

## Communication Plan

Students will primarily be recruited from two feeder pattern middle schools with similar demographics to those of South Oak Cliff High School. Approximately, sixty-five percent of the freshman cohort spaces available will be reserved for students from Boude Storey and Sarah Zumwalt Middle Schools. Students will also be recruited from other middle, private and charter schools in the surrounding area. Recruiting events at these campuses are scheduled for the months of October, November and December. In addition, South Oak Cliff P-TECH staff and students will participate in district-wide recruiting events offered through the Dallas Independent School District, including the Discover Dallas ISD Choice Fair and the STEM Expo. P-Tech staff will distribute marketing materials in English and Spanish along with invitations to Open House events at community-based locations and events.

