



Enrollment and Community Engagement Report December 2021

Recruiting and Marketing

The months of October, November, and December are the major months for recruiting new students to ECTS. This is a tremendous issue on the part of the sending school Counselors and ECTS Instructors. Their effort, organization, and ability to adapt is very appreciated.

ECTS Recruiting Summary 2021

- 41 Presentations were given, collectively, in the sending districts during the month of October.
- Each 9th grader selected 3 ECTS Career Majors to visit.
- ECTS staff conducted 54 small group tours for the 9th graders during the month of November. Every visitor was able to participate in an activity in each of the 3 Career Majors they visited.
- About 1500 freshmen visited ECTS
- 230 families attended the Open House on November 18. Our highest historical attendance was 170.
- Application sessions will take place in December at 8 of the sending districts (Ft LeBoeuf, Girard, General McLane, Iroquois, North East, Northwestern, Union City, Wattsburg). These sessions are designed to assist students in answering the questions on the application and provide informal information on ECTS. It is another connection to keep students engaged and provide a level of comfort in their decision to apply.
- ECTS staff is currently hosting interested students for half day visits. Covid has presented the issue of limiting visitors in any given program. We will continue these half day visits into January 2022. Once acceptance letters are sent in March, we will also cross reference admitted students with half day visitors and bring any accepted students in to visit for a half day. This ensures all new students have had the opportunity to fully explore the program they will be attending.
- In the overall marketing plan ECTS has mailed the ECTS brochure with a letter, open house invitations to students and parents, and a priority enrollment date card to every 9th grade family in every sending district.

Enrollment

ECTS has transitioned to online applications through the company SchoolMint. Covid allowed us to make this transition as students all have devices and internet access. The process is going very well. SchoolMint is building the program in stages of need for ECTS. The Counselors were trained on filling out and submitting their part on December 2. Students are embracing the online process and Counselors report they appreciate not having paper to keep track of. As of this report there are 354 submitted applications and another 70 in progress.

Community Engagement

We had our most successful Open House in my 27 years at ECTS. I have communicated via phone and email with many families regarding the application process and the new Sports Therapy and Exercise Program opening fall 2022.

All students who have applied will receive a *Thank you for Applying* postcard by the end of January. The postcard will also inform families of the acceptance timeline.

I wish you all a very happy, healthy, holiday season!

Lisa Sorensen