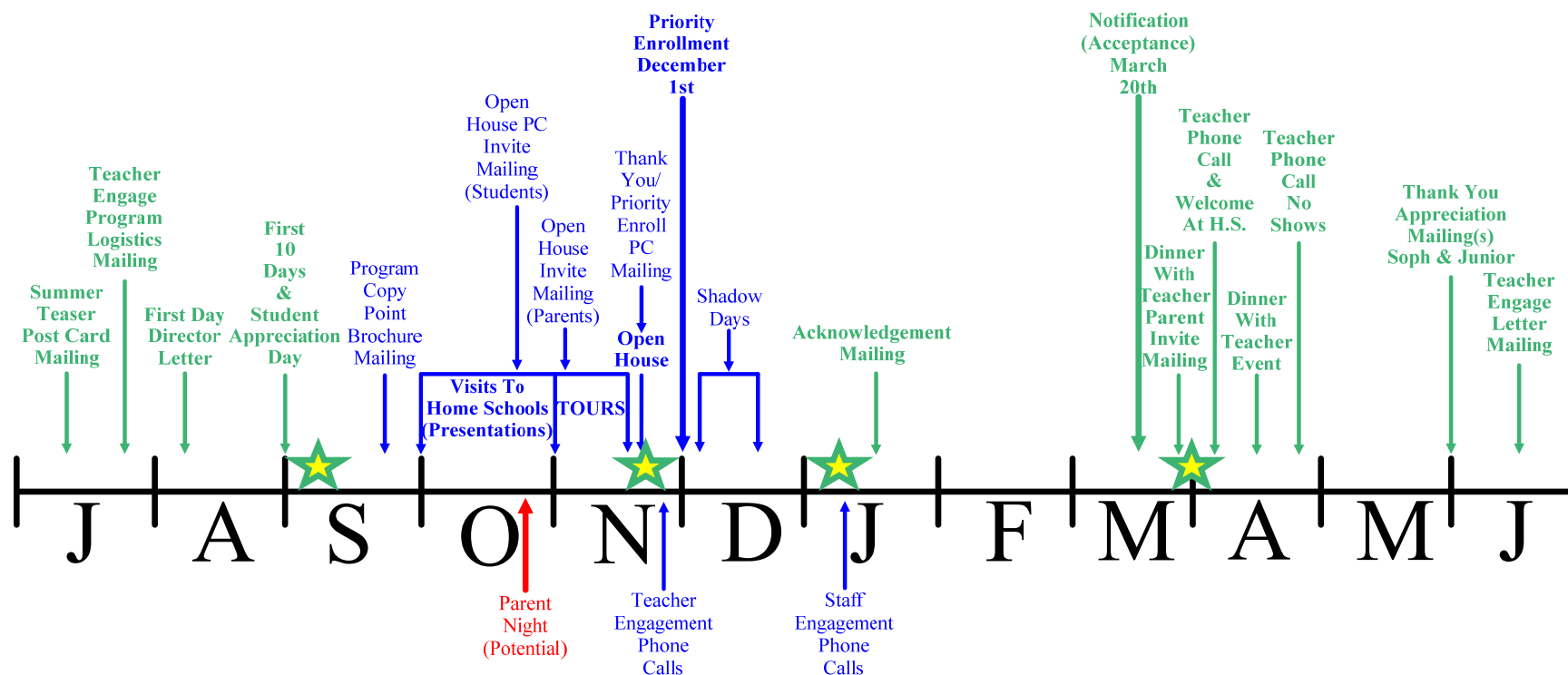


Enrollment/Retention

Right Student ... Right Program ... Right Reasons
Enrollment > Retention > Graduation

