

WISD ECHS Communication Plan

Deliverable Information (What?)	Recipient (Who?)	Delivery Methods (How?)	Schedule (When?)	Who is Responsible? (Owner)
ECHS Information	District Leadership Team, Campus Leadership Teams, Campus Teachers and Staff, Students, Parents, Community	Presentations, Social Media, Meetings (Leadership Teams, Principal Meetings, Parent Meetings, Classroom Presentations) Schools of Choice Event KWES-District TV Station	District Meetings, Campus Meetings, Parent Meetings, Social Media, KWES, Newspaper, District Website	District staff, campus staff
New ECHS Blueprints	District Leadership Team, Campus Leadership Teams, Campus Teachers and Staff, Students, Parents, Community	Presentations, Social Media, Meetings (Leadership Teams, Principal Meetings, Parent Meetings, Classroom Presentations) Schools of Choice Event KWES-District TV Station	District leadership meetings, parent meetings	IHE, District staff, campus staff
Recruitment Information	District Leadership Team, Campus Leadership Teams, Campus Teachers and Staff, Students, Parents, Community	Presentations, Social Media, Meetings (Leadership Teams, Principal Meetings, Parent Meetings, Classroom Presentations) Schools of Choice Event KWES-District TV Station	District Meetings, Campus Meetings, Parent Meetings, Social Media, KWES, Newspaper, District Website	District staff, campus staff
Associate Degree Programs at each ECHS	District Leadership Team, Campus Leadership Teams, Campus Teachers and Staff, Students, Parents, Community	Presentations, Social Media, Meetings (Leadership Teams, Principal Meetings, Parent Meetings, Classroom	District Meetings, Campus Meetings, Parent Meetings, Social Media, KWES, Newspaper, District Website	IHE, District staff, campus staff

		Presentations) Schools of Choice Event KWES-District TV Station		
Deadlines/Notification letters	District Leadership Team, Campus Leadership Teams, Campus Teachers and Staff, Students, Parents, Community	Presentations, Social Media, Meetings (Leadership Teams, Principal Meetings, Parent Meetings, Classroom Presentations) Schools of Choice Event KWES-District TV Station	District Meetings, Campus Meetings, Parent Meetings, Social Media, KWES, Newspaper, District Website	District staff, campus staff