



Enrollment and Community Engagement Report

October 2022

Enrollment

All ECTS staff is working diligently with students, families, and the sending districts to solve student's issues while ensuring they are receiving the quality education to be successful in their ECTS Career Major. Students from all sending districts will tour ECTS in the month of November. ECTS's Open House is set for November 17th, 2022 4:30 – 6:30. Priority Enrollment is December, 14th 2022.

Marketing

The first mailer to the entire 9th grade population was sent out. This included our brochure and a letter outlining the recruiting process. You, as a JOC member, should have gotten one. We will also be running ads in the Erie Times News for being the Erie's Choice Award winner soon.

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 down 54.3%. We had a total of 11,807 individual accounts see our content. Our Instagram reach was up 57%. Our Facebook page was visited by individual users 758 times

over the past month. Our Instagram page was visited by 163 people. We have added 54 new likes to our Facebook page and 18 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 31 followers, over 531 video watches, 20 profile views, and 14 likes in the last 28 days. Below are a few posts:





Erie County Technical School

Published by Travis Carl · October 4 at 7:00 PM ·

Mr. Tarasovitch, ECTS director, was playing Santa Clause recently! He went around to all 3rd grade classes in our sending school districts to hand out ECTS coloring books. Pictured is Mr. Christensen, Northwestern Elementary principal, with Mr. Tarasovitch holding the coloring book. Look what you can be! #community #education #skilledtrades #enagement #skill #technicaleducation #SkilledTradesJobs #tech



2,811

People reached

210

Engagements

↑ +3.5x higher
Distribution score

Boost post

72

1 Comment 2 Shares

Like

Comment

Share





Erie County Technical School

Published by Travis Carl · October 10 at 7:05 AM ·

Today is National Mental Health Day. If you or someone you know is struggling with their mental health battle, don't forget this slogan, and seek medical help. At ECTS, your instructor is a great resource to help point you in the right direction. Mrs. Foulkrod is our full-time guidance counselor who can help, also. #community #education #skilledtrades #enagement #skill #technicaleducation #SkilledTradesJobs #tech



240
People reached

8
Engagements

↓ -3.4x lower
Distribution score

Boost post

6

1 Share

Like

Comment

Share



Community Engagement

Sending districts have invited me to represent ECTS at their open house events (i.e. Fort LeBouef Open House and the Trogan Expo). Robert Eggleston, Co-Op Coordinator, and myself represented ECTS at MFG. Day at the Bayfront Convention Center. Below is a photo of our booth, underwritten by Humes

