



Enrollment and Community Engagement Report May 2023

Enrollment

Enrollment is strong high for the 2022-23 school year. As of May 8th, there are 346 new students expected. No program is involved in procedure 126 and all programs have a strong enrollment for attrition for the following school year.

Marketing

The Dinner with Teacher on May 5 was a tremendous success. There were many families in attendance. Nutrition Inc. did a fabulous job with food preparation and set- up. It was wonderful to walk around hearing teachers brag about their programs to families. This is a casual event designed to make students and parents feel comfortable in choosing ECTS. Teachers suggested ECTS also consider an orientation evening before school starts and open house in October to highlight current students. The next marketing drip will be the magnetic postcard mailed in July. JOC members are included in the mailing, so please watch for this nice piece of information.

Community Engagement

Many middle schools have reached out asking for spring presentations at the middle school level. Lesson plans are developed for 6th and 8th grade students. Hopefully, we can continue to grow the ECTS presence in the middle schools. The interest in Career and Technical Education is high. Reaching middle school

students for an introduction will pave the way for the high school recruiting efforts.

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: 17,354 (Up 96%)

Instagram reach: 1,058 (Up 18%)

Facebook page visits: 3,998 (Up 23%)

Instagram page visits: 256 (Up 40%)

New Facebook Likes: 25 (Up 39%)

New Instagram Followers: 11 (Down 50%)