



CAB Communication Plan

The communication plan is designed to inform the following audiences of all pertinent information for each stakeholder group - parent, community members, the Birdville ISD School Board, TCC higher education personnel, and community partners. This communication plan supports the ECHS

Benchmark 1: Target Population.

Audience	Communication Medium/Outlet
Parents & Students	<ul style="list-style-type: none"> • Weekly student-created newscast • Chancellor emails • PTSA presentations • Student academic system checks emailed to parents weekly • Counselor- Student contact at least once per six weeks • CAB webpage • CAB social media: Facebook, Instagram, and Twitter • Remind App from Chancellor/Teachers • Middle School Recruitment visits and presentations - December/January • Parent contacts through family outreach events (e.g. CAB Open House, family picnics, student celebrations, etc.)
Community	<ul style="list-style-type: none"> • Highlight CAB on Birdville ISD website, social media, etc. • Presentation to the TEE Committee (BISD District Site-based Decision Making Team)
Birdville ISD School Board	<ul style="list-style-type: none"> • Annual School Board Presentation • School Board Campus Visits
TCC Northeast Campus	<ul style="list-style-type: none"> • IHE Liaison monthly contact • IHE Board of Regents Presentation • Leadership Team semi-annual meetings • TCC/CAB Partnership meetings-each semester
Birdville ISD	<ul style="list-style-type: none"> • Meetings with the Director of Teaching and Learning • Meetings with the Haltom High School principal/admin team • Birdville ISD monthly principal meetings • Participation in Discover Birdville