



Enrollment and Community Engagement Report

August 2020

Enrollment

Enrollment has declined due to Covid. Several families have asked for an online option, which we do not have in place. Others are unsure of sending their teens to a school where equipment is shared. We are not bringing interested students into the building to visit their 2nd choice or those who are late applicants. Enrollment is locked in. This may necessitate revisiting programs with low enrollment next year as we were not able to admit any students at the beginning of this year and lost so many as a result of the pandemic.

Marketing

The entire ECTS marketing plan is on hold due to the pandemic. The sending district School Counselors all met with me in June, July, and August, outside of their contractual days to communicate school opening plans and brainstorm idea to recruit for the 21/22 school year. Collectively we agreed to move any recruiting initiatives to the 2nd semester at the earliest. Time will be of the essence as we do not wish to forgo our goal of the right student in the right place at the right time. I will be prepared to move forward with recruiting in 2021 to accommodate each individual district. I will also be convening the ECTS Marketing Committee to gather their perspective on marketing in these unconventional times.

The new ECTS video pre-production work is nearing complete. Over the summer the videographer/production manager met several times and communicated to prepare the script and work through the details of filming. This video and the 30 second individual career major website clips will be incredibly important in the recruiting process.

I am also working on short video clips of each career major for the schools to run prior to any recruiting as a teaser to career and technical education.

The sending districts have suspended field trip and guest speakers for at least the first semester. This will significantly change the time line for recruiting and the marketing plan overall. These changes could also have an impact on enrollment. I plan to reconvene the marketing committee to brainstorm a new plan for the given circumstances.

Community Engagement

I will continue to use social media to reach the Erie County Community. Like ECTS on Facebook and Instagram to connect to ECTS.

I have worked with Ft. LeBoeuf and Northwestern to film student orientations. Harbor Creek has a virtual open house and created a link for parents to ask questions regarding their students attending ECTS. I have let the sending district school counselors know that as they prepare for open houses, I will represent ECTS in any format they choose.