

ACTE REGION I CONFERENCE



Disrupting Admissions

Increasing Enrollment + Building Awareness

THURSDAY, APRIL 14, 2016

tolles 

The Tolles logo features the word "tolles" in a bold, italicized, dark blue sans-serif font. To the right of the text is a dark blue graphic element consisting of three overlapping, pointed shapes that resemble a stylized paper airplane or a wing.



About Tolles & Us

- Shane Haggerty, Director of Marketing & Technology
- Lee Wirick, Associate School Coordinator

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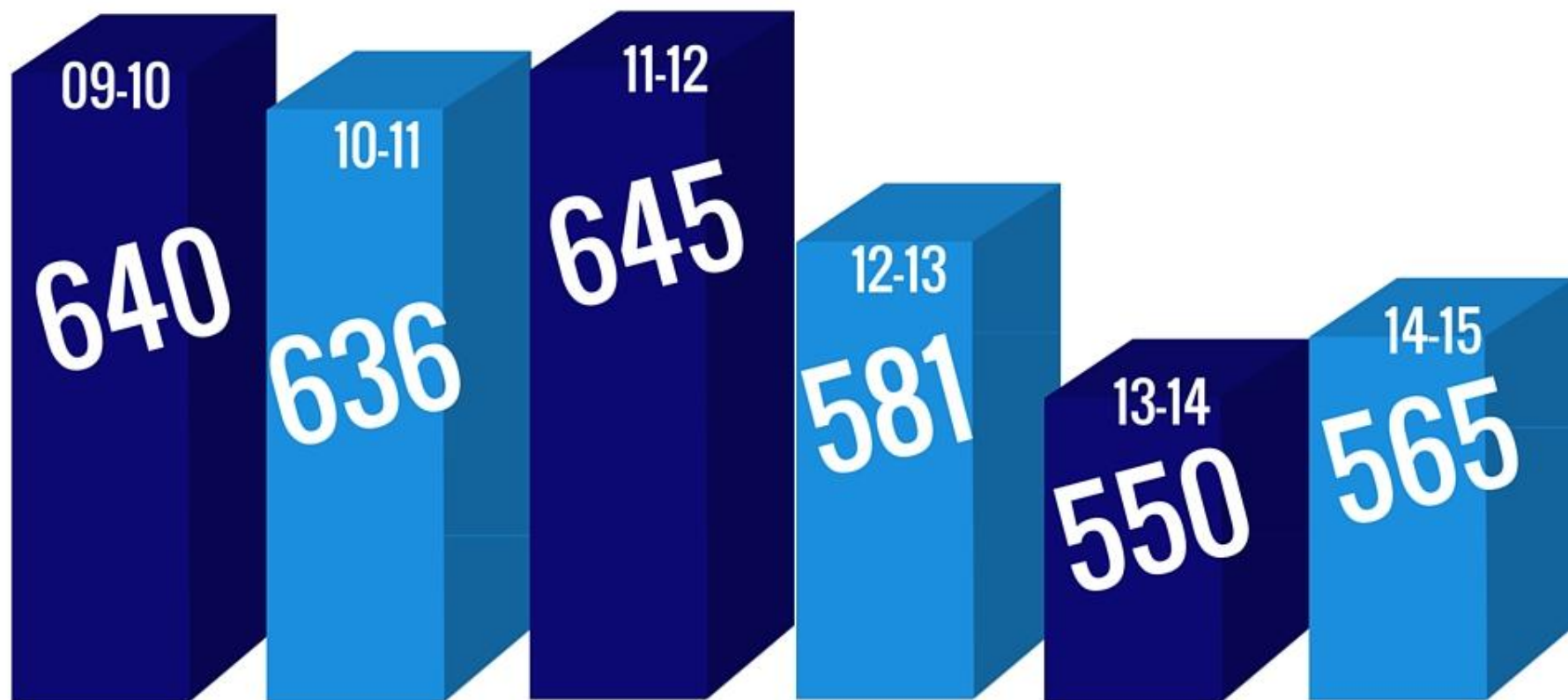


