



2021-2022 Student Recruitment/Scheduling Plan

(Revised December 15, 2020)

Introduction

The “Enrollment Process” for students from the member school districts to schedule and attend classes at Steel Center has several steps and had been modified due to the operational changes related to COVID-19(see attachment). We have found some creative ways to enhance this effort and added some strategies and steps related to “recruitment” to fit into our operations under the health and safety plans as well as that of our member schools. We have formed a “Project Team” to address this consisting of the Executive Director, Assistant Director/Principal, School Counselor, and the Advertising and design Teacher. Meetings have been held in the fall with this team to review and develop the strategies. The product is this plan document which reflects the activities for recruiting and enrolling NEW students for the 2022-2022 school year. Where possible, we will use our Advertising and Design students. This project had been developed as a learning opportunity for the students to refine and utilize the talents and skills that they are acquiring in the program. We will also need the services of an outside vendor*, specifically for the “Promotional Videos” of the school and programs. The funding for this is estimated to be \$10,000 and was written into our 2020-2021 Perkins Grant.

The plan detail is reflected in the following task list:

Timeline	Activity	Team Lead
November	Marketing project team of students from Advertising and Design create artwork and design concepts for the 2021-2022 recruitment project.	Mr. Kane
December 17, 2020 – January 12, 2020 (Revised 12/15/20)	Student interviews and some “B-roll” filming will be collected by students from Advertising and Design.	Mr. Rice
January 7, 2021 and January 12, 2021 (Added 12/15/20)	Filming and production of Steel Center promotional videos with Orion-Vega Productions.	Mr. Rice
TBD (Added 12/15/20)	Filming of “3-D” web-based virtual tours using 360 degree Matterport technology.	Mr. Rice
January 2021 (Revised 12/4/20)	Filming and production of Steel Center “virtual tours” with students from Advertising and Design.	Mr. Kane
December 10, 2020 (Revised 12/4/20)	“Search Piece” mailing or jumbo postcard. Sent to all 9th graders.	Mr. Kane
Early January (Revised 12/4/20)	“Email Blast” Sent to all 9th graders (and other potential students) that we have and email address for. (Both would include a link to a google form that the students can request information or express interest.)	Mr. Hinkle

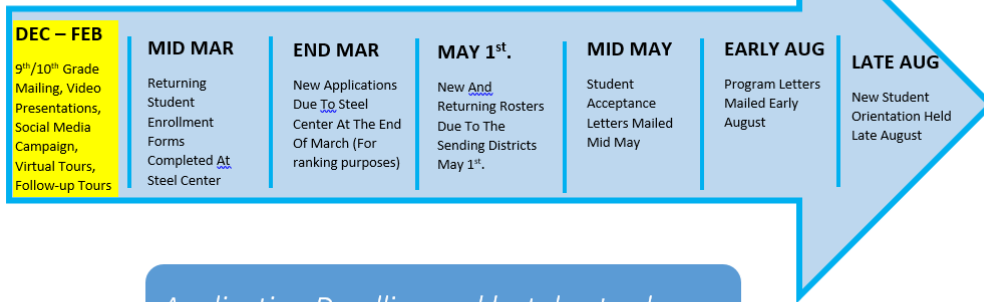


January	Bulk mail of Steel Center brochures.	Mr. Hinkle
January 29, 2021 (Revised 12/15/20)	Release of Steel Center program promotional videos.	Mr. Rice
Second week of January	Students who complete the google form, we will send out a custom postcard for each program.	Mr. Kane
January	Steel Center 2021-2022 student enrollment web-based application available on the Steel Center website.	Mr. Hinkle
End of January	Heading into tour/ virtual tours we feature a cluster per week on social media with a quick video or photo of the class.	Mr. Rice
February	Virtual tours and 3-D tour release.	Mr. Hinkle/Mr. Rice
February	CTE Month give away (could be sent or given out if tours happen.)	Mr. Hinkle
March	Where feasible and requested, individual and small tours scheduled.	Mr. Hinkle
March	Returning student enrollment forms completed at Steel Center.	Mr. Hinkle
End of March	Deadline for submitting web-based 2021-2022 student application for "First Round" scheduling cycle.	Mr. Hinkle
May 1, 2021	Rosters of NEW and returning students sent to member district high school guidance office.	Mr. Hinkle
Mid-May	"Acceptance Letters" sent to NEW students.	Mr. Hinkle
May-August	Enrollment and scheduling adjustments made.	Mr. Hinkle
End of August	NEW student orientation night.	Mr. Hinkle
End of September	Final schedule changes or NEW students added to Steel Center rosters.	Mr. Hinkle

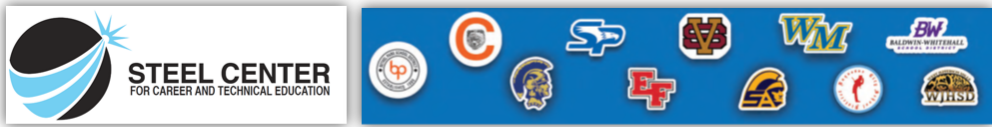
*The outside vendor that was selected to produce the promotional videos is Orion Vega Media from Pittsburgh. Multiple vendors were vetted and three proposals were collected and reviewed. Orion Vega has done work for a range of clients including Carnegie Science Center, PPG, American Eagle Outfitters, and Pittsburgh Parks Conservancy. They are also the same vendor that produced the promotional videos for Parkway West CTC. For more, see the attached proposal/agreement.



2021-2022 Enrollment Process



Application Deadline and last day to change programs: The last school day in September



Enrollment Process (pre-COVID)



Application Deadline and last day to change programs: The last school day in September