



Enrollment and Community Engagement Report

October 2020

Enrollment

Due to Covid we have lost students who chose to be completely remote. We have also lost students struggling to be productive in a remote model within our hybrid model. Finally, there are still students struggling with internet issues. All ECTS staff is working diligently with students, families, and the sending districts to solve student's issues while ensuring they are receiving the quality education to be successful in their ECTS Career Major. Our current enrollment is 691.

Marketing

The new ECTS video will be finished the first week of November. We filmed in 32 different locations within the school and community. It was wonderful to hear the great things students, business, OAC members, and graduates had to say about ECTS. When our best students being featured in the video, were surveyed about what they would have liked to see in a video when they were in 9th grade, they all agreed on 2 things – students in action in each lab, and students speaking about their ECTS experience. Those 2 things are the focus of the video. A formal script was created, which will be used to describe each Career Major on the ECTS website for the mini videos.

We have condensed the traditional recruiting timeline since I am unable to present the ECTS information to the 9th graders in the sending districts. The following timeline is in place

October 26 – Mailing to about 2000 freshmen in the sending districts – Letter, ECTS brochure, and ECTS application

Week of November 2 – All freshmen will take the Holland Career Interest Inventory to prepare for the ECTS information

November 3 – Mailing to all freshmen – ECTS Virtual Open House invitation

November 9 – Mailing to all parents of freshmen – ECTS Virtual Open House invitation

Week of November 9 – All freshmen will watch the ECTS video, complete a survey indicating their favorite career major, 2nd favorite, if they plan to apply, and a homework assignment related to ECTS

November 19 – Virtual ECTS Open House (4:30 – 6:30 PM) accessed through www.ects.org

November 20 – Mailing to all freshmen – Priority Enrollment – Applications need to be submitted to School Counselors by December 18

January 22 (2021) – Applications are due to ECTS

I have met with each sending district School Counselor to discuss their individual recruiting plan and have provided information to assist them. All surveys and assignments will be completed online and are being created in Google Survey. ***I would like to thank each School Counselor in each district for the assistance and support they are providing in the recruiting process. They have all been very willing to step up and have provided many excellent ideas in the details to help this process run smoothly and deliver the information to every freshman.***

***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 attended a Virtual Erie Together meeting. Mary Bula is going to work with the Erie County School Districts to release the newly created Career Pathways to 8th and 9th grade students to follow the ECTS recruiting timeline. This will pair nicely with the recruiting process to inform parents of the career opportunities available to students and the levels of education needed as their children enter high school.

I am preparing a series of videos highlighting each of the 17 ECTS Career Majors to run prior to the freshmen viewing the major video in November.

One of my goals this is to provide more presence on our social media pages. I am finding this is a job within itself but working to schedule thoughtful time devoted to ECTS social media. In the current pandemic time, these pages are becoming even more important. Please *Like* Erie County Technical School on Facebook and Instagram for information and to see the great things happening at ECTS.

