

AISD ECHS, P-TECH, and T-STEM Recruiting Timeline and Best Practices

To best inform our community of the ECHS programs that exist for all students in the district, AISD worked with middle school counselors to develop the following recruitment timeline and needed collateral to ensure families have the most information to make the right high school decision. A couple of key principles guide our recruitment work:

- ECHS programs recruit for all ECHS programs. The stronger one program is the stronger all programs are. A mindset of hurting one program by advertising another is antiquated and isolationist.
- This is not only for AISD middle school students, but this a community recruitment effort also to bring as many Central Texas high school students into AISD's ECHS programs.
- We are not focused on 8th grade students, we are focused on 6th, 7th and 8th grade students. This will inform scholars and parents of what is possible and allow them to use their middle school years to take more rigorous courses and prepare for collegiate work in high school.
- Even if your program is "full" recruiting should still take place for subsequent cohorts of students, to popularize other programs in each school and lift ECHS programs across the district.
- The district and high schools are responsible for making sure that middle school personnel has the information they need.

Best Practice Timeline For School Year

Month	Actions
September	<ul style="list-style-type: none">● Plan for September and October sessions in middle schools – at least 5 middle schools in geographic area and 2 magnet middle schools.● Identify student ambassadors for the program to help with recruiting.● Make arrangements for industry partner involvement with dates and times of recruiting events they should be a part of.
October	<ul style="list-style-type: none">● Conduct info sessions in middle schools with partner and student ambassadors if possible.● Hold first open houses at the school.
November	<ul style="list-style-type: none">● Continue MS outreach as scheduled.● Begin community outreach.
December	<ul style="list-style-type: none">● Continue MS and Community Outreach.● Set up spring visits to middle schools post 1st student decision point
January	<ul style="list-style-type: none">● Make a spring plan for recruiting students who are not in a program or did not get into their program of choice.
February	<ul style="list-style-type: none">● Spring info session at middle school● Identify new student ambassadors
March	

April	<ul style="list-style-type: none"> ● Ensure you have enough/the right recruiting collateral for the following year.
May	<ul style="list-style-type: none"> ● Train new student ambassadors for following year. ● Pinning activity for all new rising 9th grade students at their middle school. ● End of year celebration including all program participants and rising 9th graders.

Collateral schools should have:

- Posters for middle schools
- one-minute videos with students talking and showing the actual work that happens in a program.
- One-pagers
- Brochures
- Trained student ambassadors
- Branded material from their industry partner.
- Swag for the P-Tech program.
- Social media plan on Instagram, Facebook and Twitter.

Where should programs recruit:

- Reasonable geographic middle schools + magnet middle schools
- Community spaces (charter recapture)
- Charter schools that do not have high schools
- Pulling eCST rosters of 8th grade courses that demonstrate student interest in your program

Key relationships:

- Middle school guidance counselors
- Community leaders
- K-8 charter school counselors
- Local press

District initiatives

- Billboards promoting P-TECH
- Radio/streaming ads
- Website describing programs
- District-wide collateral showcasing all programs

Pivots for ECHS Program Recruiting

- Move to earlier recruiting – magnet schools recruit in October. P-Tech needs to be ready to go then. P-Tech schools need to be viewed as elite as the AP, IB, and academies that fill their spots early in the fall. The P-TECH should be on a different schedule than the rest of the school.
- Stop recruiting only 8th graders – P-TECHs should start letting 6th and 7th graders know about their program and the requirements for enrolling. Guidance counselors have

signaled their willingness to know more about their programs and get students ready for the rigors of the program earlier in their middle school career.

- Recruiting is a year-round activity.
- Do not aim for filling the program, aim for growing the program and highlighting all the great things about your school and district P-TECH programs as a whole.
- Understanding your industry partners, their strengths, and how they can best be utilized in the recruiting process.
- Increase web presence. Many school sites are sparse on collateral and have pages with little relevant content.