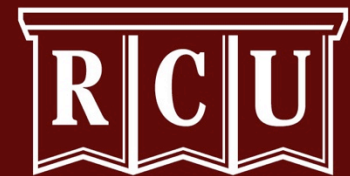




Promoting CTE Programs

A Grassroots Approach



education about jobs

PROMOTING THE VALUE OF CTE IN YOUR COMMUNITY

AGENDA for meeting:

- Purpose of the discussion (JJ)
- Questions to promote the discussion (JJ)
- Where we are and what is available now: Pathways materials, NASDCTEc materials
- Ideas for using resources





PROMOTING THE VALUE OF CTE IN YOUR COMMUNITY

Why is it important to promote CTE at the local level?

According to a recent survey conducted by the MSU Social Science Research Center, Mississippi residents recognize the value of career and technical education. However they still hold on to the stigma that “vocational education” is for students who are not academic high achievers and would recommend a more rigorous “main stream” academic path for their children.

They connect “vocational education” with students who are NOT going to college.



PROMOTING THE VALUE OF CTE IN YOUR COMMUNITY

Why is it important to promote CTE at the local level?

We need to connect with our audience in ways that matter to them, and that is through student success stories.

We need to communicate to parents that:

- CTE prepares students to **succeed in COLLEGE and careers.**
- CTE prepares students for high skilled, high wage jobs.

We need to communicate to community/business leaders that:

- CTE is critical to ensuring that Mississippi stays competitive in the global market place.
- CTE actively partners with employers to design and provide high-quality, dynamic programs.

CTE BRAND RESOURCES:

Brand Communications to support the CTE Brand Story

Customizable Brochure

Customizable Mississippi Logo

Customizable PowerPoint template

Customizable Posters

All available at www.careertech.org



Nationwide, CTE programs are changing, evolving and innovating. CTE creates an environment of opportunity and possibility within our nation's schools and colleges: increasing the relevance and impact of students' education; improving graduation rates in high school and college. Actively involving students in choosing their pathways to success in college and career.

Improving incomes through higher education and greater skills. And ultimately providing a skilled, sustainable workforce to enhance the performance and global competitiveness of American business and industry.

Capitalizing on the promise and potential of CTE requires commitment and involvement from a number of sectors: Policy and funding support from federal, state and local sources. Engagement of business and industry. Leadership in secondary and postsecondary institutions. Trained teachers and faculty. Advocacy among students, parents and communities. It all matters. It all makes CTE work for all of us.

Leading change. Transforming expectations. Making the difference. **This is CTE. It's working!**

CTE's Vision Principles

- CTE is critical to ensuring that the United States leads in global competitiveness.
- CTE actively partners with employers to design and provide high-quality, dynamic programs.
- CTE prepares students to succeed in further education and careers.
- CTE is delivered through comprehensive programs of study aligned to The National Career Clusters™ Framework.
- CTE is a results-driven system that demonstrates a positive return on investment.



NASDCTE
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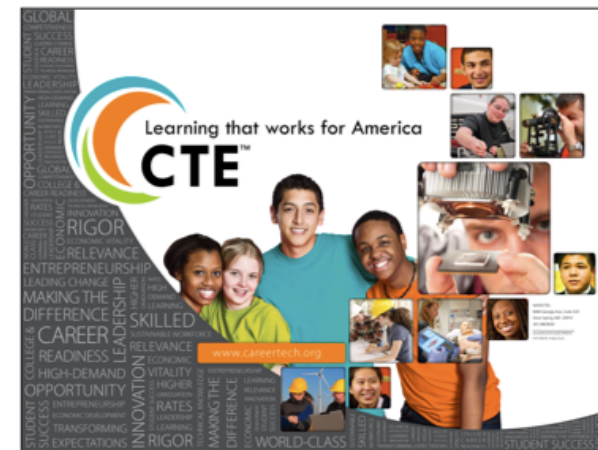
The CTE logo is state-specific based on address and "Learning that works for America" on a background of CTE-related educational terms.

