



Communications Plan 2022-2023

The Santa Gertrudis Academy P-TECH High School is committed to open, honest, and ongoing communication with our stakeholders. The plan is intended to build and maintain relationships amongst all stakeholders.

Plan Goals

- Implement a communications program that assists the district and campus achieve its goals.
- Provide focus and direction for communication methods in support of district and campus goals.
- Enable the campus to present itself accurately to all audiences.
- Utilize a variety of media to inform stakeholders of important information, campus events, dates and celebrations.

Audience

- Students
- Parents
- SGAHSPTECH Staff
- SGISD & District Administrators
- School Board
- Community Members
- IHE Partner-Christus Spohn Hospital

Plan Outcome

- Stay informed of key issues, campus/district events, celebrations and accolades.
- Provide focus and direction for communication methods in support of district and campus goals.
- Recruit incoming 8th grade students efficiently utilizing virtual modes of communication.

Audience	SGAHS PTECH WEBPAGE	FACEBOOK	EMAIL	REMIND APP	GOGGLE CLASSROOM	PHONE CALL OUTS	LETTERS*
Students	X	X	X	X	X	X	X
Parents	X	X	X	X	X	X	X
SGAHS PTECH	X	X	X	X	X	X	X
District Staff	X	X	X		X	X	X
School Board	X	X	X			X	X
Community	X	X	X				X
IHE	x	X	X				X

*Includes letters, memos, brochures

SGAHS PTECH Administration and Staff Contact Information

Dr. Veronica Alfaro Superintendent valfaro@sgisd.net
Charles Odom Principal codom@sgisd.net
Raquel Escobedo PTECH Director rescobedo@sgisd.net
Leonor Delossantos Testing Coordinator ldelossantos@sgisd.net
Kristi Kelley Counselor kkelley@sgisd.net

361-384-5041 Santa Gertrudis Academy High School