



## **Communications Plan 2022-2023**

The Taft High School P-TECH Academy is committed to open, honest, and ongoing communication with our stakeholders. The plan is intended to build and maintain relationships amongst all stakeholders.

### **Plan Goals**

- Implement a communications program that assists the district and campus achieve its goals.
- Provide focus and direction for communication methods in support of district and campus goals.
- Enable the campus to present itself accurately to all audiences.
- Utilize a variety of media to inform stakeholders of important information, campus events, dates and celebrations.

### **Audience**

- Students
- Parents
- THS P-TECH Staff
- Taft ISD & District Administrators
- School Board
- Community Members
- IHE Partner-Del Mar College

### **Plan Outcome**

- Stay informed of key issues, campus/district events, celebrations and accolades.
- Provide focus and direction for communication methods in support of district and campus goals.
- Recruit incoming 8th grade students efficiently utilizing virtual modes of communication.