The National Association of State Directors of Career Technical Education Consortium (NASDCTE) was established in 1992 to represent the state and territory heads of secondary, postsecondary and adult career technical education. Our members are innovative CTE systems that promote students to succeed in school and that enhance and promote the career readiness skills in public education training.

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GLOBAL COMPETITIVENESS
STUDENT SUCCESS
ENTREPRENEURSHIP
CAREER READINESS
LEARNING LEADERSHIP
ECONOMIC VITALITY
RATES
HIGHER GRADUATION
HIGH-DEMAND
LEADERSHIP
RIGOR
SKILLED
SUSTAINABLE
WORKFORCE
WORLD CLASS
LEADERSHIP
GLOBAL COMPETITIVENESS
RELEVANCE
ECONOMIC VITALITY
STUDENT SUCCESS
HIGHER GRADUATION
RATES
LEARNING LEADERSHIP
TECHNICAL KNOWLEDGE
CAREER PREPARATION
HIGHER RATES
OPPORTUNITY
COLLEGE & CAREER READINESS
INNOVATION
ECONOMIC DEVELOPMENT
RELEVANCE

CTE Brand Poster

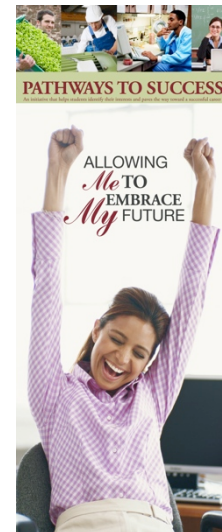
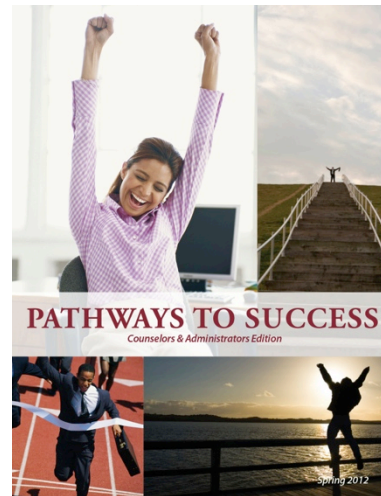


Learning that works for Mississippi

PATHWAYS TO SUCCESS BRAND RESOURCES

- Pathways to Success administrator/counselor booklet (\$4 each) and individual Pathways to Success booklets (\$2 each)
 - Contact Emily.Johnson@rcu.msstate.edu
- Pathways to Success PowerPoint template, logo, videos:
<http://www.rcu.msstate.edu/MDE/PathwaystoSuccess/PathwaystoSuccessVideos.aspx>
- 16 cluster banners
 - Contact Amanda.Bolan@rcu.msstate.edu
- Audio podcast: <http://www.rcu.msstate.edu/Home/Media.aspx>

Pathways to Success





Ideas for using brand resources:

- Find your audience:
 - Attend and speak at local PTA/PTO meetings at elementary and middle schools or school open houses.
 - Attend and speak at local chamber meetings.
- Prepare the presentation materials:
 - Customize CTE or PTS PowerPoint slides with your local CTE success stories, the Mississippi CTE logo, and your school's logo.
 - Customize the CTE brochure to hand out to parents with contact info for more information.
 - Use the PTS booklets and/or banners at events and for promotion of your programs.
 - Take successful CTE students with you to share their stories as testimonies of CTE success.
 - Tap into your graduates to help tell the story when they are home from college. Think about planning visits to middle/elementary classes during college breaks.



Ideas for using brand resources:

- Put CTE or PTS ad in football program with your contact information.
- Put CTE or PTS ad in the summer legion baseball programs with your contact information.
- Ask your digital media class to create radio and video 30-sec or 15-sec PSAs to air on local radio or school radio stations, could also ask to have them broadcast at halftime of football games.
- Get students involved and telling their stories.



Wrap-Up

- Online Survey (MDE>Updates)
 - Complete by Friday, September 21
- We will share survey results on the next Admin Webinar scheduled for October 3. Watch for registration information.
- Feel free to e-mail any ideas or comments or questions to julie.jordan@rcu.msstate.edu