

Erie County Technical School
Admission Coordinator Board Report January 2017

As I return from a medical leave I would like to express my gratitude for the benefits afforded to me to have major surgery and the time to recover. I am very happy to be back at school and feeling better than I have in a very long time.

I am also very appreciative to the staff and administrators that stepped in to assist with the duties in Admissions in my absence. The freshmen tours ran very smoothly in November and we had a record number of families attend Open House (171).

Applications are beginning to arrive for the 2018/19 school year. All of the districts will have submitted them by the end of January. They will continue to trickle in during the months ahead and be processed accordingly. All applications are being entered into a data base and reviewed by Admissions prior to teacher review in February. This is a fairly long process with many steps to ensure the right student is admitted to the right program for the right reason. Acceptance letters will be mailed in the first week of March.

Interested freshmen are beginning to visit the ECTS program they have applied to for a half day. This experience is an opportunity for the applicants to really experience a day at in their choice, meet the Instructor, and meet other students in the class. All applicants are encouraged to visit and the sending district Guidance Counselors work hard to make sure students take advantage of the opportunity.

The next mailing piece in the marketing plan is a thank you to the applicants. This piece will be mailed the first week of February. This post card is only mailed to the freshmen that applied and the beginning of moving from the recruiting of new students to retaining interest through the application process and to the first day of the new school year.

The 2nd Guidance Counselor meeting of the year took place on January 4. These meeting are a great opportunity to share ECTS information and for the Counselors to collaborate. The 3rd meeting will take place on March 13.