



SOUTH GRAND PRAIRIE Early College High School

Computer Application Design Academy P-TECH Recruitment Plan

Month	Activity	Goals
November 2020	<ul style="list-style-type: none"> • Introductory Program Overview Video 	<ul style="list-style-type: none"> • GPISD will introduce the program to prospective students, parents, and the community at large through a video posted on GPISD & campus websites and social media accounts.
December 2020	<ul style="list-style-type: none"> • Career Pathway Promotion 	<ul style="list-style-type: none"> • Allow students to learn more about the career field during Computer Science Education Week.
December 2020	<ul style="list-style-type: none"> • Hour of Code, December 7-13 	<ul style="list-style-type: none"> • Students engage in coding to allow for hands-on experience within career fields. • Additional marketing for students, parents, and community through facebook posts. • District-wide effort to build student self-efficacy with coding.
December 2020	<ul style="list-style-type: none"> • Brunch Bunch 	<ul style="list-style-type: none"> • ECHS administrators invite all middle school administrators for brunch and give them an overview of the program in efforts to increase the conversation and recruiting for CAD Academy.
January 2021	<ul style="list-style-type: none"> • Counselor Information Session 	<ul style="list-style-type: none"> • CAD Academy information is shared with counselors at each secondary campus ahead of the The Experience so counselors can help families make informed decisions about high school opportunities.
January 2021	<ul style="list-style-type: none"> • Middle School Round Up 	<ul style="list-style-type: none"> • ECHS administrators visit each middle school campus to share career program information with students and build excitement for the program.
January 2021	<ul style="list-style-type: none"> • “The Experience” Open House Recruiting 	<ul style="list-style-type: none"> • At this big, district-wide open house event, ECHS administrators will showcase the CAD Academy to recruit students in the community and those who may not be living in Grand Prairie.
January 2021	<ul style="list-style-type: none"> • Follow up on “The Experience” and Feeder Pattern Recruiting 	<ul style="list-style-type: none"> • ECHS administrators reach out to interested families from The Experience and the feeder pattern middle schools to ensure applications come in before the first online application deadline.
February 2021	<ul style="list-style-type: none"> • Revisit Feeder Pattern Middle Schools 	<ul style="list-style-type: none"> • ECHS administrators go back to each of the feeder pattern middle schools to continue recruiting.

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March 2021	<ul style="list-style-type: none"> • Regroup and Reassess 	<ul style="list-style-type: none"> • ECHS administrators spend time on social media highlighting the programs for anyone waiting to submit last-minute applications, and look for any additional recruiting opportunities to fill remaining seats.
April 2021	<ul style="list-style-type: none"> • Final Visits 	<ul style="list-style-type: none"> • Depending on available seats, a final round of middle school visits will be conducted to push for applications to meet recruitment goals.
April 2021	<ul style="list-style-type: none"> • Connecting with New Families 	<ul style="list-style-type: none"> • ECHS administrators welcome new families into the CAD Academy and provide information about what to expect, summer boot camps, and TSI testing. Any applications that trickle in are reviewed based on seat availability.
May 2021	<ul style="list-style-type: none"> • Parent Involvement 	<ul style="list-style-type: none"> • The focus is on building relationships with current and new families by scheduling events that propagate a great feeling about the exciting CAD Academy journey.

Targeted student populations include feeder pattern middle schools. ECHS has been successful in recruiting and retaining students from these populations; this recruitment plan includes presenting to students in a classroom setting for a more formal approach as well as meeting with students during their lunchtime for a more informal setting where students can talk one-on-one.