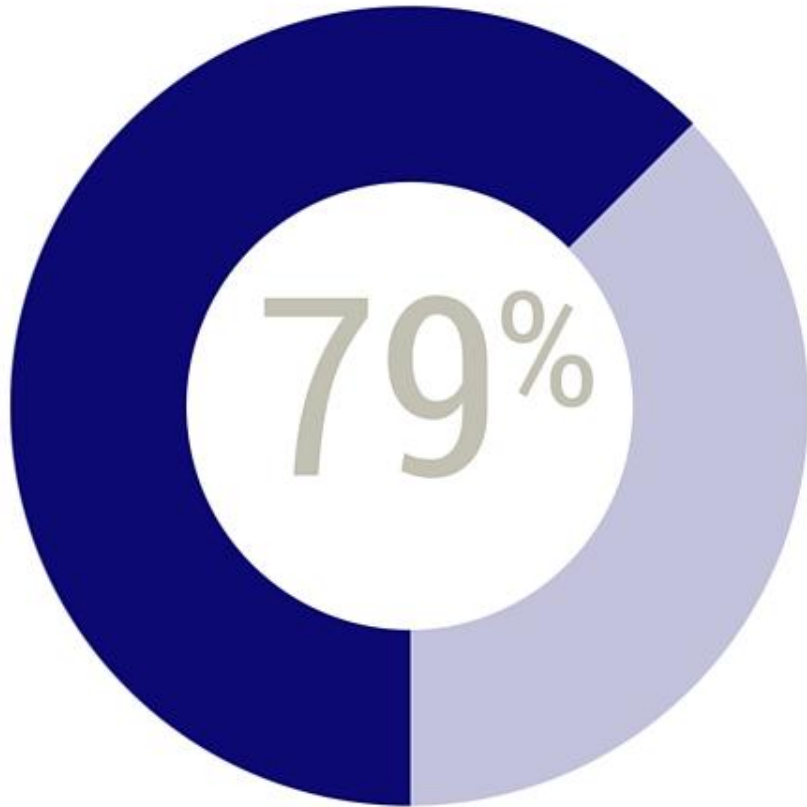
The Problem

- Enrollment Was Stagnant (Between 400-600)
- Enrollment Trends Were Troubling
- No Vision or Direction
- Gatekeeping
- Misinformation & Poor Image



Main Campus Enrollment Trends 2009-2015





**Prospective
Student Pool
from Dublin &
Hilliard**



The Plan

- [RE]Think Tolles Strategic Initiative + Re-Brand
- Putting The Student First/Streamlining The Process
- Informing Parents & Students Directly
- Create Interest + Demand

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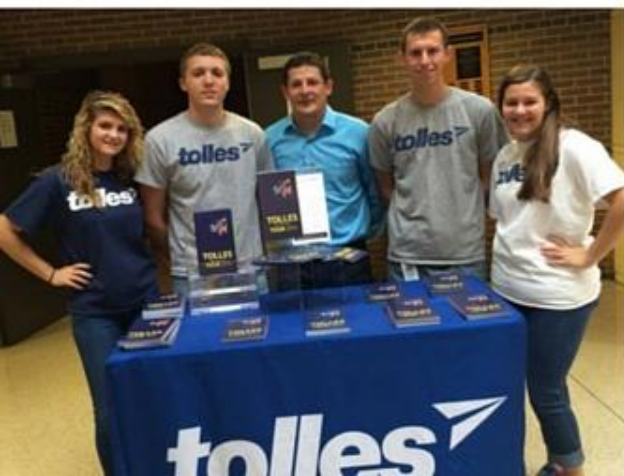




TOLLES

TOUR 2014







The Disruption

- Associate School Relationships
- Bold + Unapologetic Approach To Marketing
- Honest Conversations
- Career Connections + Middle Schools
- Parent + Student Engagement

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ALL-HILLIARD SOPHOMORE TOUR DAY

DECEMBER 3, 2015



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**1,837 attendance
Up from 841 in '14**

Mackenzie Fr... center, leans on Kyle Cook, 18, while they talk to Hilliard Bradley High School sophomores about
EMT and firefighter classes offered at Tolles Career & Technical Center in Plain City.

