



Enrollment and Community Engagement Report September 2021

Enrollment

At the date of this report, we have an enrollment of 760 students. The sending districts are continuing to experience roster changes due to Covid quarantines and cyber options. We are all working diligently to correct rosters. Administration set the date of September 10 as the last day for students to enroll in an ECTS program or to change programs. Of the 4 ECTS programs involved in procedure 126 in the spring of 2021 only Hospitality Management and Tourism needs to increase enrollment. That program is being run with all 3 levels of students in one session of the 2021/22 school year.

We are moving to a new data base enrollment platform, SchoolMint. This will allow all applications to be online and provide access for the sending districts to submit their pieces of the process online. I am very appreciative of the work Mike Miller is doing to implement this new program. We will provide training to the School Counselors later in the fall.

Marketing

The first mailer to the entire 9th grade population will be sent out in the next few weeks. This will include our brochure and a letter outlining the recruiting process. The JOC members are included in all ECTS mailings and can expect a copy.

The ECTS course guide is a work in progress. The plan is to have all copy completed and ready for press in the late fall.

The new ECTS program, Sports Therapy and Exercise Science, will be revealed to the 9th graders during recruitment. The information is also being released to the Counselors.

Community Engagement

Several sending districts invited me to represent ECTS at their 9th grade orientations. I am also scheduled to represent ECTS at open houses taking place in the upcoming months.

I have been meeting with the School Counselors at each district to discuss a recruiting plan. As of now we intend to have in person recruiting presentations and allow the 9th graders to tour 3 programs of their choice in November. MIHS has asked for a virtual presentation to their freshmen due the large number of students in their freshman class. I am preparing this virtual experience. It will also be used as a back up plan should we be in a Covid situation that does not allow for in person presentations.

The first Counselor meeting of the year is September 29. We will have the President of the Erie County Community College of PA, Dr. Gray as a guest. He will be informing us of the current status and future plans of ECCCPA as well as the benefits to students in Erie County.