



CTEWORKS

NEWS AND UPDATES

As CTE Month® comes to a close, we're thrilled to showcase your celebrations across the nation and elevate our tools to empower you to communicate the value and promise of Career Technical Education (CTE) year-round.

Each year, CTE Month is an opportunity to:

- introduce CTE to audiences who may be unfamiliar;
- remind those familiar with CTE of its impact on learners and industry today through storytelling;
- and empower and equip those already in the CTE world to become CTE champions.

In doing so, we can continue to progress in turning our shared vision of *CTE Without Limits*, where every learner can reach success in the career of their choice, into a reality.



CELEBRATE **TODAY,**
OWN **TOMORROW!**

CTE Month Highlights



In our latest [CTE Month blog post](#), you'll find highlights from this February, featuring creative and meaningful celebrations and events from states, partners, policymakers, and other champions of CTE!

Communicating the Value and Promise of CTE

Advance CTE offers [fact sheets](#) on various topics to increase your knowledge and help communicate key CTE facts and issues including:

Career Technical Education
CONTRIBUTES TO JOB GROWTH AND MEETS SKILL NEEDS

By recruiting and hiring through CTE, employers can improve their bottom line and meet skill needs. A **national survey of over 300 employers** conducted by Advance CTE demonstrates that Career Technical Education (CTE) is a trusted source of talent that aligns with employer needs and prepares learners with adaptable real-world skills to achieve success in the career of their choice.

Career Technical Education Contributes to Job Growth and Meets Skill Needs

A national survey of over 300 employers conducted by Advance CTE demonstrates that CTE is a trusted source of talent that aligns with employer needs and prepares learners with real-world skills to achieve success in the career of their choice.

[Explore the Factsheet](#)

Learning that works for America
CTE

Core Messages for Attracting Learners to Career Technical Education

The message triangle below is a visual depiction of the core message framework, which should be the starting point for any and all Career Technical Education (CTE) conversations related to engagement of parents/guardians and learners. The heart of the triangle is your central theme or value proposition, which is reinforced by your three supporting messages — the three points of the triangle.

As a whole, these are the messages about the value of CTE that you should repeat each and every time you engage with parents/guardians and learners — or related groups or organizations — on the benefits of CTE.

Core Messages for Attracting Learners to Career Technical Education

This document contains messages that resonate with CTE prospective and current learners and families based on national research.

[View the document](#)

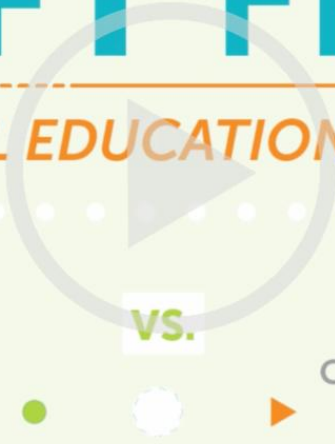
This brief video infographic outlines the shift from vocational education to Career Technical Education. Ideal for sharing on social media, it communicates the ongoing journey to recognize CTE's history and build systems that welcome and support every learner toward success in an in-demand field at a family-sustaining wage.

SHIFT FROM VOCATIONAL EDUCATION TO CTE

THEN
VOCATIONAL
EDUCATION

vs.

NOW
CAREER TECHNICAL
EDUCATION



Are you following us?

We post daily on [LinkedIn](#) with information on CTE, resources, research, and more!

2024 Advance CTE Spring Meeting

CTE AT THE 
FOREFRONT
ADVANCE > CTE 2024 Spring Meeting

REGISTRATION CLOSING MARCH 29!

Registration for our 2024 Spring Meeting April 29 - May 1 in Arlington, Virginia ends March 29 at 11:59 p.m. ET!

This year's Spring Meeting centers on keeping CTE at the Forefront. As conversations about career-focused education continue to expand, Spring Meeting provides the knowledge and networks for CTE leaders and partners to maximize the moment and ensure CTE is a high priority for every policymaker and the first choice for every learner.

You can access all event information and opportunities, including registration instructions, sponsorship information, and Frequently Asked Questions on our event page. We can't wait to see you at our new location in Arlington, Virginia.

[Visit the Event Page](#)

ICYMI: New Releases from Advance CTE

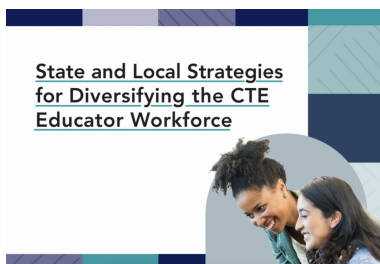


[Explore the report](#)

State Policies Impacting CTE: 2023 Year in Review

Advance CTE and ACTE present the 11th annual *State Policies Impacting CTE: 2023 Year in Review* report, marking a second decade of insights into CTE policy trends at the state and national levels.

Each year, the Year in Review report analyzes policy trends across the nation, offers state examples for the top five policy categories, and highlights one rapidly growing policy area.



[Explore the resource](#)

State and Local Strategies for Diversifying the CTE Educator Workforce

This resource from Advance CTE and the Association for Career and Technical Education (ACTE) provides actionable strategies and recommendations, informed by evidence-based research, to assist state and local CTE leaders in strategically planning and developing policies and practices to increase diversity in the CTE workforce. It outlines six key strategies with accompanying state and local examples and recommendations that are adaptable to the needs and resources of each state and institution.

ADVANCE > CTE

State Leaders Connecting Learning to Work





Try email marketing for free today!