Taste of training

By Shannon Gilchrist
THE COLUMBUS DISPATCH

In one room, young people listened to the heart-beat of a shaggy black dog. In another, they goofed off on camera in front

of a green screen. In yet another, students tried out equipment intended to cut crash victims out of vehicles.

On Thursday, all of Hilliard's sophomores — nearly 1,230 students from Bradley, Darby

Sophomores from Hilliard check out Tolles Career Center programs

Broken

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tolles
335 applicants
in 2 hours



tolles

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Sophomore Tour Day

December 2, 2014

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PREPARE FOR TAKE OFF

MARK YOUR CALENDARS FOR THESE DATES
TO BECOME A TOLLES STUDENT

NOV 6

Future Focus
Night Open House
6-8 p.m. at Tolles

(Freshmen & Sophomores)

DEC 2

Sophomore Tour
Day

(Ask Your Counselor For Details)

DEC 4

First Chance
Application Event
6 - 8 PM at Tolles

*(Be the first to apply to your
program)*

DEC 5

Applications
Open To All

(Ask Your Counselor For Details)

#AskMrW
on December 3

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Have questions about Tolles before you apply?

Join Mr. Wirick, our associate school coordinator, during a special Twitter chat. On the eve of our **First Chance Application Night**,

Mr. Wirick will be available to answer questions during this Twitter chat from 7 p.m. - 9 p.m.

STEP 1 Post all questions using the hashtag **#AskMrW**

STEP 2 Only questions regarding Tolles will be answered.

STEP 3 Get the info you need as you prepare or decide to apply!



3, 2, 1...

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**Social Media +
Experiential**



