



**EASTSIDE MEMORIAL**  
EARLY COLLEGE HIGH SCHOOL  
AUSTIN Independent School District

## Recruitment

### Fall and Spring Semester at Martin MS

What: Table set up every Friday in the cafeteria

Time: Lunch from 11:15-11:45

Dates: September 18-December 18

Who: EMHS admin, teachers, students

Strategy-EMHS staff will set up an informational table at Martin Middle School cafeteria during lunch. The table will have information on the ECHS program, academics, Innovation Academy and athletics. Our goal is to be visible every Friday to start making connections and building relationships with students. We want to make sure students are fully aware of what ECHS has to offer and the potential of even joining Innovation Academy. In the fall semester, EMHS will send only 1 staff member every Friday for table set up. In the spring semester, EMHS will send a representative from different departments on campus with the ability to take EMHS students to help with recruitment and more first hand exposure to our programs.

### Spring Semester at Martin MS

What: Class presentations

Time: Morning to noon

Dates: 1 week in February

Who: ECHS Coordinator and counselors

EMHS will visit Martin MS and give in-class presentations daily for a week during. Martin students will come through their English class to the library and listen to the EMHS presentation on general class information plus in-depth presentation about what Early College High School has to offer, the application process, and admissions.

### Early College High School Recruitment Chart

**2018-2019**

<b>Approach</b>	<b>Description</b>	<b>Tactics</b>	<b>Action Plan</b>	<b>Dates</b>
Martin Middle School (MMS)  Lunch table set-up  8 <sup>th</sup> Grade target	Build relationships and connections with Martin staff and students	<ul style="list-style-type: none"> <li>• ECHS table set up at Martin during 7<sup>th</sup> &amp; 8<sup>th</sup> grade lunch</li> <li>• Distribute flyers and information about the program</li> <li>• Every Friday during the fall semester</li> <li>• Handout SWAGG</li> </ul>	Set up dates with Martin admin	August-December 2018

<p>Martin MS</p> <p>Fall Festival &amp; Career Night</p> <p>All grade awareness</p>	<p>Mandatory session for 8<sup>th</sup> grade parents on ECHS</p>	<ul style="list-style-type: none"> <li>• ECHS Website presentation of program and resources</li> <li>• Distribute flyers and information</li> <li>• Handout SWAGG</li> </ul>	<p>Email counselors to confirm event and presentation</p>	<p>October 2018</p>
<p>Martin MS</p> <p>Classroom presentations</p> <p>8<sup>th</sup> Grade</p>	<p>A small percentage of students are choosing ECHS or advanced Pre-AP courses.</p> <p>Choice Sheets</p>	<ul style="list-style-type: none"> <li>• Presentations during English/History classes</li> <li>• Explaining choice sheets and class selection</li> <li>• Pathway options</li> </ul>	<p>Involving:</p> <ul style="list-style-type: none"> <li>-Martin admin</li> <li>-IA Coordinator</li> <li>-EMHS counselors</li> <li>-ECHS Coordinator</li> </ul>	<p>February 2019</p>
<p>O'Henry MS</p> <p>Choice Sheets/ Classroom presentations</p> <p>8<sup>th</sup> Grade</p>	<p>A small percentage of students are choosing ECHS or advanced Pre-AP courses.</p> <p>Choice Sheets</p>	<ul style="list-style-type: none"> <li>• Presentations during English/History classes</li> <li>• Explaining choice sheets and class selection</li> <li>• Pathway options</li> </ul>	<p>Involving:</p> <ul style="list-style-type: none"> <li>-O'Henry admin</li> <li>-IA Coordinator</li> <li>-EMHS counselors</li> <li>-ECHS Coordinator</li> </ul>	<p>February 2019</p>
<p>Kealing MS</p> <p>Choice Sheets/ Classroom presentations</p> <p>8<sup>th</sup> Grade</p>	<p>A small percentage of students are choosing ECHS or advanced Pre-AP courses.</p> <p>Choice Sheets</p>	<ul style="list-style-type: none"> <li>• Presentations during English/History classes</li> <li>• Explaining choice sheets and class selection</li> <li>• Pathway options</li> </ul>	<p>Involving:</p> <ul style="list-style-type: none"> <li>-Kealing admin</li> <li>-IA Coordinator</li> <li>-EMHS counselors</li> <li>-ECHS Coordinator</li> </ul>	<p>March 2019</p>
<p>Martin MS</p> <p>Pre Assessment Activity (PAA) &amp; TSI Testing</p> <p>8<sup>th</sup> Grade</p>	<p>Provide TSI assessment in reading and writing</p> <p>Gather testing data to provide geared Summer Bridge</p> <p>Identify which students are college ready</p>	<ul style="list-style-type: none"> <li>• Set up a day in spring semester to present the mandatory PAA</li> <li>• Set up a day for testing: testing should happen in the AM before lunch.</li> </ul>	<p>Involving:</p> <ul style="list-style-type: none"> <li>-Martin admin and counselors</li> <li>-IA Coordinator</li> <li>-Gear UP coordinator</li> <li>-APIE Advocate</li> </ul>	<p>May 2019</p>

