



Enrollment and Community Engagement Coordinator JOC Report December 2019

From November 1 – 12 ECTS hosted almost 1400 ninth grade students. All 11 sending school districts brought the freshmen class to visit 3 of the 17 ECTS Career Majors (with the exception of Millcreek who does not bring every 9th grader, only those that choose to attend). At the end of this report a page is included that breaks down the areas visited. All guests were engaged in an activity developed pertaining to the Career Major. ECTS utilized social media to post each school enjoying the visit.

On November 14 we hosted the New Student Open House and had 231 families in attendance. Thirty of the families were of 8th grade students planning for high school. For the first time, ECTS sent post cards to 8th grade families inviting them to attend. This was our most successful open house in ECTS history. Last year we hosted 151 freshman families. This year the number of 9th graders was up by 25%.

I had the opportunity to present at the Integrated Learning Conference in Penn State as a participant and a presenter. My topic was *How to reach EVERY Potential Student to Personalize Their Experience in Making Focused CTE Choices*. The conference has many valuable and relevant sessions. I appreciated the opportunity to both present and participate.

During the month of December I have visited 9 of the 11 districts to conduct application sessions. In these groups every student received a Program at a Glance sheet with detailed program information. We discussed how to thoughtfully answer the application questions and filled out a Top 3 Reasons to Apply to ECTS card. The students were told, after sharing, to keep the card in a safe place to refer to if they become nervous about their decision. The card also has several ways to contact me for information. These application sessions were well received.

The 2nd quarter School Counselor meeting is scheduled for December 13. These meeting are extremely valuable in allowing for the sharing of information and ideas.

Applications are due to the Counseling offices in each sending district on December 13. A reminder post Card was send to every 9th grader in every sending district (JOC was included in the mailing).

We are in the beginning stages of creating a much needed ECTS promotional video. When completed it will also be used as short clips on the ECTS website to showcase each Career Major. This project is a major undertaking, but definitely necessary.

I have been working diligently to keep ECTS alive on social media and have quickly learned this effort takes quite a bit of time, effort, and creativity. The marketing committee will reconvene this month with a social media plan being one of the goals for the group. It is a free, far reaching marketing tool. Please "Like" ECTS on Facebook and Instagram.

I wish you a Merry Holiday Season and a Healthy, Happy New Year!

Visitation Summary

Fort LeBoeuf, Wattsburg, Fairview, North East, General McLane, Northwestern, Iroquois, Millcreek, Girard, Harbor Creek, Union City Visitation Summary Counts

Program	Lab 1	Lab 2	Lab 3	Fav Lab	Plan to Apply	Total Visits	Total /3
Art and Design for Business	125	110	108	85	69	343	114
Automotive Body Repair	79	72	72	46	37	223	74
Automotive Technologies	47	44	46	68	61	137	46
Computer Networking	45	52	46	27	21	143	48
Computer Programming	68	72	62	58	37	202	67
Construction Trades	75	73	78	69	60	226	75
Cosmetology	127	124	126	188	138	377	126
Culinary Arts	196	191	205	120	72	592	197
Drafting & Design	73	82	68	39	22	223	74
Early Childhood Education	107	112	108	77	53	327	109
Electrical Engineering Technology	75	76	77	81	63	228	76
Facility Maintenance Technologies	19	18	22	19	15	59	20
Graphic Communications	40	38	40	32	25	118	39
Health Assistant	131	135	140	129	91	406	135
Metal Fabrication	53	53	55	48	41	161	54
Precision Machining	26	32	26	34	27	84	28
Tourism & Hospitality Management	54	56	61	58	31	171	57
Total	1340	1340	1340	1178	863	4020	1340