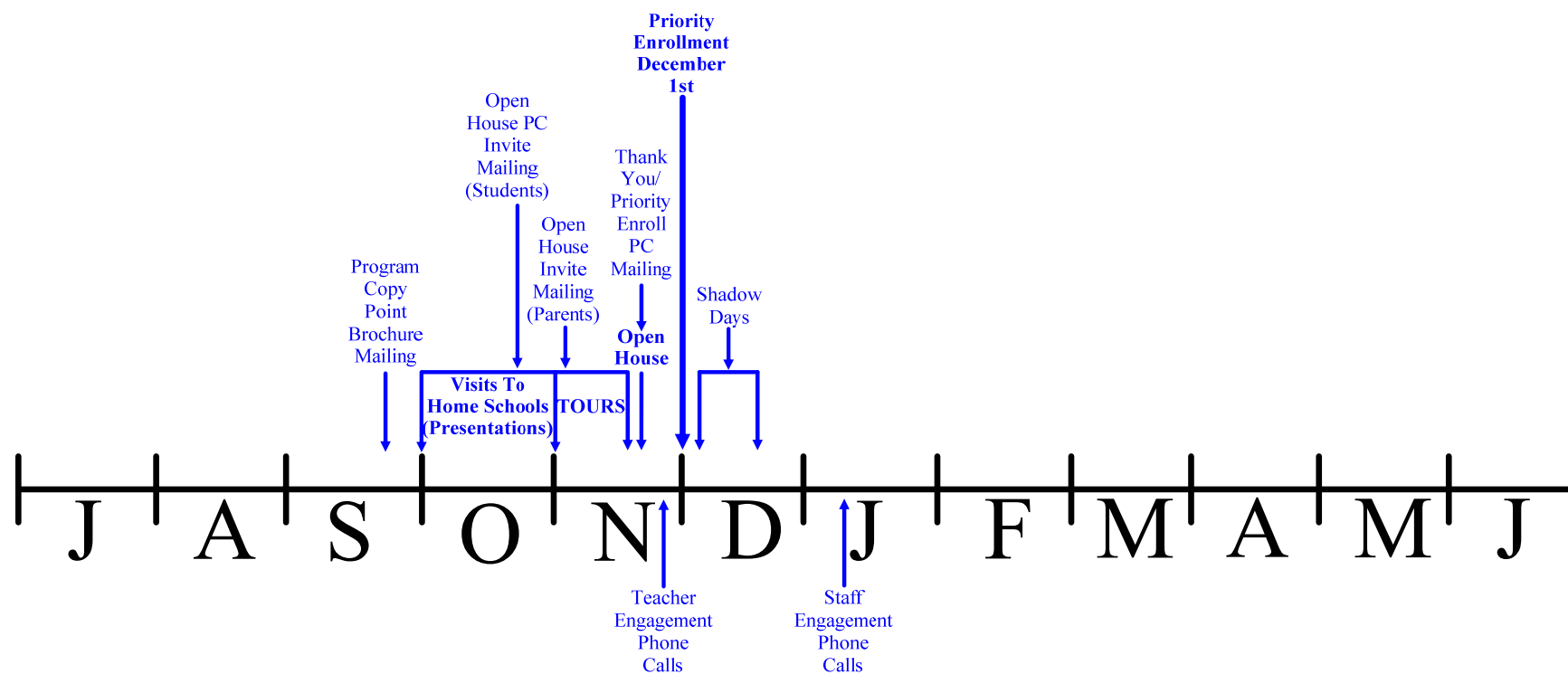


LEGEND

- 8th Grade Enrollment Track (Red)
- 9th Grade Enrollment Track (Blue)
- 10th Grade Enrollment Track (Purple)
- Retention Track (Green)
- Light Points (Green Star)

Enrollment/Retention

Right Student ... Right Program ... Right Reasons
Enrollment > Retention > Graduation

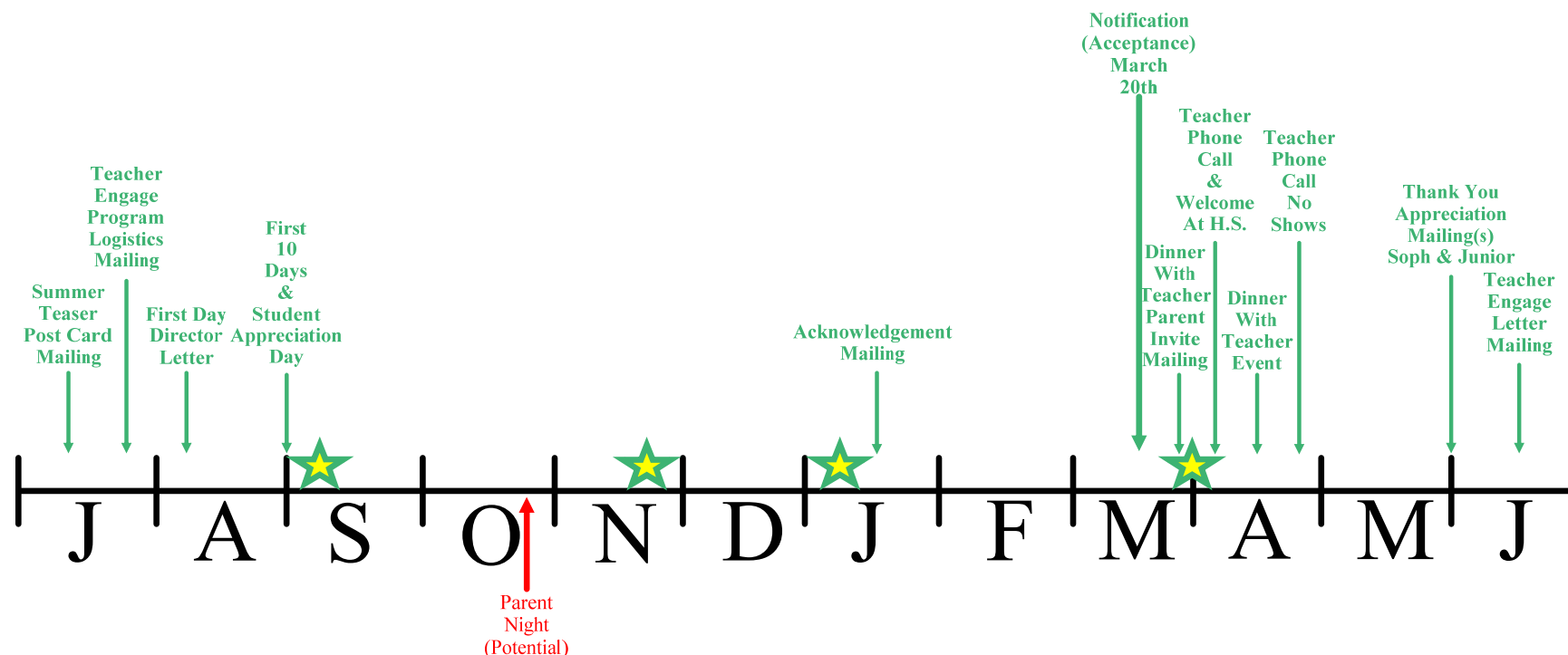


LEGEND

- 8th Grade Enrollment Track (Red)
- 9th Grade Enrollment Track (Blue)
- 10th Grade Enrollment Track (Purple)
- Retention Track (Green)
- Light Points (Green Star)