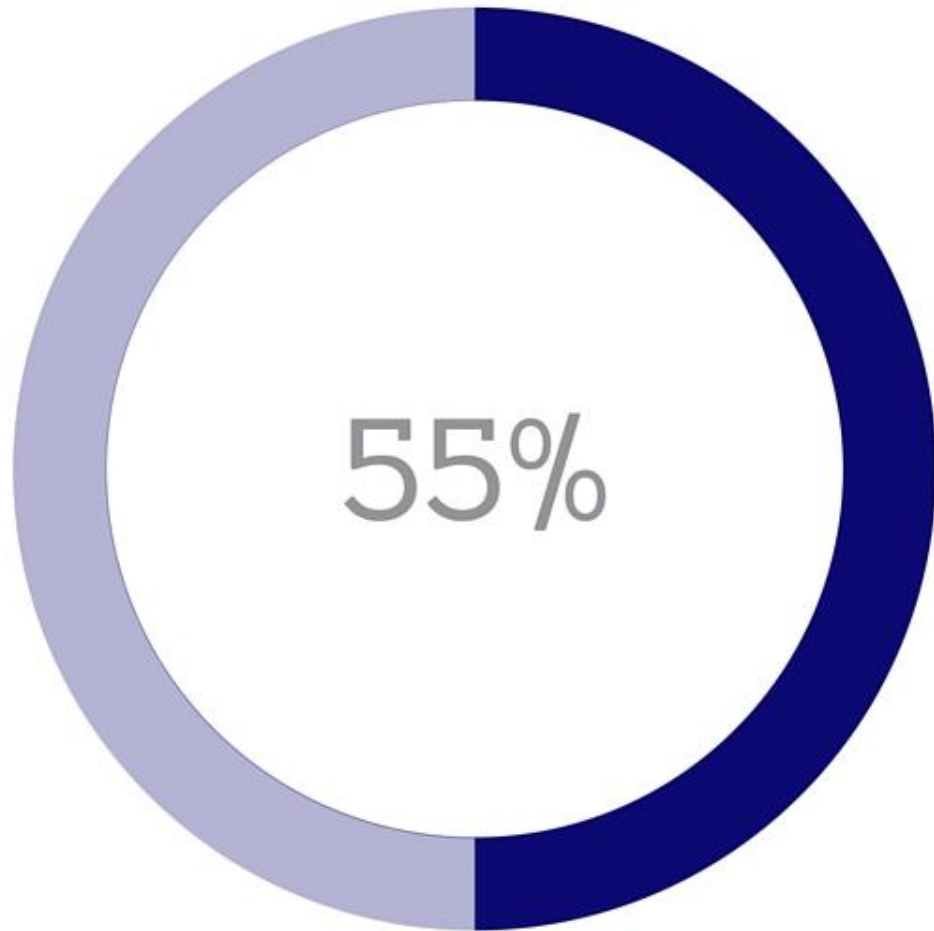


The Results

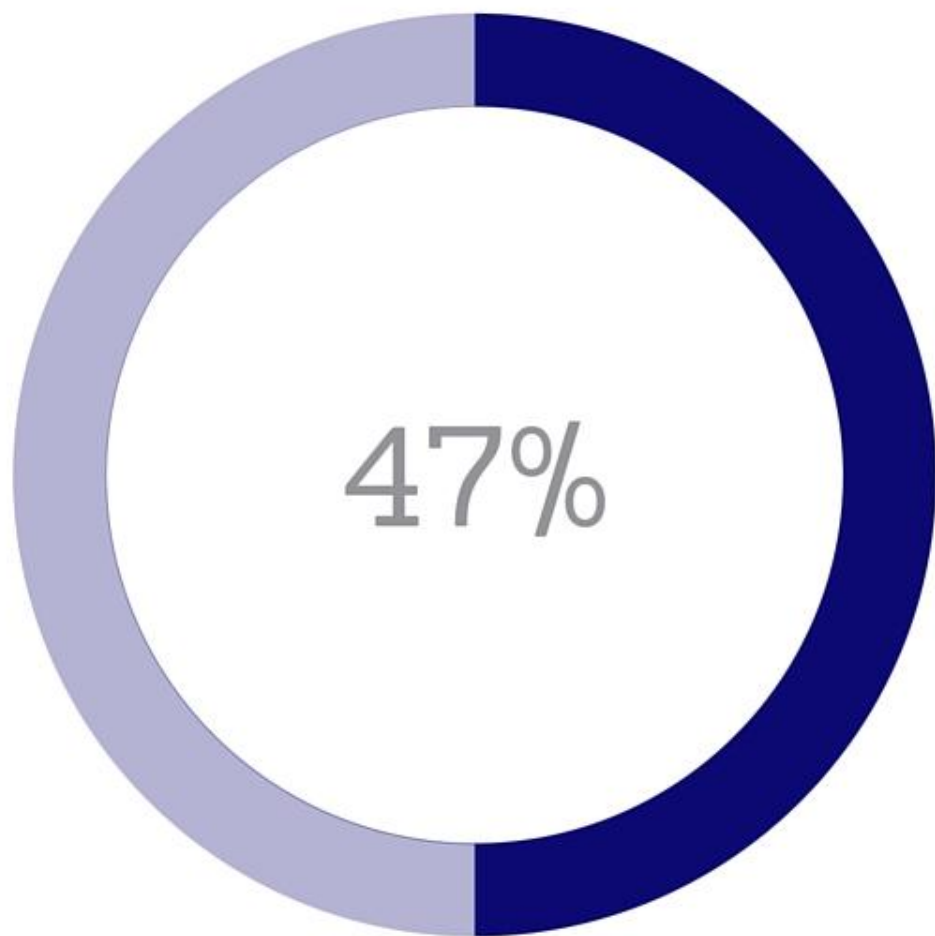
- Applications On The Rise
- Increase in Brand Awareness
- Increase in Understanding About Tolles +CTE
- More Students + Parents SEEING Tolles

