

The following is the written communication plan for targeting identified audiences, parents, community members, school board, and high education personnel:

- Rowlett Early College High School Webpage
- Direct contact with Garland ISD School Board
- Direct contact with Garland ISD Superintendent
- Media coverage of Rowlett ECHS via flyers, recruiting video, and social media
- Monthly updates through Steering Committee
- School updates through Twitter, school call outs, and School Website
- Direct contact with parents via email, phone, newsletter, twitter, or in person
- Direct contact with IHE higher personnel via email, phone, or in person
- Direct student contact daily via in person, Google classroom, or email