



Enrollment and Community Engagement Report

September 2022

Enrollment

At the date of this report, we have an enrollment of 808 students. The sending districts are continuing to experience roster changes due to student career goal changes and cyber options. We are all working diligently to finalize rosters. Administration set the date of September 14th as the last day for students to enroll in an ECTS program or to change programs. None of our programs were rated at risk on Procedure 126 for the 2022 – 2023 school year. At the date of this report, PMT increased its Level enrollment by five students for a total of 20. Culinary, Baking, and Pastry Arts has increased its Level 1 enrollment by three students. THM has 23 Level 1 students enrolled and is now running an AM and PM session.

We have moved 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. So far it has made the process much smoother. I am very appreciative of the work Mike Miller is doing to implement this new program. We will review this system with guidance counselors in the late 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 complete. Each guidance counselor will receive 50 copies. We are also working with home schools to get the course guide or a link to the course guide that will take an individual to our website on their websites.

The new ECTS program, Sports Therapy and Exercise Science, has been added to our recruitment video. Our very own Director Tarasovitch stars in it! We expect it to take the box office by storm.

Social Media

In the last 28 days our Facebook page reach (the number of people who saw any content from the Erie County Technical School Page) was up by 677.7%. Our Instagram reach was up 2.5k%. Our page was visited by individual users 872 times over the past month. Our Instagram page was visited by 125 people. We have added 45 new likes to our Facebook page and 15 new followers on Instagram. We have also started our very own TikTok account to promote ECTS on another platform! Follow us @eriecountytechschool. We have accumulated 27 followers, over 2,000 video watches, and 68 likes.

Community Engagement

Several sending districts have 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.

The first counselor meeting of the year is September 29. I plan to review recruitment and showcase calendars, the date for the ECTS Open House, our Priority Enrollment date, and the timeline for admissions/review of admission procedures.