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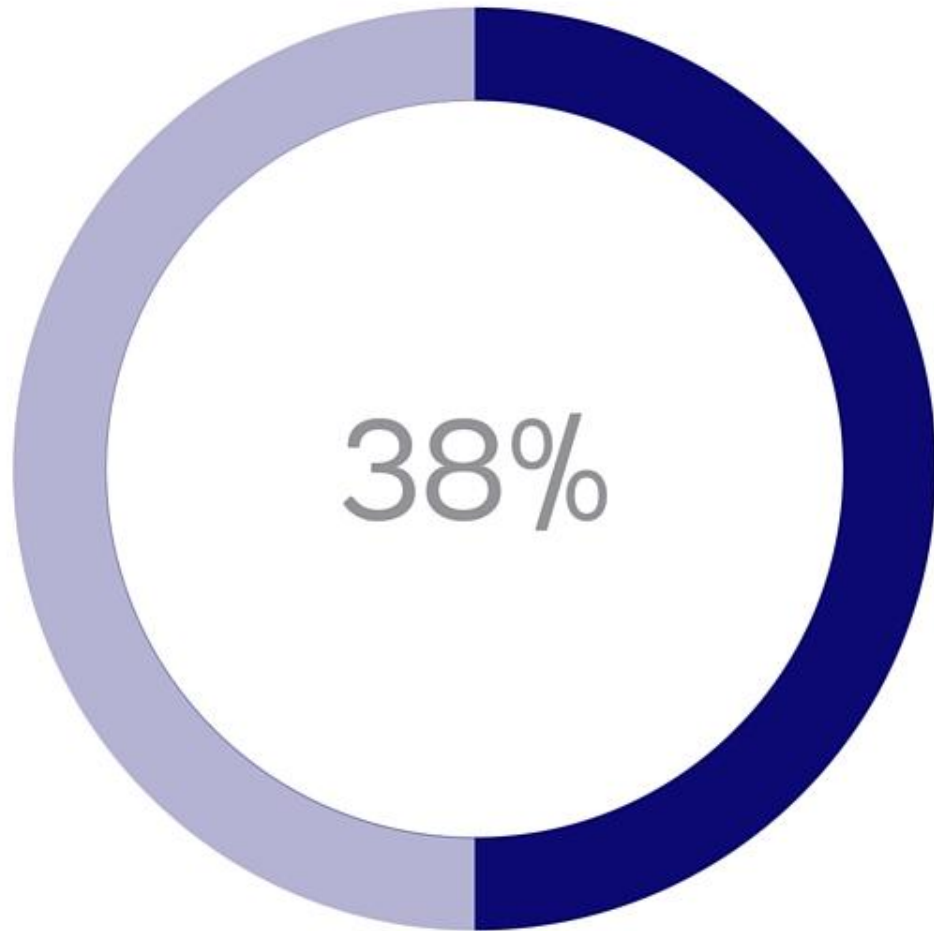
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**Increase in
Applications
Since 2014**

