



# **P-TECH**

## **Flour Bluff High School**



### **COMMUNICATION PLAN**

- Identified audiences and parents are annually invited to school events and informational meetings through district social media and emails utilizing Facebook and Instagram to provide timely and relevant information.
- Parent meetings:
  - a. Hornet Highlights in January to showcase FB programs of study
  - b. During Informational meetings in February
  - c. During orientation in August for incoming freshman to communicate college plans, industry programs and pathways.
- Community, School Board, and higher education personnel are:
  - a. Recruited for leadership committees,
  - b. To interact with Board members and the Superintendent, and
  - c. Required to continue and create new alliances with future industry leaders.

### **COMMUNICATION GOALS**

- Establish an effective communication plan to improve engagement and communication with both internal and external audiences.
- Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for Flour Bluff ISD P-TECH.
- Promote community involvement and build partnerships that enhance the educational experience of Flour Bluff ISD P-TECH.



**COMMUNICATION STRATEGIES:**

- Media Relations: Organize a strategic media contact group with campus representatives.
- Stakeholder Engagement: Facilitate connections among community stakeholder groups.
  - Partnerships: Build and maintain partnerships with business and community leaders.
- Networking: Build network capabilities through onsite P-TECH meetings.
- Advocacy: Engage local business leaders to advocate for the P-TECH.