



## **Outreach and Recruitment Plan 2023-2024**

High Tech High is an equity project. Our schools are intentionally diverse and integrated, enrolling students through a zip code-based lottery aimed at creating schools that are reflective of the communities we serve.

HTH actively seeks students from all areas in San Diego County, with an emphasis on reaching underrepresented zip codes and communities and students who are eligible for Free and Reduced Price Meals.

Outreach will include the following:

### ***Community Partnerships***

- HTH will identify local schools and community based organizations with which to partner. This partnership will include collaborative meetings and events in order to present about HTH and/ or distribute materials in English and Spanish.
- HTH will participate in community and cultural events to engage with our local community. Authentic engagement with our community will lead to deeper understanding of our schools and broader community participation.

### ***Online media:***

- High Tech High will continue to update and maintain a website with important pages available in English and Spanish.
- HTH has Instagram, Twitter and Facebook in order to maintain a social media presence and will use social media to reach our target audiences.
- HTH has produced marketing videos for use with marketing and recruitment and outreach events as well as digital advertising.
- HTH also has a mailing list of almost 1000 people.

### ***Print based media:***

- HTH creates bilingual flyers, with targeted ad placements, to encourage enrollment and offer information about upcoming events.
- HTH has created and distributes a bilingual brochure to educate families about HTH offerings.

### ***On Campus Events:***

- HTH holds monthly tours on each of our campuses during our open enrollment period.
- HTH will host in person information sessions for prospective families during our open enrollment period and will advertise these sessions publicly via our website, social media and other media. These events will have interpretation in Spanish.

### **Outcomes**

This outreach and recruitment plan will contribute to a more inclusive and representative student body at HTH. By actively engaging with underrepresented communities, the plan aims to foster opportunities for enrollment. The outcomes will be measured through increased enrollment numbers, heightened community engagement, and enhanced diversity within the student population, reflecting the population of San Diego and demonstrating High Tech High's commitment to diversity and inclusion.