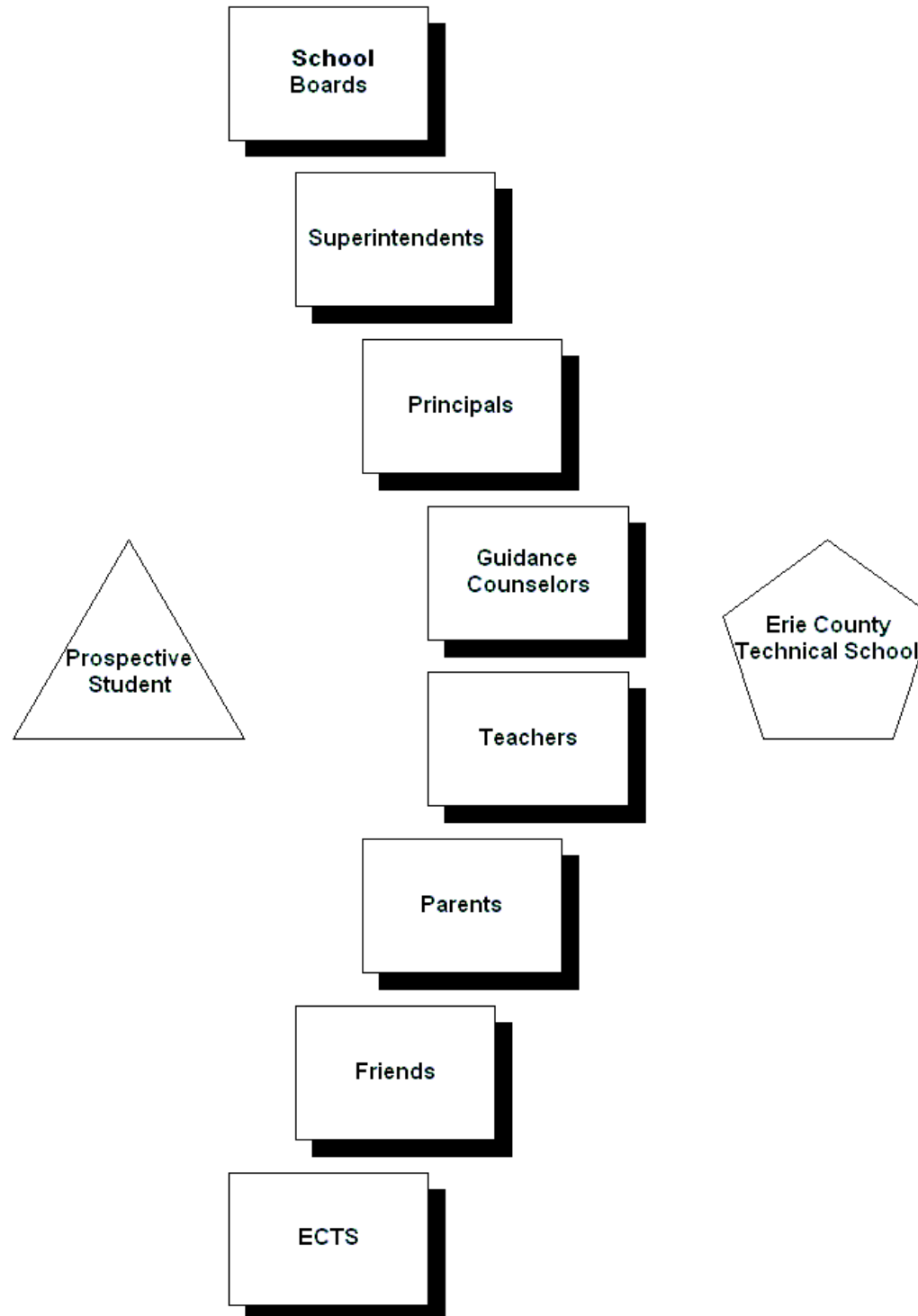


Erie County Technical School

**Recruitment, Application, Admission and Enrollment
A Process Proposal**

Presented to the Joint Operating Committee
May 26, 2005

Condition: Enrollment Blocking



**Erie County Technical School
Leadership Council**

***Recruitment to Enrollment Process
Close the Gap Map***

<i>Current State</i>	<i>Desired State</i>
Recruitment	
• Printed materials (2) • Elaine goes to schools • Some teachers send letters • Guidance counselors tell parents and families • Tech kids are not bright • Take successful kids to home schools • Public perception negative • Labs vary • Open houses (Fall Fest & January) (2) • Middle school kids & visitations (2) • Affected by home school teachers and counselors • 9th grade tours • Half-day follow-ups (2) • Minimal teacher involvement at home school • Informational flyer about labs • Give tangible products . . . goody stuff • Recruitment week • Family influence • Word of mouth • 9th & 11th grade • Book covers & calendars • Display at home school • Video tape Not all students included in visitation	• Virtual tour of school • What can I do after ECTS? • What's fun to do at ECTS? • What or who are successful graduates from my program? • Can I get information about ECTS from the Web? • Go to school everyday? • Is ROTC available? • Fully understand ECTS environment • Able to ask teachers for information • Get information from current successful students • Academic classes available at ECTS • What are the costs? • Can I enroll in 11th and 12th grade?

<i>Current State</i>	<i>Desired State</i>
Application	
• Home school guidance counselor • Intent to return conducted by ECTS • Various methods (i.e. first come, criteria) • Tech students, affiliation • Student responsibility • No commitment link to enrollment • Interview process varied at each home school • Control out of ECTS hands • Handled by home school • On-line available • Student makes effort • Variety of ways (i.e. hand out after tour) • Timeliness—St. scheduling process • Due dates • No uniformity among districts • ECTS faculty and staff unaware of process • Lack of information about ECTS at home schools • Application/information in h.s. handbooks • Influence of h.s. teachers in application process • Parameters or policies of home schools • Dollars schools can spend, could be financial restrictions • Number of students sent • Counselors ownership of applications • Parents or guidance counselor advising against application • 1st Level in AM only • District Quotas • Accept