

Enrollment and Community Engagement

JOC Report May 2022

Enrollment

Enrollment is strong high for the 2022-23 school year. As of May 8, there are 344 new students expected. No program is involved in procedure 126 and all programs have a strong enrollment for attrition for the following school year.

Marketing

The Course Guidebook is nearly completed and in the final editing stages. This would be a wonderful piece of information to mail to each 9th grade student in every sending district in the fall.

The Dinner with Teacher on May 5 was a tremendous success. There were nearly 600 people in attendance. Culinary, Baking, and Pastry Arts did a fabulous job with food preparation and set-up in each program. It was wonderful to walk around hearing teachers brag about their programs to families. This is a casual event designed to make students and parents feel comfortable in choosing ECTS. Teachers suggested ECTS also consider an orientation evening before school starts and open house in October to highlight current students.

The next marketing drip will be the magnetic postcard mailed in July. JOC members are included in the mailing, so please watch for this nice piece of information.

Community Engagement

Two middle schools have reached out asking for spring presentations at the middle school level. Lesson plans have been developed for 6th and 8th grade students. Hopefully, we can grow the ECTS presence in the middle schools. The interest in Career and Technical Education is high. Reaching middle school students for an introduction will pave the way for the high school recruiting efforts.

This is my last board report as I am retiring from the Enrollment and Community Engagement position at ECTS. I am extremely grateful for the variety of opportunities ECTS has afforded me throughout my 27-year career including earning my principal and director certifications. The relationships I have made with my colleagues within ECTS and the sending districts are priceless. I will always serve as an advocate of Career and Technical Education and of ECTS.