators & Counselors	Questions & Answers
ECHS Students	<b>Cohort Meetings</b>	Presentation (F2F)	Once per Semester	6 wk. mark within the 9 week grading period	ECHS Liaison & Counselors	Questions and Answers Data Reports
DeSoto Early College High School Parents and Students	<b>Parent University</b>	Virtual	Annually	October	Parent University Committee	Surveys
DeSoto HS Staff DeSoto Parents & Middle Schools	<b>What is ECHS?</b>	Presentations to Staff Flyers Individual Visits Mail Outs Table Display @ District College Fair	Once per 9 weeks	August though April	ECHS Team (Administrators, Teachers, Admin. Assistants & Facilitators)	Follow-Up Phone Calls and Individual Conversations
8th Grade Students	<b>Middle School Recruitment</b>	Presentations Inch Visits Table Display @ College Night	Annually	Fall (November, December) & Spring (January)	ECHS Administrators & Counselors & Students	Questions and Answers Follow-Up w/MS Counselors
8th & 9th Grade Parents	<b>ECHS Information Meeting</b>	Presentation, Video & Tour Flyers Mail outs Callouts/Emails	Annually	Fall (November, December) & Spring (January)	ECHS Administrators	Questions and Answers
Community & School Board	<b>District Programs Overview</b>	Magnet & Innovative Programs Presentation School Board Presentation	Annually	January	ECHS Administrators	Questions and Answers
ECHS Parents & Students	<b>Spring ECHS Update</b>	Presentation	Once a semester	March	ECHS Administrators & Counselors	Questions and Answers Follow-Up Comments
ECHS Senior Parents & Students	<b>Graduation Info</b>	Presentation	Annually	April	ECHS Liaison & Counselors	Questions and Answers