



Enrollment and Community Engagement Coordinator

JOC Report February 2020

Enrollment

Students for the 20/21 school year have been moved into ECTS Career Majors. As of this report there are 291 new, incoming students for next year. We will continue to accept and process applications until May 1. After that date we will hold all new applications until the beginning of next school year and ask applicants to visit the first week.

I will visit each sending district School Counselor before the end of the month to discuss each applicant. We will agree on the admission status and discuss any issues or obstacles individual students may have as a barrier to success. That information is relayed to the ECTS administration, teachers, and any other staff that may be needed to support a student. Admission packets will be sent the first week of March to new students.

Marketing

Thank you for Applying post cards were sent to all applicants to let them know their applications was being processed and to make them aware of decision time lines.

A round 2 post card was sent to all 9th graders that did not apply to ECTS informing them we will accept applications for any Career Major still having open seats. This post card is a new marketing initiative this year and will arrive as students begin to schedule classes for next school year.

The ECTS Marketing Committee convened to revisit the overall plan and discuss the new ECTS video production. We will meet again in March to pick up where we left off. ECTS has a very solid, consistent marketing plan in place. The committee's role is to help guide change, particularly with the use of social media, as it did not exist when the initial plan was developed.

Community

I will represent ECTS at the Girard Career Night at the end of the month. Other requests will begin to come in for scheduling nights and 8th grade presentations. I am happy to attend and appreciate the importance of being included in the sending districts agendas.

MISC

I had the opportunity to travel to Hershey for the PACTA Career Readiness Conference and sat in on several valuable sessions. I will be sharing ideas with appropriate groups within ECTS to enhance all of the good things we already do.