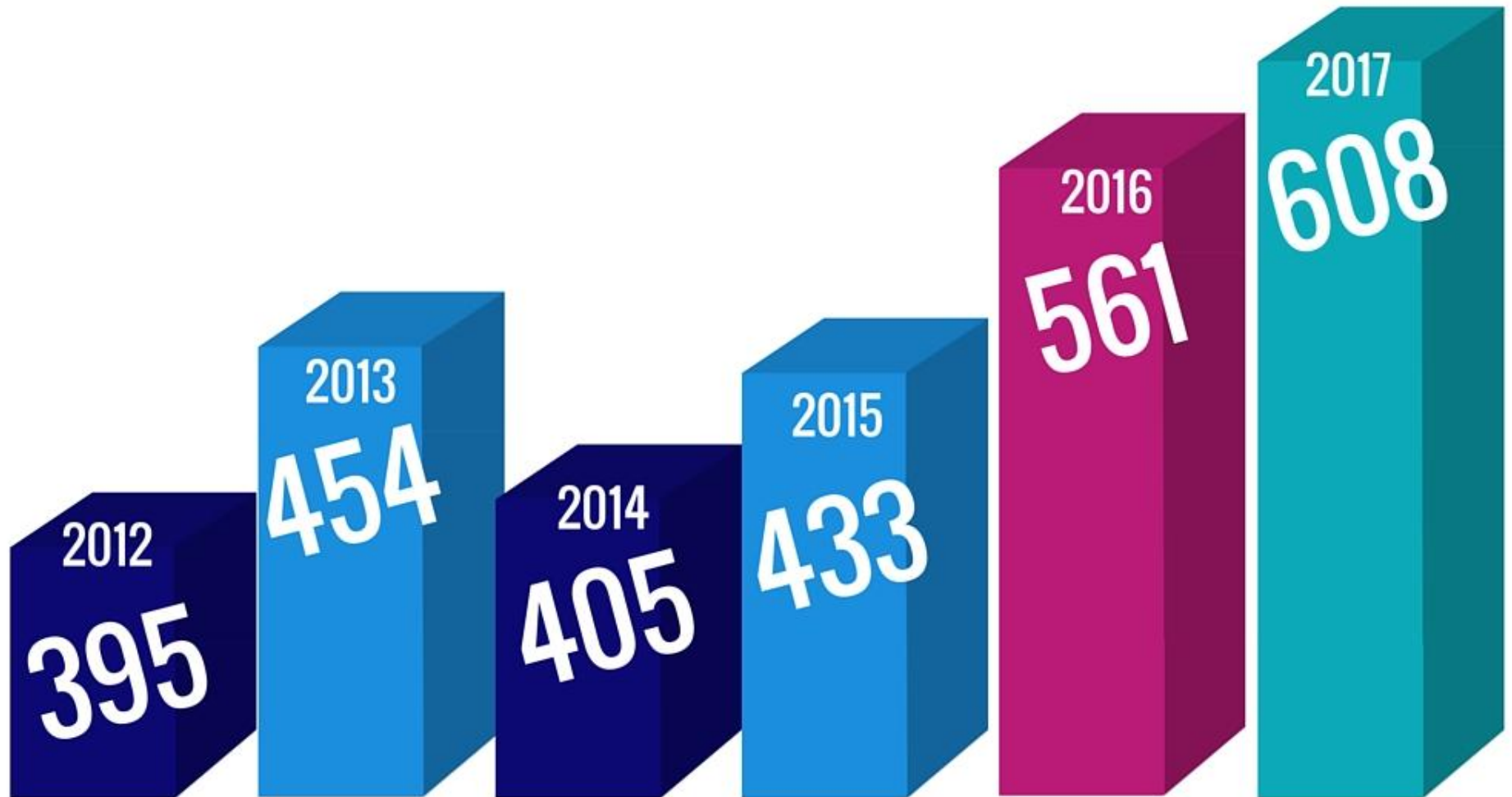


**Increase
in Dublin City
Schools
Applications in
2015**



**Increase
in Hilliard City
Schools
Applications in
2015**

Main Campus Application Trends 2012-2017



Main Campus Enrollment Trending Up





How Can You Do It?

- Break The Cycle of CTE Stereotypes
- Have Goals
- Let The Data Be Your Guide
- Have A Strong + Consistent Message
- Take Control Of What You Do

