About Tolles & Us

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

- 09-10: 640
- 10-11: 636
- 11-12: 645
- 12-13: 581
- 13-14: 550
- 14-15: 565
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
The Disruption

- Associate School Relationships
- Bold + Unapologetic Approach To Marketing
- Honest Conversations
- Career Connections + Middle Schools
- Parent + Student Engagement
ALL-HILLIARD SOPHOMORE TOUR DAY
DECEMBER 3, 2015
1,837 attendance
Up from 841 in '14

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

Taste of training

Sophomores from Hilliard check out Tolles Career Center programs

By Shannon Gilchrist
THE COLUMBUS DISPATCH

In one room, young people listened to the heartbeat 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, and Davis — visited Tolles to taste some of the career classes offered at the Career & Technical Center.
335 applicants in 2 hours
Sophomore Tour Day
December 2, 2014

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!

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

DEC 2
Sophomore Tour Day

DEC 4
First Chance Application Event
6 - 8 PM at Tolles

DEC 5
Applications Open To All
Social Media + Experiential
The Results

- Applications On The Rise
- Increase in Brand Awareness
- Increase in Understanding About Tolles + CTE
- More Students + Parents SEEING Tolles
Increase in Applications Since 2014

55%
Increase in Dublin City Schools Applications in 2015

47%
Increase in Hilliard City Schools Applications in 2015

38%
Main Campus Application Trends
2012-2017

- 2012: 395
- 2013: 454
- 2014: 405
- 2015: 433
- 2016: 561
- 2017: 608
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
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

Student & Family Needs

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

Associate School Needs (Counselors, Principals, Transportation, Etc.)
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?
TollesTech.com

Connect With Us

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