Junior and Seniors as 1st Year students • Home schools pay the bill—they control ECTS, program, teacher, economy and other factors influence applications	• How to get an application • Easy application to fill out • Quick acknowledgement of application • Are my friends attending? • Parents see application • FAQ's and Facts • Can I by-pass the counselors? • Would a reference or recommendation help? • Is there an interview? • Application real simple • Why a student wants to be in a program? • Teachers see application • Application not equal to Admission (for whatever reason) • Avoid discriminatory application information • Reflection information on application • Home school information about student at our fingertips • Prospective students take part in “try out” activity • Summer school for prospective students that need “something” • Application easy to get to • Every student gets an application, fact sheet

<i>Current State</i>	<i>Desired State</i>
Admission	
• Guidance counselor lottery • Most schools OK with lottery • Lottery may exclude higher caliber students • Lottery favors sending school, doesn't consider student or ECTS • Home school driven • Home school notifies student of admission • Welcome letter • Some too many, some too few (lab requests) • What does "quota" mean to home schools? • Current enrollments affect new enrollments • Currently accept all • First come, first served • Second choice backfires • Follow dates • Estimate % who get first choice • No uniformity amongst districts • Parameters or policies of home schools • Counselors ownership of applications • Other ways to run the application/admission process • School affiliation as viewed by student Letter to students from teachers over the summer	• Students home school schedule not restricted • Good communication with home schools • Better understanding of ECTS by home school staff • ECTS makes decision about admission • Parents get information from ECTS • Conditional admission or provisional enrollment • Know immediately if accepted • A sense of "Honor" in being selected • Waiting list—selection, admission process
<i>Current State</i>	<i>Desired State</i>
Enrollment	
• No shows—transportation issues • 800 enrolled • Trend of enrollments? • Wait list Inappropriately placed	• Home schools respect ECTS enrollment • Enrollment orientation • Internal communication during enrollment process • Background information at enrollment • Conditional enrollment (abilities, interest, etc.) • Meeting between teacher and parent as part of enrollment (other?)