Enrollment/Retention

Right Student ... Right Program ... Right Reasons
Enrollment > Retention > Graduation

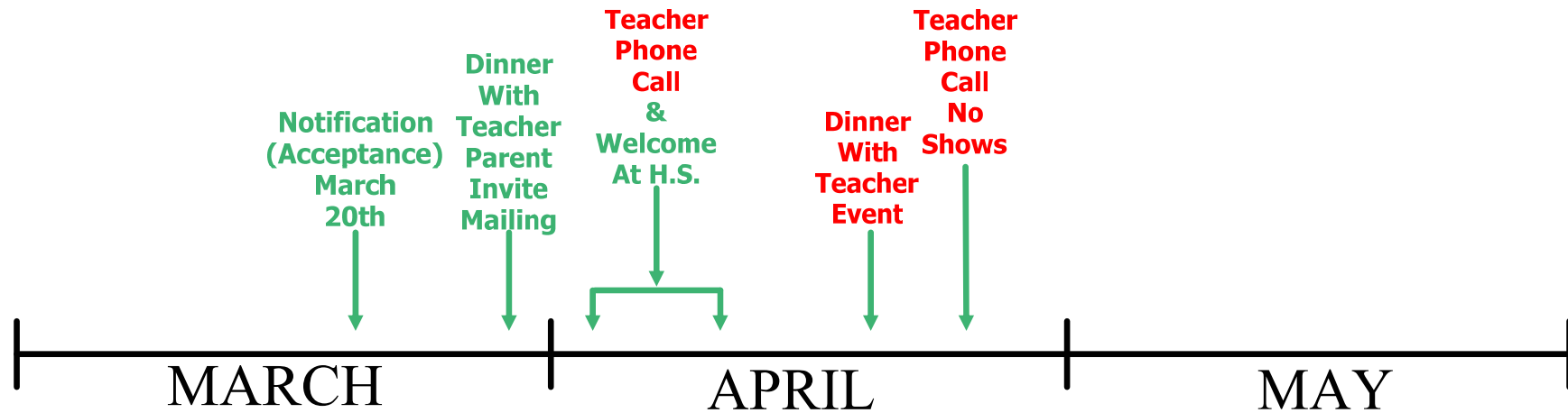


LEGEND

- 8th Grade Enrollment Track (Red)
- 9th Grade Enrollment Track (Blue)
- 10th Grade Enrollment Track (Purple)
- Retention Track (Green)
- Light Points (Green Star)

Enrollment/Retention

Right Student ... Right Program ... Right Reasons
Enrollment > Retention > Graduation



ENROLLMENT TRACK (HS)

1. **9TH GRADE PROGRAM COPY POINT BROCHURE MAILING** – *Late September* **TFS ECTS-5003 brochure & ECTS-5007 Letter**
2. **9TH GRADE PRESENTATIONS AT HOME SCHOOLS** – *October*
3. **9TH GRADE OPEN HOUSE PC INVITE (STUDENTS)** – *October 26th* **TFS ECTS-5008**
4. **9TH GRADE GREETING CARD INVITE (PARENTS)** – *November 2nd* **TFS ECTS-5009**
5. **9TH GRADE TOURS (3 PROGRAMS)** – *Early November*
6. **9TH GRADE OPEN HOUSE** – *November 19th*
7. **9TH GRADE THANK YOU/PRIORITY ENROLLMENT PC MAILING (STUDENTS)** – *November 19th* **TFS ECTS-5010**
8. **TEACHER ENGAGEMENT PHONE CALL** – *After Open House and before Priority Enrollment Date*
9. **9TH GRADE SHADOW DAYS** – *December*
10. **STAFF ENGAGEMENT PHONE CALL** – *Mid January*

RETENTION TRACK (HS)

1. **ACKNOWLEDGEMENT MAILING** – *After receipt of application* **TFS (ECTS-5011)**
2. **NOTIFICATION MAILING** – *March 20th* **ECTS**
3. **DINNER WITH TEACHER PARENT INVITE MAILING** – *Late March* **ECTS**
4. **TEACHER ENGAGEMENT PHONE CALL** – *Early April*
5. **WELCOME CELEBRATION VISIT AT HOME SCHOOL** – *Early to Mid April*
6. **DINNER WITH TEACHER EVENT** – *Mid April*
7. **TEACHER ENGAGEMENT PHONE CALL (DID NOT COME)** – *Immediately following Dinner*
8. **TEACHER ENGAGEMENT LETTER (TEASE FIRST 10 DAYS)** – *June*
9. **SUMMER TEASER POST CARD** – *Mid July* **TFS (ECTS-5002)**
10. **TEACHER ENGAGEMENT PROGRAM LOGISTICS MAILING** – *Mid July* **ECTS**
11. **FIRST DAY OF SCHOOL LETTER (DIRECTOR)** – *Early August* **ECTS**
12. **FIRST 10 DAYS/STUDENT APPRECIATION DAY** – *Early September*
13. **POTENTIAL DRIP: PARENT NIGHT** – *Mid October (must be reviewed)*
14. **THANK YOU/APPRECIATION MAILING (J TO BE S)** – *May/June* **TFS (ECTS-5004 & ECTS-5005)**

TEAM:	Lisa Sorenson	Admissions Coordinator	Team Leader
	Elaine Shaffer	Business & Industry Liaison	Team Minutes
	Aldo Jackson	Director	
	Joe Salorino	Graphic Communications Instructor	
	Sandy Carr	Professional Skills Instructor	
	Janet Grossman	Culinary Instructor	

ENROLLMENT TRACK

- **9TH GRADE PROGRAM COPY POINT MAILING** – *Mid September (TFS to Mail ECTS-5007 (letter) & ECTS-5003 (brochure))* – A mailing of a comprehensive yet simple to read and understand brochure with information about programs and the drips to come. **The goal:** Students and parents see the value and wide-ranging programs available – this increases the opportunity a student will be available during home school visits and on tour days on campus.
 - o Addressed to Student
 - o Must be easy to read!
 - o Letter (**ECTS-5007**) & Brochure (**ECTS-5003**) Information Included (Simple/Easy to Read):
 - Program copy points for each program (Bold – Fun – Engaging)
 - Organizational copy points – No more than 8 as call outs in the piece.
 - Application process and timelines
 - Priority Enrollment Date
 - Enrollment Date
 - The letter must clearly state that the enclosed application is for ease of future use.

