

Venus ISD PTECH Communication Plan

Potential PTECH Students and their Parents	
Objectives	Parents and students will understand PTECH program components, opportunities available to them within the PTECH program, the PTECH enrollment process and requirements in order to make an informed decision on whether or not to participate.
Key Message	Program components, benefits and enrollment processes
Delivery Method(s)	In-class presentations, Program of Study Videos, flyers, in-person parent meeting, website, social media, follow-up discussions with students and parents
Frequency	Mid-fall into early spring
Measurement	Interest survey responses to gauge student interest in programs and determine follow-up communication steps, attendance via sign-in sheets will be taken at meetings, number of applications submitted
Students accepted into the PTECH and their parents	
Objectives	Parents and students will understand their next steps for enrolling in the PTECH program and program expectations
Key Message	Welcome to the program, steps for completing dual credit paperwork, academic expectations, activities to look forward to
Delivery Method(s)	Acceptance Letters, PTECH signing day, student/parent handbook to each students/parents, semester cohort parent/student meetings
Frequency	2 times per year prior to the start of Hill College classes
Measurement	Surveys will be administered to students and parents at the end of semester; attendance via sign-in sheets will be taken at meetings, PTECH course enrollment will be monitored.
VHS staff (teachers, counselors, administrators)	
Objectives	VISD staff will understand PTECH pathways and be able to support students and parents.
Key Message	Program components, graduation plans, ways to support students
Delivery Method(s)	PTECH newsletter, Professional Development days, emails
Frequency	Monthly
Measurement	Questions will be addressed to ensure understanding, attendance via sign-in sheet will be taken, PTECH course enrollment will be monitored
IHE Partner (Hill College)	
Objectives	Confirm course requirements and crosswalks, identify any changes in course requirements and provide steps for high school to align courses accordingly
Key Message	List existing course requirements and request updates for changes
Delivery Method(s)	Email or face to face meetings
Frequency	Once per academic school year or as needed
Measurement	Educational plans for each PTECH cohort are maintained and ensure students are aware of course requirements for each available certificate and degree
Industry partners	
Objectives	Industry partners will understand that the PTECH program is a unique learning opportunity and valuable for students and the partnership is mutually beneficial.
Key Message	Outline work based learning activities, what is needed to “grow their own skilled workers”
Delivery Method(s)	In person meeting followed by email with summary of decisions
Frequency	2 times per academic year
Measurement	Track details of each work based learning activity and survey students and teachers after each activity

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Potential Industry and Business Partners	
Objectives	The unique aspects and benefits of the PTECH program and how the partnership can benefit both parties.
Key Message	PTECH model, ways to partner, next steps if interested
Delivery Method(s)	Partnership breakfast, interest survey, email, PTECH marketing materials
Frequency	Once per year
Measurement	Monitor partnership agreements; goal is to maintain and grow number of partnerships; survey partners annually
Middle School students (6 th , 7 th and 8 th grade)	
Objectives	Understand opportunities available within PTECH program and to make an informed decision on whether or not to participate
Key Message	Program components, benefits, and enrollment process; 7 year academic plans
Delivery Method(s)	In-person presentations, flyers, in-person parent meeting, post on website and social media, follow up discussions with counselors, Program of study videos
Frequency	Annually
Measurement	Interest survey responses will be analyzed to gauge student interest in program and determine follow up communication steps, attendance via sign-in sheets will be taken at meetings, 7 year academic plans
Leadership Team and Advisory Council	
Objectives	Promote consistent messaging of PTECH program, achievements and student success
Key Message	Status of PTECH benchmarks and summary of successes around work based learning activities, partnerships, and academic courses
Delivery Method(s)	Face to face meetings, PTECH newsletter
Frequency	Monthly
Measurement	Membership participation, PTECH “elevator” speech
District and Community	
Objectives	Understand benefit of PTECH and student outcomes
Key Message	PTECH successes, work based learning activities, business and industry participation, student achievement data
Delivery Method(s)	Social Media and PTECH website
Frequency	As needed
Measurement	District understanding of PTECH program outcomes and successes
TEA/Educate Texas/Collegiate Edu-Nation	
Objectives	Comply with TEA requirements to post PTECH products and increase PTECH awareness. Ensure PTECH is in compliance with grant requirements and the program is being elevated.
Key Message	PTECH benchmark products, resources for students and parents
Delivery Method(s)	VISD PTECH website
Frequency	As needed
Measurement	Website traffic and TEA communication