



Enrollment and Community Engagement Report

June 2020

Enrollment

There are 316 new students enrolled for the 2021/22 school year. Enrollment has increased for the 4 programs in procedure 126. Each has 8 or more new students enrolled. Three of the four have over 25 students enrolled (Culinary over 50). With the ability to follow our normal marketing and recruiting process I am confident we will be able to grow each ECTS program in the 21/22 school year for the following year.

ECTS is planning to invest in an online enrollment software package SchoolMint. This software will make the application process paperless and store historical data for future decision making. The sending district School Counselors are in favor of the software and willing to participate in training to implement and utilize it.

Marketing

ECTS is on schedule to for our summer magnet to all current students and to begin our mailings for recruitment to 9th graders in the fall. I am in the process of creating an ECTS Course Guide to be mailed to all 9th graders prior to recruitment. It will highlight our programs, curriculum, career paths, and career personalities. This will serve as a working catalogue to guide students and parents.

Community Engagement

I was able to participate in the following activities in the sending districts:

- North East scheduling night for incoming 9th graders
- Iroquois Military signing
- Iroquois Senior Awards
- New Student Greeting at 10 of the 11 sending school districts

As the world opens up, I look forward to representing ECTS at freshmen orientations and fall open houses in the districts.