ACTION:

o

- **9TH GRADE PRESENTATIONS AT HOME SCHOOLS** – *October* – **The goal:** To deliver a message of value to all students about the power of CTE, so they can best choose several programs for their upcoming tour.
 - o While students walk in: PowerPoint shown with music & student pictures (very good)
 - o Critical components of the presentation:
 - Bold - Fun – Engaging – Informative
 - Where possible, deliver a testimonial as part of the presentation from an existing student (ambassador of CTE). Use ambassadors in this order:
 - Organizational copy points interspersed throughout presentation
 - Program copy points used to describe program areas based on experience
 - Tease upcoming events throughout a typical school year on the RT such as:

- First 10 days engagement & fun
- Student Appreciation Day
- CTSO's – National competitions
- o ACTION:
 - Students select three programs to visit during their upcoming tour

ACTION:

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- **9TH GRADE OPEN HOUSE PC INVITE MAILING (STUDENTS)** – *October 26th* **(TFS to Mail ECTS-5008)** – This is an invitation to students to join us for Open House. **The goal:** To put something in the hands of students who love to get mail that allows us to drip several organization copy points demonstrating the value of CTE and invite students/parents to Open House.
 - o Mailing (Addressed to Student) Includes:
 - Invitation to Open House
 - Several Organization Copy Points of Value
 - Priority Enrollment Date/Information (December 1st)

ACTION:

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- **9TH GRADE OPEN HOUSE GREETING CARD INVITE MAILING (PARENTS)** – *November 2nd* **(TFS to Mail ECTS-5009)** – This is an invitation to parents to join us for Open House. **The goal:** To put something in the hands of parents that allows us to drip several organization copy points demonstrating the value of CTE and invite students/parents to Open House.
 - o Mailing (Addressed to Parents of) Includes:
 - Invitation to Open House
 - Several Organization Copy Points of Value
 - Priority Enrollment Date/Information (December 1st)
 - Value of Open House
 - Coupon Entry Form - Giveaway

ACTION:

- o Add to Coupon for 2010: We need to add what program at ECTS they are most interested in.

-
- **9TH GRADE TOURS** – *Early November* – This is the primary recruitment event each year. **The goal:** To connect and deliver an event that builds relationships, makes students feel welcome, and showcases our true value while overcoming the stigmas of CTE.

- o Students visit three program of their choice
 - Each session is 20-30 minutes in length
- o Bus Talkers – Ambassador welcomes each bus as it arrives
1742 Georgetown Road • Hudson, Ohio 44236 • (P) 330-650-5300 (F) 330-650-6416

mark@MT4S.com • www.MT4S.com

- 1st Choice: Respected ambassador from that visiting school
- 2nd Choice: Any respected ambassador
- “Hi my name is John Smith and two years ago I sat on this bus just like you” – “I am in the (program name) program and when I graduate I will be (the light at the end of their tunnel).” Share where they go from there and how they depart the bus.
- **Elaine will coordinate**
- o Badges for each participant
 - First Name – Large
 - Last Name – Normal
 - Home School
 - Programs visiting today
 - Survey on reverse/inside – we will track information in our database immediately following the event.
 - How did you feel about today’s event? Loved it – Like it – Did not care for it
 - Do you plan to apply? Yes – No – Not Sure Yet
 - Rate the programs listed on the front of your badge as to which programs you liked best. (1) = Favorite (2) = Next Best etc...
 - Would you like more information or to speak to someone in more detail about the opportunities available? [] Yes
- o Phone #: _____
- o PowerPoint playing (automatically) in the main area dripping value throughout the tour time. Each slide is random (photo, copy point, photo, event, etc.)
 - Organizational copy points
 - Photos of students (happy/engaged)
 - Tease typical school events such as:
 - Student Appreciation Day(s)
 - Teacher Dinner
- o Follow Up/Close:
 - Complete application
 - Open House – Bring parents
 - Priority Enrollment December 1st

ACTION:

- o **Results 2009:**
 - **Went well**
 - **Badges and data from home schools (ECTS internal process) needs to be reviewed to avoid duplication of efforts.**
 - **Review program experience and enhance via TFS process**
 - **Some instructors were doing some cool things and we need to capture those examples (best practices) and create a session for other instructors**