<p>Martin MS</p> <p>Pre Assessment Activity (PAA) &amp; TSI Testing</p> <p>7<sup>th</sup> Grade</p>	<p>Provide TSI assessment in writing</p> <p>Gather testing data to provide geared small group tutoring</p> <p>Identify which students are college ready</p>	<ul style="list-style-type: none"> <li>• Set up a day in spring semester to present the mandatory PAA</li> <li>• Set up a day for testing: testing should happen in the AM before lunch.</li> </ul>	<p>Involving:</p> <ul style="list-style-type: none"> <li>-Gear UP Coordinator</li> <li>-IA Coordinator</li> <li>-ECHS Coordinator</li> <li>-APIE Advocate</li> </ul>	<p>August 2018- Ongoing through the year</p>
<p>Kealing Middle School</p> <p>Lunch High School Fair</p> <p>7<sup>th</sup> &amp; 8<sup>th</sup> grade</p>	<p>Distribute information of the ECHS program.</p> <p>Pass out SWAGG for students to remember our school and program</p>	<ul style="list-style-type: none"> <li>• Lunch table set up</li> <li>• 2 different lunches: high target during A and D lunch with most 8<sup>th</sup> grade students</li> </ul>	<p>Involving:</p> <ul style="list-style-type: none"> <li>-Email counselors from Kealing</li> <li>-Coordinate times with in-house counselors</li> </ul>	<p>October 2018</p>
<p>Martin Middle School</p> <p>Naviance-activate student accounts and ECHS programs</p> <p>*Questions required to join ECHS</p> <p>8<sup>th</sup> Grade</p>	<p>Help students activate and navigate their Naviance account</p> <p>Distribute information about joining ECHS- application deadline, questions and TSI</p>	<ul style="list-style-type: none"> <li>• Computer Lab set up</li> <li>• Rotating small group sessions (4)</li> <li>• Assigned them a short activity on Naviance</li> </ul>	<p>-8<sup>th</sup> Grade Counselor</p> <p>-EMHS College and Career-Naviance Pro</p> <p>-ECHS Coordinator</p>	<p>November 2018</p>
<p>Martin Middle School</p> <p>Community Alliance Meeting</p> <p>MMS, EMECHS, Stakeholders</p>	<p>Distribute information of the ECHS and Health Science programs on campus.</p> <p>Inform parents of programs and application deadlines.</p> <p>Inform everyone about new school building and goals</p>	<ul style="list-style-type: none"> <li>• Library set up</li> <li>• Split presentation over to serve Spanish speaking families- ECHS Health Science and IA students participate and interact/answer questions for parents and community members</li> </ul>	<p>Set Up:</p> <ul style="list-style-type: none"> <li>-Email from Blanca Herrera @ MMS</li> <li>-Invite EMECHS programs and students</li> </ul>	<p>Ongoing Monthly</p>