



Merkel P-TECH  
2000 S. 7th St.  
Merkel, TX 79536

## Communication Plan

In conjunction with our Recruiting Timeline, we will utilize the following avenues to communicate with all stakeholders including students, parents, community members, higher education partners, and industry partners:

- ParentSquare will be utilized for program news, announcements, and reminders of important dates.
- Merkel P-TECH will also use social media platforms, such as Facebook, to communicate important information for upcoming campus events.
- Merkel P-TECH will make available brochures in both English and Spanish at all recruiting events.
- At least twice yearly, a presentation regarding the P-TECH academy will be given to the Merkel ISD School board, with guest speakers from industry and higher education partners as appropriate.
- Industry and higher education partners will be present on campus to speak to students and parents throughout the year.
- Yearly in March, the CTE Showcase will provide students information regarding the P-TECH program and other CTE offerings at Merkel High School. Video presentations and paper brochures will be made available to students unable to attend.