



North Lake Early College High School
Dallas Independent School District
Learners Today, Leaders Tomorrow

Communication Plan

In conjunction with the above recruitment timeline, North Lake ECHS will utilize the following avenues to communicate with stakeholders including prospective students, parents, community members/partners, Dallas ISD colleagues, as well as Charter & Private Schools within the Dallas ISD attendance zone.

- North Lake ECHS website and Newsletter will be the official site for campus news, announcements, important dates, and reference documents.
- North Lake ECHS will utilize social media sites such as Facebook and Twitter to communicate information regarding upcoming campus events.
- North Lake ECHS will utilize the School Messenger call-out systems and Remind 101 to communicate information regarding upcoming campus events.
- North Lake ECHS will work directly with Dallas ISD Communications Department to ensure accurate information regarding the recruitment and application is included on the District website.
- North Lake ECHS will have marketing brochures (both English and Spanish) available during all recruiting events.
- North Lake ECHS will reach out directly to middle school counselors and middle school principals to schedule campus visits as well as the annual middle school counselor open house each fall.
- North Lake ECHS will offer two open house events each fall to inform parents and prospective students about the ECHS program at North Lake College. Q&A opportunities and campus tours are included.
- North Lake ECHS will schedule monthly “Coffee with the Principal” events to communicate campus updates (AM & PM options will be made available).
 - DISD Translation Services will be present during all virtual and in-person events.