-
- **9TH GRADE OPEN HOUSE** – November 19th – This is the event that gives every excited student an opportunity to sell their parents on CTE. **The goal:** To connect with students/parents by giving students an opportunity to bring their parents back to meet their teacher and see the value they saw on tour day. It is also an additional opportunity for the students to connect with us in the relationship building process.
 - o Time Frame: 4:30-6:30PM
 - o Invites: 9th
 - o Food – Dinner/Snacks
 - o Music - background
 - o Open programs – teachers available in each classroom
 - Hands-on
 - Conversation starters
 - What kinds of things are you interested in?
 - What brought you here tonight?
 - How is your school year going?
 - o Propaganda Slide Show
 - Every third slide
 - Organization copy point
 - Photos with captions
 - Testimonials/Events
 - o Presentation (PowerPoint) – How to make the most of your HS experience?
 - Tips to include:
 - Do something you are interested in
 - Hands-on
 - Prepare for college – earn college credit
 - Student organization participations – travel
 - Acquire leadership skills
 - Share the same interests with other students
 - Road map to success – career planning (Think ahead)
 - One on one personal attention (guidance-connections) Personal career trainer!
 - Earn while you learn - Internship in a field they love – finding those opportunities
 - Treated like an adult
 - Career placement
 - Apply academics to hands on projects (Real world)
 - End presentation by connecting the tips to our school.
 - o Leave With:
 - Program Sheets – Applications (Available everywhere)

- Next step:
 - 9th Graders – Visits to home school next year.
 - 10th Graders – Enroll OR Shadow Day – More info

ACTION:

o **Results 2009:**

- Very good turnout. Double the number expected – total 143 students (41.35 % of applications submitted to date of 346)
- Presentation with music – very cool
- Time worked well
- Review program experience and enhance via TFS process for next year
- All teachers must be present (two missing this year)
- Disconnect with the flow of the attendees (Registration, cafeteria etc...) – not enough people saw the PowerPoint in the cafeteria.

-
- **9TH GRADE THANK YOU/PRIORITY ENROLLMENT PC MAILING (STUDENTS) - November 19th - (TFS to Mail ECTS-5010)** – This is a reminder mailing to drive students to apply by December 1st Priority Enrollment date. **The goal:** To have students apply and get the application into their counselor no later than December 1st.
 - o Mailing (Addressed to Student) Includes:
 - Priority Enrollment Date/Information (December 1st)
 - Several Organization Copy Points
 - Create a slight fear of loss – programs fill quickly

ACTION:

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-
- **TEACHER ENGAGEMENT PHONE CALL – After Open House and before Priority Enrollment Date** – Personal contact from teachers to students to connect with students who selected their program as their favorite. **The goal:** To see if students have questions and invite them to a shadow or second look day in their program.
 - o Call made to:
 - Loved it
 - Plan To Apply
 - Selected as favorite program
 - o Phone call Script Concept:
 - Introduction:
 - This is John Smith I am the (program) teacher from ECTS
 - Reason for Call:
 - I am calling for several reasons:
 - o First – I wanted to thank you for visiting my program and stating in your survey that my program was your favorite – thank you!

- o Second – I wanted to see if you had any further questions about the program or ECTS
- o Lastly, I wanted to remind you about our Priority Enrollment Date of December 1st.
 - If this program is the right fit for you... please apply by the 1st, so you have the best chance at getting a seat.
- Offer Assistance:
 - If you have any questions at anytime or if I can be of any help to you, please call me at 123-456-7890.
- Logistics:
 - ??????
- Close:
 - Thanks for your time and I hope we get a chance to talk further one day soon. Have a great day!

ACTION:

- o Not in 2009 – start in 2010
- o Mark wrote initial script

-
- **9TH GRADE SHADOW DAYS** – *December* – An event to give students a chance to take a second look at programs of their choice and shadow an ambassador for that program. **The goal:** To overcome fear and create a feeling of comfort and understanding that the program is truly for them. This is typically for someone on the fence who has NOT already made a decision to apply.
 - o Sign-in at Main Office (Welcome Sign Visible)
 - o Name tag used
 - o Escorted to Student Services for a welcome reception
 - Easy to serve and eat food available (social time) – build relationship.
 - Find out student expectations for visit
 - Ask... “What are your expectations for today?”
 - o Student ambassadors escort visitors to programs
 - o Student services escort any visitors without an ambassador to programs
 - o Student visitors return to Student Services for debriefing
 - Questions to ask:
 - “On a scale of 1 to 10, 10 being you are ready to apply, where do you feel you are at on the scale?”
 - If the answer is 9 or 10 ... “Does that mean you are ready to apply today?”
 - If less than 9... “Great, what more do you need to see or hear from us in order to get you to a 10?” This should tell us what is missing and what objections we can help them overcome.

o ACTION:

- Have them leave with a clear understanding of what the next steps are for them...
 - Apply
 - Additional steps (if any)
 - Timeframe for follow up
- Leave with:
 - Application
 - Return envelope addressed to Student Services
 - Program specific information/brochure
- ????

ACTION:

o Results 2009:

- Culinary – better quality of student than in previous years
-

o

-
- **STAFF ENGAGEMENT PHONE CALL – Mid January** – Call made to targeted students who have not yet applied but stated they plan to apply. **The goal:** To determine the objection and if possible move forward if this is the right fit for them.

o Call Made To:

- Loved it
- Plan to apply or Not sure yet
- Want more information
- Have not yet applied

o Phone call Script Concept:

- Introduction:
 - Hi (first name)... this is (staff name) I am the (title) at ECTS.
- Reason for Call:
 - I am calling for several reasons:
 - o First – Thank you for taking the time to visit our campus in November – we had a lot of fun hosting you.
 - o Second – You stated on your survey that you loved the tour and that you planned to apply, but as of today we have not received your application
 - *Out of concern...* I just wanted to make sure that you didn't send one in and we just didn't get it – have you filled one out?
 - o {LISTEN and respond accordingly:}
 - Objections to prepare for:
 - Scheduling
 - o Band/Sports/Theater



