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| ***pride pic 1*** | Lasara Independent School District |  |

**TSTEM WRITTEN COMMUNICATION PLAN**

**Communication Platforms**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Audience** | **Social Media** | **Facebook** | **Email** | **Text** | **Phone** | **Newsletter** | **Classroom Apps** |
| Students |  |  |  |  |  |  |  |
| Parents |  |  |  |  |  |  |  |
| Business and  Industry Partners |  |  |  |  |  |  |  |
| District Staff |  |  |  |  |  |  |  |
| Campus Staff |  |  |  |  |  |  |  |
| IHE |  |  |  |  |  |  |  |

**Communication Goals**

* Establish an effective communication plan to improve engagement and communication with both internal and external audiences.
* Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for Lasara ISD TSTEM Academy.
* Promote community involvement and build partnerships that serve to enhance the educational experience of Lasara ISD TSTEM Academy.

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| ***pride pic 1*** | Lasara Independent School District |  |

**Communication Strategies**

* Organize a strategic media contact group with representatives on campus.
* Facilitate connections among community stakeholder groups.
* Build and maintain partnerships with business and community leaders.
* Organize semester community engagement events to be hosted by Lasara ISD TSTEM Academy.
* Organize annual business partner appreciation opportunities.
* Engage local business leaders to advocate on behalf of the TSTEM Academy website.
* Utilize Facebook and Instagram page to provide timely and relevant information.
* Conduct mass communication using School Messenger all call software.
* Build network capabilities through onsite TSTEM meetings.