

Erie County Technical School
Admission Coordinator Board Report June 2018

The final Guidance Counselor meeting of year was held on June 1. Our discussions included increasing enrollment for Precision Machining and Electronics by considering a name change to each program. The group feels that the program names do not appeal to parents. The proposed names by the group are Manufacturing Engineering (PMT) and Electronic Digital Engineering (ELC). I will research other CTC's to see what names are being used in Pennsylvania. The counselors also feel short videos added to each program on the website would be an interactive tool to assist in promoting programs to students and parents. I am exploring the best avenue to provide this. The group was asked to invite me to any 9th grade orientations. This is a great venue to reach parents. I am scheduled to go to several this summer. The Counselors work very hard for ECTS to ensure the right student is in the right program for the right reason. I am very thankful for their efforts.

I was asked to present or speak at a variety of middle school events at the end of the year. Iroquois, Millcreek, and Union City held events for those grade levels and I was happy to represent ECTS and will be contacting the middle school counselors to introduce myself and ask for more opportunities in the up - coming school year. Middle school is a great age to introduce the students to ECTS. They tend to get very excited about having the opportunity to choose to attend. With the new 339 Plans in place, schools will be increasing awareness of CTC education at those grade levels. The presence of ECTS will reinforce that learning.

We have 297 new students enrolled for the 2018-19 school year. That number is down from last year and year's previous. Only one district has a significantly lower enrollment of new students. I will be working with that district to change recruiting practices to positively increase enrollment.

Teachers send hand – written personalized post cards to all of the new incoming students. They were written on the last in-service day and will be mailed next week. This personalized card keeps new students connected to their instructor and is a retention tool.

Please watch the mail for the summer post card we mail to all enrolled ECTS students in July. This mailing is designed to keep in touch with students as well as provide information.

This summer I will be answering messages, working to improve 9th grade presentations, working on a new middle school presentation, working to create printed materials for the fall, exploring program name changes, searching out sources for website videos, and planning the First 8 Days activities. My school year always ends with the new beginning in mind.

Thank you, to the JOC for their support throughout the school year. Enjoy these wonderful summer months.