

**520 7<sup>th</sup> Street, Bay City, TX 77414**  
**Early College High School Communication Plan**

The ECHS Communication Plan will consist of developing/updating marketing materials for the ECHS that emphasize the district's vision. The target audience is parents, students, school board, and community members. Communication activities will include developing and updating an ECHS brochure, maintaining an ECHS website, and providing regular updates via BCHS College and Career Readiness FB page and BCISD/BCHS FB Page, and quarterly advisory meetings held at the high school. In addition, information will also be shared with our staff during our Professional Learning Community meetings. Also, important information for parents will be shared during parent meetings. Bay City ISD will host several district wide events throughout the year in which we will provide information about our program.



**Early College High School**