



Enrollment and Community Engagement Report

August 2021

Enrollment

Our current enrollment is roughly 750 total students. Changes are happening daily. We will leave enrollment open until September 20th due to the inability to bring prospective students into the building last year. Students interested in programs with openings may visit for a half day beginning the 2nd day of school. I am working with the sending district school counselors to arrange visits of perspective students.

Marketing

We are creating a course catalog. This will be a working catalogue designed to help parents and students begin to make decisions regarding ECTS. I am hopeful it will be completed and mailed to all 9th graders in the fall.

Currently, we plan to utilize our traditional marketing plan and provide in person presentations and ECTS showcase tours to the 9th graders. Should Covid dictate we are unable to recruit in person, I am prepared for virtual presentations and will work with the ECTS administration and staff to create a virtual experience for students.

***Each JOC member will be included in every mailing sent to freshmen and their families.
Please watch your mail for the ECTS marketing materials.**

Community Engagement

I have been attending 9th grade orientations and am scheduled to represent ECTS at upcoming open houses.