Erie County Technical School
ENROLLMENT FUNNEL
Working Document
08-23-2010 Meeting

- Credits
- Parents
- Interest
- Data collection
 - Why?
- Offer Assistance:
 - If you have any questions or if I can be of any help to you, please call me at 123-456-7890.
- Close:
 - Thanks for your interest in ECTS – have a great day!
- o ACTION:
 - Apply
 - Shadow
 - Offer to arrange contact by home school counselor
- o Who Makes calls:
 - Lisa
 - Sandy
 - Elaine
 - Aldo
 - Pat H
 - Jan K
 - Patty P
 - Joe T

ACTION:

- o 2010 Results
 - Did not happen in 2010 – Start in 2011

RETENTION TRACK

- **ACKNOWLEDGEMENT LETTER** – *5 to 10 Days after Receipt of Application (TFS to Mail ECTS-5011)* – This letter is to notify students that we have received their application and it is in process. **The goal:** To keep students and parents informed about the process and when they will hear about acceptance.
 - o Mailing (Addressed to Student) Includes:
 - Thank you for applying...
 - Your application is in process...
 - We will notify you (when)...
 - Several organization copy points to reinforce their excitement.

ACTION:

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- **NOTIFICATION** – *March 20th (ECTC to Mail)* – Letter goes out notifying each student of their acceptance status. **The goal:** To notify each new student of their acceptance status and invite to the Dinner with Teacher Event.

Acceptance Letter Should Include:

- o Congratulations! Welcome to ECTC!
- o You have been accepted into the _____ program...
- o Several organization copy points to reinforce their excitement.
- o Promote Dinner with Teacher Event. This should be a personal invitation... and is the main purpose of the notification – to get them to the dinner.

ACTION:

- o We send (2) letters: Acceptance or Still pending

-
- **DINNER WITH TEACHER PARENT INVITE MAILING** – *Late March (ECTS to Mail)* – Letter invite to invite parents to the Dinner with Teacher Event. **The goal:** To connect with parents and insure they feel just as important as students – they are a critical influencer throughout this entire process.

Invite Should Include:

- o Pleasant introduction – we are pleased to have {student's name} attending etc.
- o Stress partnership
- o You are cordially invited to attend, as our guest, our FREE Dinner with Teacher Event etc...
- o We look forward to seeing you April 20th at 5:00pm

ACTION:

o

-
- **TEACHER ENGAGEMENT PHONE CALL** – *April 6th through the 10th* – Personal contact from teachers to students to congratulate them and make them feel welcome. **The goal:** To make students feel welcome and deliver a personal invitation to the April dinner event.
 - o Phone call made to new students who have just been accepted into their program:
 - Introduction:
 - This is John Smith I am the (program) teacher from ECTS
 - Reason for Call:
 - I am calling to welcome you to ECTS and more specifically into my program. I am looking forward to working with you for the next two years.
 - Offer Assistance:
 - If you have any questions or if I can be of any help to you, please call me at 123-456-7890.
 - Personal Invitation:
 - Lastly, I would like to personally invite you and your parents to attend our (Event Name) scheduled for April 20th. It will be a lot of fun and a great way to get to know each other.
 - Close:
 - I hope to see you April 20th and I look forward to having you in my program.

ACTION:

o

-
- **WELCOME CELEBRATION VISIT AT HOME SCHOOL** – *After Notification Mailing but before April Dinner Event* – Creates a welcome/festive atmosphere at the home school by making students feel appreciated. **The goal:** To congratulate and welcome students to their new school while teasing the events to come such as the April Dinner event.

- o Short & Sweet
- o Congratulations & Welcome...
- o Superintendents/Principals of each school will be there as well
- o Promo item giveaway (gift)
 - Gym bag
- o ACTION:
 - Invite to Dinner
- o Who:
 - Lisa
 - Sandy (potentially)

ACTION:

- Aldo – Superintendents - principals

-
- **DINNER WITH TEACHER EVENT** – *April 19 & 20* – An event to connect students prior to leaving school for the summer. **The goal:** Build relationship with teacher, answer all questions, and overcome fear of the unknown.

OBJECTIVES:

- **RETENTION TRACK STUDENTS:** We must connect with them!! This event is about overcoming fear long before it takes hold and results in a retention loss over the summer.
 - Make new students/parents feel welcome, comfortable, and safe by connecting them to our school long before August. They are a new student the day we accept them to our school.
 - Build a strong relationship/bond between teacher and student/parent. (This gives us a great opportunity to continue that relationship throughout the summer through various drips)
 - Help our students overcome their fear of the unknown in August by letting them meet their teachers and peers long before the start of school and the summer.
 - Drip positive information about the program such as; cool engagement things that are planned for the first 10 days of school, upcoming events over the summer, and career and/or college opportunities available at the end of the program (or during the program for that matter)
 - Answer any questions students/parents may have.
- **ENROLLMENT TRACK STUDENTS:**
 - Demonstrate we are unique and care about our students. This event gives the prospective student an opportunity to ask questions and socialize with teachers and peers already enrolled into the program.

