

Enrollment and Community Engagement Report

February 2023

Recruiting and Marketing

We continue to accept applications. The process does not completely end until mid-September of the 2023/24 school year. Any application arriving for the over-subscribed programs are put on an automatic wait list. Applications for programs not over-subscribed are processed and placed as appropriate. We continue to host half day visitors who have applied.

An ECTS Course Guidebook has been created. We have never had this tool to share with the community. The Course Guidebook shares information with all 19 Career Majors offered at ECTS to include descriptions, career focus, curriculum example, and prerequisites for success. The book is designed to be interactive and allow student and families to complete a career inventory to match with ECTS Career Majors.

Enrollment

There are currently 451 applications for the 2023/24 school year. The new application system SchoolMint has moved the process completely online. We are seeing better students' answers, than the past pen and paper applications. Students live in a digital world. This process is in their wheelhouse. The application process must begin with the parent logging into the system. I feel this step connects parents to the process more than the paper application.

Applications are being reviewed now. Next students will be moved into open seats per program and per district. Once accepted and waiting lists are generated, I will visit each School Counselor to confirm each student and gather any information that may assist ECTS in ensuring student success. Status letters will be mailed to applicants by mid-March.

Community Engagement

- The 3rd quarter School Counselor meeting will be held February 20th.
- We are planning to greet new students in the schools at the end of March through the

beginning of April. At this greeting ECTS staff gives the student gym bags and provide an information session.

- Dinner with Teacher is being planned for April for new students and their families.

Social Media

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: 15,726 (Up 103%)

Instagram reach: 1,143 (Up 204%)

Facebook page visits: 2,502 (Up 227%)

Instagram page visits: 219 (Up 75%)

New Facebook Likes: 20 (Up 66%)

New Instagram Followers 14 (Up 75%)