

**Erie County Technical School
Director's Report
September 2007**

Strategic Planning. Administrative staff members have been putting the final additions to our strategic plan with PDE's e-strategic planning program. We must submit the plan to PDE by September 30. The administration respectfully presents the plan to the JOC for approval this month.

Mandate Waiver—Transition Center. We received notification from PDE that our request for a mandate waiver to have students construct the proposed transition center has been approved. A copy of the approval letter is available in the correspondence section of the agenda.

Marketing and Public Relations. This topic is a major element in our strategic plan. A group of faculty, staff and administrators heard a presentation by Mark Perna, owner of Tools for Schools. Based in Cleveland, Tools for Schools specializes in marketing efforts for career and technical education schools. We are assessing whether the strategies offered by Tools for Schools will enhance our marketing, enrollment and retention efforts.

We will also focus on the role of faculty in our marketing and recruitment efforts at the October 8 in-service. The intent of the in-service is to have faculty develop program specific marketing plans.

Director's Travel and Meetings. The director's recent and scheduled meetings include:

- *Community College Meeting*, September 6; a meeting with County Executive Mark DiVecchio and Dr. William Garvey to discuss the role of ECTS, RCTC and the school districts in the effort to create a community college in northwestern Pennsylvania
- *County-level Workforce Development Meeting*, September 11; a monthly meeting of government agencies and public service providers to address workforce development issues in Erie County
- *Electronics Articulation Agreement*, September 13; a meeting with Lance Hummer, Executive Director of the Keystone Community Education Council, to discuss a regional articulation agreement with the Community College of Allegheny County to provide electronics training
- *NWPA Tech Prep Consortium*, September 13; a meeting with Ed McAtee and Sherri Welsh, coordinators for the consortium, to discuss ECTS expanding its program offerings to include Tech Prep programs
- *Community College Meeting*, September 20; a follow-up meeting with Dr. William Garvey to discuss the opportunities available through the technical community college proposal developed by the school districts and career and technical centers, with Mrs. Sandra Myers
- *Erie Regional Chamber Networking Breakfast*, September 26; a small-group meeting of chamber members intended to build connections within the business community
- *Erie Regional Chamber and Growth Partnership*, September 27; a quarterly meeting of chamber members that focuses on regional issues and opportunities