LOGISTICS TO CONSIDER:

- The entire organization must be prepared to deliver a “Wade” experience – positive, upbeat, welcoming, and engaging.
- Teacher is backed up by:
 - 2 well chosen ambassadors (junior/senior) of their program
 - 1-2 Advisory members who know how to walk the walk and talk the talk.
 - Parent (present or past)
- Badges – created in advance for both retention track and enrollment track invitees. Color code so RT and ET are visible from a distance. This allows teachers to know at a glance who is a student in their program and who is still looking.
 - First name - Large (bold)

- o Last Name
- o RT Students: Program they are accepted into (under their name)
- o ET Students: No program listed - but asked at the reception table what program they would like to eat with.
- o 90 minutes is a perfect timeframe if possible for the entire event – short and sweet. 5:00PM to 6:30PM works great. Never later than 7:30PM, if possible, because it still leaves participants the rest of their evening – they do not feel like they are sacrificing their evening to join us.
- o Suggested Time Breakdown:
 - o 5:00PM – 5:15PM: Social time (meet and greet)
 - o 5:15PM – 5:45PM: Food is Served
 - o 5:45PM – 6:30PM: When a teacher sees that everyone in their area is done eating, he/she will invite them back to the lab for dessert where they can stand around and socialize for the remainder of the time.
- o Plenty of serving stations to quickly expedite the serving and eating process
- o Color code (with tablecloths potentially) different areas/clusters so students can be told which area they are in and it will help them quickly find their teacher.
- o “Come as you are” for all invitees – parents can come directly from work.
- o Students and parents are both invited.
- o (Notification) acceptance letters are a great place to invite the new RT students while a post card or letter to ET students needs to be created.
 - o Loved it/liked it
 - o Primary interest in a remaining open program

TALKING POINTS PLANNING SUGGESTIONS:

- o **Planned Engagement (light at the end of the tunnel) – what are those one or two really cool things each program has planned for their students – experience is everything!**
- o Success Stories (2)
- o Fun social activities:
 - Ice Cream Socials / Pizza Parties/Student Appreciation Day
- o CTSO Tie-in to program
 - Regional, state, and national competition
- o Opportunities that await...
 - New friends with students that share your same interests
 - Employment
 - College
 - Wages

- o Tease Orientation and its importance
 - Junior Only First Day (if applicable)
- o Conversation Starters
 - What are your expectations for next year?
 - What are your plans for this summer?
 - What kinds of things do you love to do?

ACTION:

- o 2 nights – split by program
- o

-
- **TEACHER ENGAGEMENT PHONE CALL (NO SHOWS)** – *After Dinner with Teacher Event* – Personal contact from teachers to students to connect to those students who did not attend the dinner event. **The goal:** To make students feel welcome and determine if we have a potential “no show” or retention issue with each student’s absence.

o **PHONE CALL MADE TO NEW STUDENTS (SPEAKING TO STUDENT):**

- Introduction:
 - Hi (first name)... this is (teacher name) I am the (program) teacher at ECTS.
- Reason for Call:
 - We missed you at dinner the other night. I was looking forward to seeing you and your parents to share some of the great things we have planned for the first 10 days of school... things...
 - o Like... (keep short – to the point)
 - (Engaging activity #1)
 - (Fun Team Building Activity)
 - (Engaging Activity #2)
- Offer Assistance:
 - If you have any questions or if I can be of any help to you, please call me at 123-456-7890.
- Close:
 -

o **PHONE CALL MADE TO NEW STUDENTS (MESSAGE LEFT):**

- Introduction:
 - Hi (first name)... this is (teacher name) I am the (program) teacher at ECTS.
- Reason for Call:
 - We missed you at dinner the other night. I was looking forward to seeing you and your parents to share some of the great things we have planned for the first 10 days of school.

- Offer Assistance:
 - If you have any questions, would like to hear some of those great things, or if I can be of any help to you, please call me at 123-456-7890.
- Close:
 -

ACTION:

- Start in 2010 – Teachers accountable for calls through call log created out of school desk.

- **TEACHER ENGAGEMENT LETTER (TEASE FIRST 10 DAYS)** – June – Personal contact from teachers to students to deliver the “light at the end of the tunnel”. **The goal:** To make students feel welcome and tease the great things that are planned for the first 10 days of school – focus on the first couple of day’s engagement.

- Addressed to Student
- Tease upcoming engagement in the program
- Three paragraphs (1st and 3rd same on all letters)
- 2nd – custom by each program
-

ACTION:

- Not in 2009 – need Light at end of Tunnel first.

- **SUMMER POST CARD MAILING** – Mid July (**TFS to Mail ECTS-5002**) – Have a great summer we look forward to seeing you in August - Fun post card teasing the fun coming in the first 10 days of school. **The goal:** To keep students engaged and thinking about their decision and the ongoing value of CTE.

- Mailing (Addressed to Students) Includes:
 - Several Organization Copy Points reminding them of the reason they selected CTE.
 - Tease First 10 days
 - Important dates

ACTION:

-

- **TEACHER ENGAGEMENT PROGRAM LOGISTICS MAILING** – Mid July – (**ECTS to Mail**) Personal contact from teachers to students to deliver the program logistics necessary for the start of school. This opportunity should also be used to tease the engagement (again) for the light at the end of the tunnel for the program. **The goal:** To make students feel welcome and tease the great things that are planned for the first 10 days of school – focus on the first couple of day’s engagement and the logistics needed.

- o Addressed to Student
- o Logistics are program specific

ACTION:

- o 2009: Handful of teachers sent something (not effective) – for 2010: every teacher should be doing this and the message must be controlled. Team needs to develop an effective template that teachers can plug into. The logistics can be sent along with this piece.

- **FIRST DAY OF SCHOOL MAILING (DIRECTOR)** – *Early August (ECTS to Mail)* – Letter to each student.

