



**Enrollment and Community Engagement Coordinator
JOC Report
March-April 2020**

Enrollment

Enrollment has been closed for the remainder of the 2019/20 school year. The School Counselors in each sending district have agreed not to admit any students at this point and to do their best not to allow admitted students to decline their ECTS seat. At the beginning of the new 2020/21 school year we will have students from the wait list interested in their second choice and students that did not originally apply visit for a half day to ensure they are choosing the right program for the right reason.

Marketing

Unfortunately, we were unable to continue the drips to new students and their families in our marketing plan. At the end of March and beginning of April I would have traveled to each district to meet with all new, incoming students, present them an ECTS gym bag, answer questions and take a group photo. A New Student Dinner with Teacher was planned for families on April 30th. The challenge becomes, how do we compensate for these events? We do not want to risk losing students because they and their families do not feel connected to ECTS, a school of choice. I am in the process of planning the following to remain in contact with new students:

- A fun, colorful letter will be sent to all new students in May answering the frequently asked questions and giving them a date for our first ever New Student Orientation.
- Organizing a New Student Orientation Event for August. More details will be in the May JOC report.
- Creating mini videos of ECTS programs to be placed on ECTS social media feeds to remind families and inform the community at large of the offering at ECTS.
- Planning a June mailing to new students as another drip to stay connected.

Copies of these mailings will be included in future reports.

I am updating our social media sites several times a week to continue to connect with our current students, incoming students, and community in general. If you have social media accounts please 'Like' Erie County Technical School to become a part of our following.

As you read in previous reports, we are in the planning stages of creating a new ECTS recruiting video. I am working with the videographer to complete all preproduction prior to next school year. This includes writing an entire script for the video, developing a filming schedule, working with all administration, staff, and students to communicate and many other details. When school returns we plan to be ready to begin filming.

Community Engagement

I am continuing to work with School Counselors to answer questions, keep lines of communication open, and share ideas.

Those of us not in the classroom are delivering work to districts and to the homes of students unable to access online enrichment activities. My districts are North East, Harbor Creek, and Iroquois.

I hope this report finds you and your loved ones well as we all do our best to cope in this very difficult time.