Close The Gap - Recruitment					
<i>Action Step</i>	<i>Solution/Purpose</i>	<i>Responsible Party</i>	<i>Time Line</i>	<i>Financial Resources</i>	<i>Other Resources</i>
1. Presentations: 8 th Graders	- Value of CTE - Survey for interest	Coordinator-Admissions	Spring 2006 (April)	Estimated: 15 Days	13 Middle Schools - Boy Scout Survey
2. Mailing: Parent—8 th Graders	- Value of CTE - Child saw presentation - Request general information	Coordinator-Admissions	Spring 2006 (April)	Piece: \$2,100 Mailing: \$200 Postage: \$500 + BRM	- Districts lists - With response card
3. Follow-up Letter: Parent—8 th Graders	- Based on response from #2 - From Administration	Director & Principal	Spring 2006 (May)	Packet: \$500 Postage: \$500	General information packet
4. Mailing: Student—9 th Graders	- Value of CTE - Upcoming presentation - Request general information	Coordinator-Admissions	Fall 2006 (September)	Piece: \$2,100 Mailing: \$200 Postage: \$500 + BRM	- Districts lists - With response card
5. Follow-up Letter: Student—9 th Graders	- Based on response from #4 - From Administration	Director & Principal	Fall 2006 (September)	Packet: \$500 Postage: \$500	General informational packet
6. Presentations: 9 th Graders	- Value of CTE - Select programs to visit	Coordinator-Admissions	Fall 2006 (October)	Actual 04-05: 14 days Estimated: 15 Days	Faculty
7. Mailing: Parent—9 th Graders	- Value of CTE - Request program information	Coordinator-Admissions	Fall 2006 (October)	Piece: \$2,100 Mailing: \$200 Postage: \$500 + BRM	- Districts lists - With response card
8. Follow-up Letter: Parent—9 th Graders	- Based on response from #7 - From Faculty	Faculty	Fall 2006 (October)	Packet: \$500 Postage: \$500	Program information packet
9. Visitations: 9 th Graders	- Express interest - Program(s) of interest	- Campus Committee - Coordinator-Admissions	Fall 2006 (October)		With interest card (Passport)
10. Mailing: Student—9 th Graders	- Based on response from #9 - Open House notice - Request admission packet	Coordinator-Admissions	Fall 2006 (October)	Piece: \$1,000 Mailing: \$200 Postage: \$500 + BRM	- Districts lists - With response card
11. Follow-up Telephone Calls: Student or Parent—9 th Graders	- Based on #9 & #10 - Encourage application	- Faculty - Coordinator-Admissions	Fall 2006 (October)		Lists from Passports
12. Open House: Informational	New and current students and parents	- Campus Committee - Coordinator-Admissions	Fall 2006 (November)	Advertising: \$500	
13. Mailing: Admission Packet	Based on response from #10	Coordinator-Admissions	Fall 2006 (November)	Packet: \$500 Postage: \$500	
14. Receive Applications		Coordinator-Guidance	Fall 2006 (December)		Process Transition Point
15. Monitor Applications	Based on #13	Coordinator-Guidance	Winter 2007 (December)		
16. Acceptance Letter	- Congratulations - Invite to Open House	Coordinator-Guidance	Winter 2007 (January)		
17. Open House: Orientation	New students and parents	- Campus Committee - Coordinator-Guidance - Coordinator-Admissions	Spring 2007 (May)		
				Total Cost: \$15,100 Budgeted: \$14,500	

Close The Gap - Application			
<i>Action Step</i>	<i>Time Line</i>	<i>Responsible Party</i>	<i>Other Resources</i>
Develop an admissions packet	September 2005		Berks County
Develop an admission committee	October 2005		
Develop a numerical rating system based on components of packet	December 2005	Committee	
Course Prerequisites	Summer 2005	Instructors	
Committee reviews application packets	March 15, 2006	Committee	S.I.S.S. Staff

Close The Gap - Admission			
<i>Action Step</i>	<i>Time Line</i>	<i>Responsible Party</i>	<i>Other Resources</i>
Acceptance Letter or Regret Letter			
Orientation for August (includes parents)	August 2006		