



Enrollment and Community Engagement Report September 2020

Enrollment

Current enrollment is 702 students. We have lost 102 students. 52 of those 102 were due to choosing not to attend in person instruction due to Covid.

Marketing

We are in the process of formulating recruitment plans within Covid restrictions. I will not be able to meet freshmen in groups. We will utilize our ECTS video and the sending district teachers with coordination of the school counselors to deliver the ECTS message. Decisions are being made by administration and sending district principals to address allowing interested students to visit their program of interest at some point in the applications process.

A virtual open house will be held this year and is in the planning stages.

Mailings to freshmen are also being planned and will look a bit different from past mailings to reflect Covid restrictions.

Video shoots are scheduled for the last weeks of September for the new ECTS recruiting video. Seniors/graduates/business partners have been identified for each program. The shoots are being scheduled at the school and onsite for each business.

I will meet via Zoom with each sending school counselor to discuss recruiting plans and hold a group meeting in the month of October.

Community Engagement

Traditionally, I represent ECTS at a number of sending district open houses. If anything is rescheduled virtually, I am happy to participate.