

Enrollment and Community Engagement Report

December 2022

Recruiting and Marketing

I am staying active on our social media platforms to make sure we stay relevant. The current numbers for each platform are below:

Facebook reach: 7,506 users (Down 61%)

Instagram reach: 375 (Down 67%)

Facebook page likes: 2,823 (33.6% male and 66.4% female)

Instagram followers: 498 (33.7% male and 66.3% female)

Facebook Page visits: 764 (Down 45.8%)

Instagram profile visits: 125 (Down 33.9%)

The drop in numbers is primarily due to no social media posts over our winter break. I post consistently each morning at 7AM to Facebook and Instagram. These numbers are sure to rebound as we do not have such a long break in the next 30 days.

Enrollment

Priority application deadline was December 21st. This date is established to motivate students to get their application done quickly and my administrative assistant and myself time to process all the applications before we run our lottery. The ranking for applications is completely objective. There is a scale for every category and the student receives a total score. Seats are allotted based upon the premise of four per district and four for ECTS across all three levels. The highest score from a district with an open seat in the lab will receive the offer to attend that program. Once all applications received by December 21st are rated, I will meet with each sending district School Counselor to make final admission decisions. By the end of January all applicants will receive a *Thank You for Applying* post card informing them of the decision timeline.

Community Engagement

I am planning to start attending middle schools in our footprint to present ECTS to the grade 6 class. There is a lesson plan developed that allows students to discover their career major personality. This lesson also features a short video highlighting the ECTS Career Majors. There is a Jeopardy game I can play with students as well.