

Erie County Technical School
Lisa Sorensen, Admission Coordinator
June 2019 - Board Report

Enrollment

ECTS to date has 308 new students enrolled for the 2019/20 school year. We have closed admissions for the summer and will not drop or add any students until the new year begins. At the beginning of the year we will host students interested in programs with openings to spend time ensuring they are making a good, informed decision.

ECTS will experience a new trend for the 2019/20 school year. We typically enroll about 17-22% of students taking honors academic classes. **This year's incoming class has 33% of student enrolled honors classes.** It is good time for career and technical education and parents are seeing the advantages, especially if a student is headed to college. A career and technical education enables students to enter college with credits and a solid path. Parents are also seeing the value of students entering the work force in a career they are passionate about. Either track is a win – win. Our marketing efforts and message of *right student in the right program for the right reason* are paying off.

Marketing

At the end of the year teacher in-service, the teachers wrote post cards to the incoming students. The message was personalized to the program or information students shared on their application. This is the final new student retention effort in the marketing plan.

The first effort of the marketing plan begins in July. All ECTS students will receive a magnet post-card with important dates and marketing messages on them. JOC members are included in the mailing. Watch for this fun piece marketing mail.

District Happenings

I continued to present to 6th and 8th graders in the sending districts right up to the last student day of school. We intend to host the middle school Guidance Counselors in September to share ECTS program information and plan for middle school activities throughout the year.

*Thank you, JOC members for your support this past school year. Your time and dedication to ECTS is appreciated. I am looking forward to carrying out the mission of marketing and admissions in the 2019/20 school year.