



# Maximizing Your Communications and Advocacy During CTE Month

*December 15, 2022*

# Overview



- Activity: Current/Past CTE Month Events
- State Presentations
- Strategies to Maximize CTE Months
- Breakout Discussions
- Share-out and Wrap-up

**"We [CTSOs] have the opportunity to create a more accessible, more affordable, and more inclusive future that enables us to make great things happen. But, we cannot do it alone, and we will need your support."**

**- Kartik Tyagi, International President,  
HOSA**

# Brainswarm: Evaluate Current Activities



- Jamboard
- Use post-it icon to list current state activities
- Place a post-it with your state abbreviation beside listed activity if you also conduct it.

# State Sharing: Oklahoma and Michigan

# Top 5 Tips

# Tip 1: Use Your Activities to Tell A Story

What Story Do You  
Need To Tell to  
Succeed in...

Legislative  
Goals

State Plan  
Goals

State  
Initiatives

Strategic  
Plan

# Questions to Consider



- **Do your current activities tell the right stories?**
- Are you combining qualitative AND quantitative data?
- How can you mitigate the detrimental or wrong stories from being told?
- Are your stories and activities aligned to your audience, or just aligned to tradition?



# Tip 2: Choose Impact over Quantity

- What is the reach of your current activities for your top audiences?
- Does the staff lift of your activities match the impact?
- What draws the attention of your top audience?
- What activities would allow you to build new AND impactful relationships?

# Tip 3: Be Intentional About Who You Elevate



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- What representation gaps exist in your programs and partnerships?
- What events can start to close those gaps?
- Which diverse voices should you elevate?
- How can learners offer input on CTE Month activities before, during and after the planning process?

# Tip 4: Activate your CTE Champions

- Consider policymakers, employers, learners, partner agencies, administrators, school counselors, etc.
- What messages can your champions amplify?
- Are your champions holding CTE Month activities? Can you partner together?
- What new voices do you need at the table? How can your CTE Champions do that during CTE Month?

# Tip 5: Make CTE Month Year Round!

CTE Month

Should lead to



CTE Month Year Round!

# Tip 5: Building Momentum

- What key events and milestones are occurring in 2023?
- What CTE Month activities can be held to build momentum for future events?
- What are next steps you can take after your CTE Month events?
- What gaps exist in your current events?
- Do you have goals and success metrics?

# OVERVIEW



**Tip 1:** *Use Your Activities to Tell A Story*

**Tip 2:** *Choose Impact over Quantity*

**Tip 3:** *Be Intentional About Who You Elevate*

**Tip 4:** *Activate your CTE Champions*

**Tip 5:** *Make CTE Month Year Round!*