

Erie County Technical School
Lisa Sorensen, Admission Coordinator
December 2018 - Board Report

Enrollment

1346 Freshmen toured the ECTS Showcase in November. Each student chose 3 programs and spent about a half hour in each. During this time they were given a program overview and participated in an activity related to the program. Students rotate through with name badges indicating the 3 programs they chose at the ECTS presentations in October. After the tour, the visitors complete a survey on the back of the badge indicating their favorite program and their intent to apply. This information is given to the Guidance Counselors as another piece in the application process.

Many potential students have been visiting during December for a half day. This is a great opportunity to experience a true ECTS day in the program they are applying to. We do our best to have every incoming student visit prior to the next school year.

Applications are due to ECTS on January 25. Some will begin to arrive prior to that date.

I am very grateful to every Guidance Counselor in each district. They work very hard to assist me with the enrollment process and are instrumental in making each step flow smoothly for freshmen students.

Marketing

Open House was November 15. We had **152** families attend in spite of bad weather. Post cards were sent to invite/remind students and parents (JOC members were included in that mailing).

Personalized Priority Enrollment post cards were sent to all freshmen in the sending districts (JOC members should have also receive one). Priority Enrollment date is December 14. That is the date students are to turn applications into the Guidance Counselors. We use that date as the deadline for oversubscribed programs. ECTS will continue to accept applications and admit students until May 1. Admissions closes for the summer and reopens for 3 weeks at the beginning of the school year for programs that have space available.

Once all applications are submitted in January, ECTS will send a personalized post card thanking students for their applications and outlining the time frame for admission status letters.

District Happenings

A new admissions initiative was implemented in early December. I visited 10 sending districts and held application sessions (MIHS declined). In these sessions students were given specific curriculum information about the program they are applying to and I offered tips to complete the application. Students had the opportunity to ask specific questions about ECTS and the program they are applying to. Being the first year, we will discuss these sessions at the Guidance Counselor meeting and brainstorm any changes or improvements. Overall, these sessions went well and hopefully gave potential students another connection to ECTS.

Fairview invited me to give a brief presentation at a high school faculty meeting. Teachers often have great influence on the educational choices students make. This was a valuable opportunity to inform the faculty of the rigor of the ECTS programs. I have been invited to present at a faculty meeting at General McLane in March and hope to continue to receive invitations from other districts.

I attended the 8th grade Choose Seneca evening event. This night is designed to allow incoming students and their parents to tour the building and become familiar with all Seneca has to offer. I am happy to represent ECTS as offering within a district.

With the implementation of Chapter 339 (all districts are required to have a K-12 Guidance plan including exposure to Career and Technical Education in elementary and middle grades) I was contacted by Harbor Creek to work with 3rd graders. I am in the process of developing a lesson on Career and Technical Education for this grade level. I have already developed and implemented a lesson at the 6th and 8th grade levels that I present at Iroquois. These lessons have now been requested Millcreek School District. I am in the process of creating new video material to compliment them. My hope is to develop and implement tools districts can use to meet the 339 criteria and offer Career and Technical information to students and parents in these younger grades.

MISC Information

The 2nd quarter Guidance Counselor meeting is December 14, 2018.

I wish everyone a very merry holiday season and a happy, healthy New Year!