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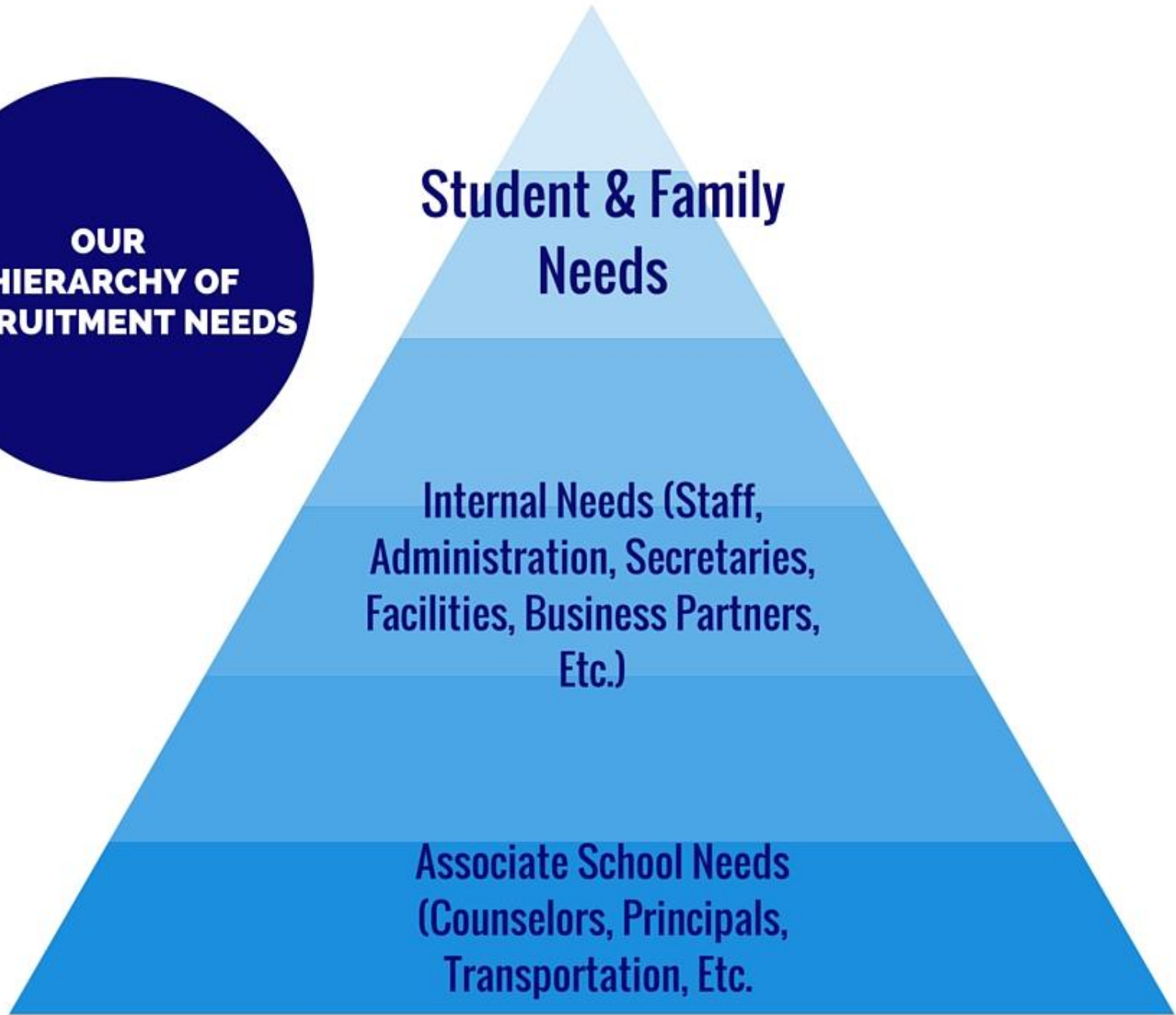
**TYPICAL
HIERARCHY OF
RECRUITMENT NEEDS**

**Associate Schools
Needs (Counselors,
Principals,
Transportation, Etc.)**

**Internal Needs (Staff,
Administration, Secretaries,
Facilities, Business Partners,
Etc.)**

Student & Family Needs

**OUR
HIERARCHY OF
RECRUITMENT NEEDS**



**THE RIGHT ACCESS
IS
EVERYTHING**



***Primary Choice**

***Priority Deadline**

***Priority Enrollment Status**

***Parent/Guardian Follow-Up**



"Not all kids can go to college"

"I had no idea. I thought this was a place for the 'bad' kids."

"We're just trying to get him to graduate."

"VOCATIONAL"

"You won't go to college if you go to the career center."

"Because of her grades, vocational school would be a better option."

"College & Career Preparation"

**"Prepare for what's ahead
with bankable skills."**

"It's not an either/or option—work or college."

"Lift ALL Students"

"Our students have access to more college credit opportunities along with industry credentials."

**"College isn't the goal of
education; getting a job is the
goal of education."**



Questions?

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TollesTech.com



Connect With Us

- Shane Haggerty: @ShaneHaggerty on Twitter
- Lee Wirick: @MrWirick on Twitter
- Email: shaggerty@tollestech.com
- Email: lwirick@tollestech.com

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