



# Written Communication Plan

Clarksville Independent School District

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**Dr. Marian Ellis, Superintendent | Annette Hobbs, M. Ed., Career Coach**

**202 S Donoho St, Clarksville, TX 75426 | (903) 427-3891**

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Clarksville ISD Middle/High School offers Pathways in Technology Early College High School located at Clarksville Middle/High School through a partnership with Priefert in Mount Pleasant, TX and Paris Regional Health in Paris, TX.

Clarksville ISD P-TECH is focused on two high demand areas of study called pathways: Welding technology and Nursing science.

As part of our goal to ensure communication with stakeholders including prospective students, parents, community members/partners, and CISD colleagues the following communication plan will be implemented.

- Clarksville ISD website will be the official site for campus news, announcements, and important dates. The site will contain a link to the Clarksville ISD P-Tech website.
- Clarksville ISD P-Tech website will be the official site for reference documentation.
- Clarksville ISD will work directly with Communication & Marketing team members to ensure accurate information is provided regarding recruitment and applications.
- Clarksville ISD will create marketing brochures available during all recruiting events.
- Clarksville ISD will reach out directly to the middle school counselors to schedule campus visits as well as conduct a parent information night for P-Tech.
- Clarksville ISD will conduct a Rising Freshman Orientation with the accepted incoming cohort for P-Tech, including their parents.