



Enrollment and Community Engagement Coordinator JOC Report January 2019

Enrollment

Applications are arriving. They are due to ECTS by January 23. Once entered into the Admissions data base I will have concrete projections for the 20/21 school year. Teachers will review the applications after I have done an initial review. Once all applications are rated, I will meet with each sending district School Counselor to make final admission decisions. Students will be notified at the end of February via letter mailed home. By the end of January all applicants will receive a *Thank You for Applying* post card informing them of the decision time line. (Post card is attached to report)

Marketing

The ECTS Marketing Committee has not met to review our current plan in several years. The committee will meet for a half day retreat on January 22. The members will review the plan month by month to determine if all marketing efforts are still impacting enrollment and retention.

The current marketing plan does not encompass the use of social media as this trend came after development. Social media has become a major marketing tool, but requires time, and a comprehensive plan. My hope is this retreat will allow us begin to solidly incorporate the use of social media into our written plan.

We will also begin to work with a videographer to create a new ECTS recruiting video. The video will be used with freshman, to inform parents, and have individual clips linked to our website for each ECTS program. Our current video is several years old and created in-house. The new video will allow us to make changes as ECTS evolves and utilize updated photo, video, and script.

Community Engagement

I have been to each middle school in Millcreek to present ECTS to the grade 6 class. For the middle school level I have developed a lesson plan to allow students to discover their career personality. This lesson also features a short video highlighting the ECTS Career Major. I will also work with Millcreek 6th grades in quarters 3 and 4 of the school year. A teaser card was sent home to parents with each student as a first look at ECTS (Attached to report).

Get
CONNECTED

Be
Ready To
EXCEL

Do
MORE!

Work
with the
BEST!

THANKS
for
applying!

Get a
JUMPSTART
on college!

Get it
ALL!



For more information,
please call ECTS at **814.464.8684**
or visit our website @ www.ects.org



Dear Lisa

Thank you for applying to the Erie County Technical School. We are so glad you recognize all the great opportunities available to you as an ECTS student. Applications are currently under review. Expect a letter notifying you of your status in March.

In the meantime, here's what you have to look forward to upon acceptance to ECTS:

 **Do more!** Explore, experience and excel in high school while preparing for immediate employment and further education.

 **Get connected!** Meet students who have similar goals, interests and talents.

 **Get it all!** Acquire technical, academic and employability skills for college and career success.

 **Be ready to excel!** Develop the expertise, confidence and work ethic for tomorrow's top careers or professions.

 **Get a jumpstart on college!** Earn valuable college credits in high school.



8500 Oliver Road
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PERMIT NO. 352



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LISA SORENSEN

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Erie County Technical School is an equal opportunity educational institution.





Your future awaits
at Erie County
Technical School.

Find a career major that best suits your
personality and interests.

Beginning in grade 10 you can choose from
17 career majors at ECTS:

Art and Design for Business	Early Childhood Education
Auto Body Repair	Electrical Engineering
Automotive Technology	Facility Maintenance
Computer Networking	Graphic Communications
Computer Programming	Health Assistant
Construction Trades	Metal Fabrication
Cosmetology	Precision Machining
Culinary Arts	Tourism and Hospitality
Drafting and Design	Management

Earn college credits in
high school or be ready to
join the workforce!



ECTS is tuition-free and available
to students from the following school districts:

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

Look forward to school!
It's your choice — choose ECTS!



Erie County
Technical
School



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