



Enrollment and Community Engagement Report

April 2023

Recruiting and Marketing

At this point in the school year, we shift from recruiting efforts to retention efforts. I went to all 11 school districts to greet and welcome our new students of 2022/23. Each was given a certificate of acceptance and presented with information. We took group photos which were placed on our Facebook page.

Dinner with Teacher will be held on **May 4 from 4:30 – 6:00 PM**. We typically hold this dinner on a JOC meeting night to allow members to experience the event and welcome the new students from their district. Due to the NOCTI testing schedule, we were unable to hold the dinner on a meeting night, however we would love for you to join us.

Enrollment

Enrollment is anticipated to be very high next year. We will have roughly 800 new and returning students. We had over 500 applications this year. Students were very attentive to our new video with current student testimonial and SchoolMint made the application process very easy.

We are building the SchoolMint process as we go. Next year will be very smooth. This year we were a bit behind our timeline in admitting students. Notification of acceptance was given the 3rd week of March. Typically, they are mailed the first week of March. Necessary reports have been built in SchoolMint. The 2024/25 timeline of applications will be back on track.

Community Engagement

I participated in the 9th grade scheduling night at North East High School. ECTS was invited to more scheduling nights and asked to provide 6th and 8th grade presentations at some districts. It is my hope to be more of a presence in the sending high schools in those capacities next year.

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: 8,900 (Down 22%)

Instagram reach: 904 (Up 17%)

Facebook page visits: 3,158 (Up 24%)

Instagram page visits: 185 (Up 32%)

New Facebook Likes: 19 (Up 111%)

New Instagram Followers: 22 (Up 83%)