

Recruitment Plan

Month	Activity	Goals
August	We hold our annual “Back to School Breakfast” where we reconnect with our returning students and meet with students who may have not heard about our program.	We really want this to be a fun time to get to know our new families and continue to build strong relationships in our community.
September	Meet the Teacher Night	We want to ensure this is a positive experience for existing families and really hope they’ll help us spread the word about our school and continue growing our student body.
October	Feeder Schools recruiting	Administrators go to our “feeder pattern” middle schools, which are those in close proximity, to really start talking to future high schoolers about our program and start recruiting for the next school year.
October	“Brunch Bunch”	ECHS Administrators invite all middle school administrators together for brunch and give them an overview of our program in efforts to increase the conversation and recruiting for ECHS.
November	“The Experience” Open House recruiting	This is a big opportunity for us to present ourselves to the community, as this is a big, district wide open house event to recruit students in the community or those who may not be living in Grand Prairie.
December	Follow-Up on Experience and Feeder Pattern Recruiting	We really reach out to families we met through “The Experience” and to our feeder pattern middle schools to ensure applications come in before our first online application deadline of December 15.
January	Reconnect with Feeder Pattern Middle Schools	Coming back from the holiday break, families have had time to discuss school and really start thinking about plans after middle school. So, we go back to visit each of our feeder pattern middle schools to continue recruiting.

February	Regroup and reassess	This is where we spend time on social media highlighting our programs for anyone wanting to submit any last-minute applications, and we look for where any last-minute recruiting opportunities may be to fill any remaining seats.
March	Final Visits	If we have any number of seats available, we go for a final round of middle school visits to push for applications to meet our goal in numbers.
April	Connecting with New Families	We begin sending out information to new families to start acclimating them to the ECHS family. We start arranging for summer boot camps and TSI Testing. We still have student applications that trickle in.
May	Parent Involvement	We start to focus on building the relationship with new families by scheduling events, such as our back to school barbecue, to retain our new families and give them a great feeling about the exciting ECHS journey.

Targeted student populations include our “feeder pattern” middle schools. We have been successful in recruiting and retaining students from these populations. Our recruiting includes presenting to students in a classroom setting for a more formal approach. We also meet with students during their lunchtime for a more informal setting where students can individually talk to us one-on-one.