

State Leaders Connecting Learning to Work

Maximizing Your Communications and Advocacy During CTE Month

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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...





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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?

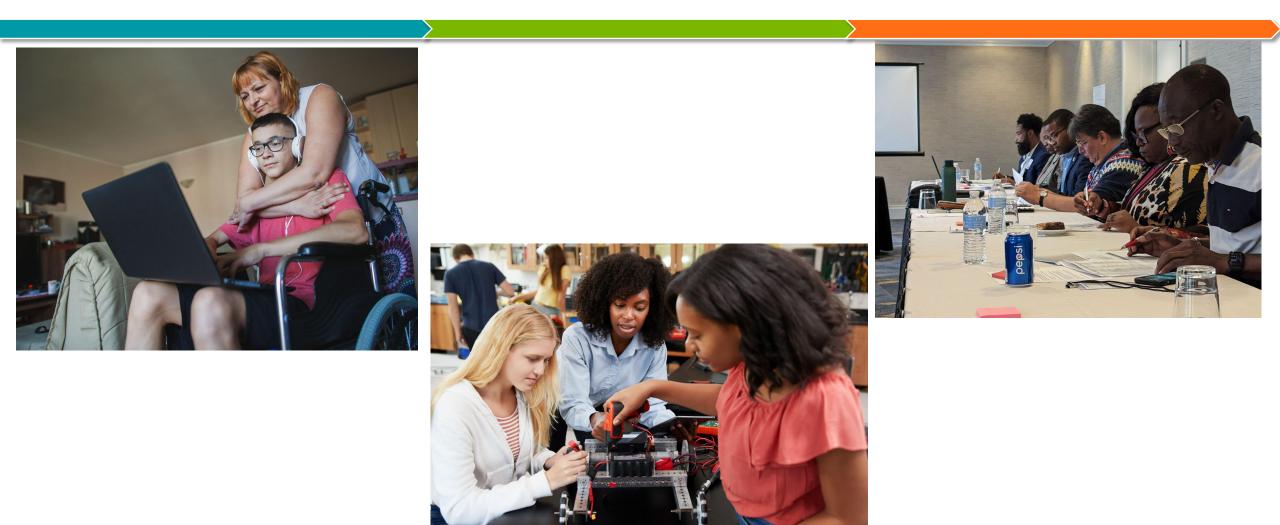


Tip 2: Choose Impact over Quantity

- 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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Tip 3: Be Intentional About Who You Elevate

- 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?

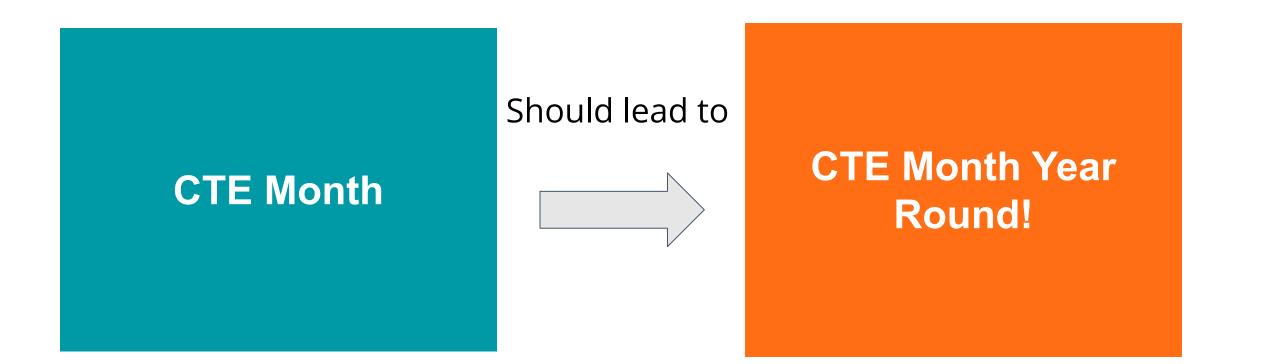


Tip 4: Activate your CTE Champions

- 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!







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!



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