- o Addressed to Student
- o

ACTION:

- o

- **FIRST 10 DAYS OF SCHOOL/STUDENT APPRECIATION DAY** – *Late August/Early September* – A coordinated series of drips that keep students engaged and satisfied during the most critical retention loss period – the first 10 days. This is the period all students determine if CTE is truly for them and if their experience matches their expectation. **The goal:** Engage every student and insure that they connect with the “light at the end of the tunnel” for their program objectives. The MUST see the light or they become a retention risk.
 - o **DAY 1 (Tue, Aug 31) – Ice Cream Social**
 - o Ice cream
 - o YouTube playing during break time – videos selected by admin
 - o 2009: Ice cream social worked well with new students
 - o **DAY 2 (Wed, Sep 01) – Myth Busters**
 - o Trivia contest
 - o Program winners
 - o 2009: Seem to work well, but might want to adjust slightly for 2010 – there were some tech difficulties that put this behind
 - o **DAY 3 (Thu, Sep 02) – Bridge Building**
 - o Bridge building – hold a 1 gallon jug of water with only newspaper and masking tape
 - o Program winners face off against other programs to determine ECTS winner
 - o 2009: Worked really well – Need to save papers way earlier (we were short this year) – Budget tape usage

- o **DAY 4 (Fri, Sep 03) – YouTube Day**
 - o Three videos selected by admin and students voted on them
 - o 2009: Worked well
- o **DAY 5 (Tue, Sep 07) – Guitar Hero**
 - o Competition – each program submits 1 participant
 - o 2009: Worked well
- o **DAY 6 (Wed, Sep 08) – Battle of the Drum Lines (Joe)**
 - o Aldo has title but would not tell us yet – and now has forgotten it!
 - o 2009: Not done this year
- o **DAY 7 (Thu, Sep 09) – Spirit Day**
 - o Home school spirit
 - o Trivia challenge
 - o Name that tune
 - o 2009: Worked really well – everyone loved the sports and games – this was done as the student appreciation day
- o **DAY 8 (Fri, Sep 10) – Wii Olympics**
 - o 2009: not done this year
 - o Wii Boxing – bracket system
 - o Great idea (Sandy) – home games and visiting games in each program lab – gives a great opportunity for students to see other programs
- o **DAY 9 (Mon, Sep 13) – Wii Olympics**
 - o 2009: not done this year
- o **DAY 10 (Tue, Sep 14) – Wii Olympics**
 - o 2009: not done this year
- o **DAY 11 (Wed, Sep 15) – Wii Olympics**
 - o 2009: not done this year
- o **DAY 12 (Thu, Sep 16) – Wii Olympics FINALS**
 - o Student Appreciation Day
 - o Finals – Awards
 - o Cookout hot dogs
 - o 2009: Not done this year – moved up as part of Day 7

ACTION:

- o Teacher participation in each day is a challenge and must be fixed for 2010!!! Perhaps greater follow up throughout first 10 days.

- **THANK YOU (APPRECIATION) MAILING (JUNIORS TO BE SENIORS) – May & June (TFS to Mail ECTS-5004 & ECTS-5005)** – A student appreciation mailing to thank our students/customers for having chosen to spend their year with us. **The goal:** To connect with our existing students and parents, let them know they are important, that they are appreciated, and that we are looking forward to seeing them again in August for the start of another great year.
 - o Student Letter **(TFS to Mail ECTS-5004)** (Mailed to arrive last week of school):
 - Addressed to students –letter format
 - Signed by Director or Principal
 - Should include:
 - Thank you!
 - Have a great summer!
 - Tease upcoming events in August/September – we are preparing for our best year ever
 - o Parent Letter **(TFS to Mail ECTS-5005)** (Mailed 1 week after school is over):
 - Addressed to “parents of” –letter format
 - Signed by Director or Principal
 - Should include:
 - Thank you!
 - We appreciate your partnership

ACTION:

o

APPLICATION PROCESS & TIMELINE

PROCESS BREAKDOWNS (These are not drips)

APPLICATION PROCESS

- Applications are available from home school counselors, accessed on the Internet, and available at ECTS events.
- Applications are turned into home school counselors.
 - Home school counselor adds transcript, test scores, and schedule.
 - Applications with transcripts are then given to ECTS at a scheduled meeting in December.
- Applications are reviewed by ECTS staff in January.
- Applications are reviewed with home school counselors in February in order to reconcile any challenges.
- Applications, in future years, will also be accepted directly at ECTS – this is going to be discussed at a counselors meeting in March 2009.
 - Any future applications received at ECTS will need to initiate an immediate notification to the home school.

APPLICATION TIMELINE

- **Priority Enrollment:** December 1ST (Consideration - Round One)
- **Open Enrollment:** December 2ND & Beyond (Consideration - Round Two)
- **Notification:** March 20th (All Rounds Completed To Date)

APPLICATION PRIORITY CONSIDERATION - Rounds

- Priority Enrollment Round One
- Open Enrollment Round Two

ENROLLMENT CRITERIA

- **What criteria are used to place students into programs that are over enrolled?**
 - Feeder schools are each given a certain number of slots to fill – allocation.



INTERNAL MARKETING PROCESS

(Completed November 2009)

- TFS Team Meetings
- Staff Meetings – Monthly
 - o Success Stories
 - o Drip Sequence to come (30 day increments)
 - o Logic for Drip Sequence
 - o Needed Logistics (support)
- Feedback to TFS Team Meeting



HIGH SCHOOL WITHDRAWAL PROCESS

(Not Yet Developed)

CURRENT PROCESS

PRIOR TO FIRST DAY:

- -
 -
- -
 -

FIRST 10 DAYS:

- -
 -
- -
 -

BEYOND FIRST 10 DAYS:

- -
 -
- -
 -

REVISED PROCESS