

Recruiting and Application Survey Data Analysis

Findings of the Survey

- 100% of the counselors agreed or strongly agreed that all of their 9th graders are given information about the training programs offered at ECTS.
- 80% agreed or strongly agreed that the printed materials received from ECTS are informative and useful.
- 90% agreed or strongly agreed that they would use an updated ECTS video.
- 100% agreed or strongly agreed that having an ECTS representative visit their school to describe CTE programs is an effective way to motivate them to apply to ECTS.
- 70% agreed or strongly agreed that they were satisfied with the time of year selected for the 9th grade tours. 30% were neutral.
- 100% agreed or strongly agreed that the 9th grade tours are motivating and informative.
- 80% agreed or strongly agreed that they see newspaper articles about ECTS students and programs. 20% disagreed.
- Item #8 was spread across the range. Only 50% agreed or strongly agreed that they use the ECTS website to gather information about our CTE programs and activities. 40% disagreed or strongly disagreed. 10% were neutral.
- 50% agreed or strongly agreed that they tell students/parents how to access the ECTS website. 40% disagreed or strongly disagreed and 10% were neutral.
- 80% agreed or strongly agreed that they talk with students about the articulation agreements offered by ECTS. 10% were neutral and 10% disagreed.
- Only 50% talked with students about programs at ECTS that have earned national accreditation. 50% did not.
- 100% agreed or strongly agreed that they talk with students about the certificates they can earn at ECTS.
- 100% agreed or strongly agreed that a student needs to have good attendance to succeed in an ECTS program.
- 90% agreed or strongly agreed that a student needs an aptitude for the technology area to succeed in an ECTS program. 10% were neutral.
- 60% agreed that a student needs to be reading at or near grade level to succeed in an ECTS program. 40% were neutral.
- 70% agreed that a student needs to have math skills at or near grade level to succeed in an ECTS program. 20% were neutral and 10% disagreed.
- 100% agreed or strongly agreed that students and their parents know how to apply to ECTS programs.
- 100% agreed or strongly agreed that applications to ECTS are easily available to students at their school.
- 90% agreed or strongly agreed that when there is a waiting list for an ECTS program, they give preference for future placement to those students who demonstrate a desire to learn. 10% disagreed.

- 70% agreed or strongly agreed that they submit student applications to ECTS on a first come, first served basis. 30% disagreed or strongly disagreed.
- 60% agreed or strongly agreed that they encourage students who have special needs to enroll in ECTS programs. 30% were neutral and 10% disagreed.
- 80% agreed or strongly agreed that they encourage college-bound students to enroll in ECTS programs. 10% were neutral and 10% disagreed.
- 90% agreed or strongly agreed that they encourage a half-day visit to ECTS before submitting a student's application. 10% were neutral.

Limitations of the Study

I received nine of the seventeen mailed surveys as of the December 10, 2004 Guidance Counselor meeting. At that meeting, Patty Palo reminded them that if anyone had not yet returned their survey, extra copies were available. Following that meeting, one additional completed survey came in, bringing the total to ten of seventeen or 59%. While these results are limited, conclusions may be drawn based upon the sample received.

Recommendations

- We may want to update our brochures, especially since we've added several new programs.
- We should update our ECTS videotape.
- We need to continue the method of sending ECTS personnel to home schools as part of our recruitment.
- The timing of Recruitment Week visitations seems to work for most districts.
- Our staff and students should be commended for the quality of our Recruitment Week presentations.
- We need to advertise the fact that we have a website.
- We should probably continue to submit articles to the newspaper. This seems to be working.
- We should do more to provide counselors with current information about articulation agreements.
- We should do more to advertise and educate the public about our national accreditations.
- We should continue to identify the reading and math skills needed to succeed in our programs.
- We should continue to encourage the practice of having potential students visit ECTS for at least a ½ day session before enrolling.
- We should look at alternative methods of student enrollment that would allow us to place students into programs that are appropriate for their interests, aptitude and abilities.