



Enrollment and Community Engagement Report

May 2020

Enrollment

There are currently 771 students enrolled in ECTS for the 2020/21 school year. 299 of those enrolled are new level 1 students. The remaining 472 are returning students. There are roughly 15 students in a holding pattern until the school year begins. They would like to attend ECTS but, have not visited and will do so when school resumes.

Marketing

It has been a challenging time to market and communicate with families. A letter and Frequently Asked Questions pamphlet is being mailed to new families by the end of May.

I will be reconvening the ECTS Marketing Team to brainstorm how to best reach out to families and keep them connected to ECTS. As a school of choice, this is extremely important. To be considered, there is also a chance parents will be fearful of sending their daughter/son to ECTS as we will have 11 communities in sessions. I look forward to seeing the plan for students to safely return, so we can market that to parents and students via social media and the social media and web sites of the sending districts. As difficult as this situation is, it is also an opportunity for ECTS to be leader in putting excellent safety practices in place and marketing them to the 11 communities we serve.

Community Engagement

I hosted a Zoom School Counselors meeting on May 6. The Counselors asked for a list of ECTS students not completing work, communicating, and/failing the quarter and/or year. They have been a tremendous help in helping ECTS reach students. The information they share is also very valuable in assisting students going forward.

Empower Erie requested I help gather the School Counselors together for a Zoom meeting to update us on the status of a community college. This took place on May 11. The Counselors were able to convey their concerns for transportation for county students in outlying areas with no E route. This information was well received from Empower Erie. We also discussed ECTS students having the opportunity to dual enroll in the community college and being able to graduate with up to an associate degree. As we all know, the community college is still in the planning stages. The group will keep us up to date as work progresses.

I provided a video, introduction video, and classroom activity for the 6th grade career fair at Iroquois. We are all learning to do things differently and it was so nice the school was able to hold the fair in a different format.

The ECTS new recruitment video is an ongoing project. We are still in the pre-production phase and expect to be ready to begin filming when school resumes.

I have been one of the ECTS faculty members delivering paper packets to students with no internet or devices. It has been very enlightening to see them in their home environment. My hope is, going forward we can all remember the daily difficulties many, many families face not just in a crisis, but on a daily basis. For so many students ECTS is truly an opportunity to change their lives. Parents have been very grateful of the efforts by our staff to continue education with the loss of the hands-on environment.