

# Release Promotional Toolkit: The Modernized National Career Clusters® Framework

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This resource provides ready-made newsletter and digital media posts to celebrate and raise awareness of the release of the National Career Clusters® Framework. Posts can be customized to meet the needs of your respective audience.

## Resources

[Career Clusters Website](#): Advance CTE’s website has a [dedicated section](#) with background about the modernized Framework structure, history, implementation process, and impacts for key CTE actors and beneficiaries.

Graphics: The following graphics illustrate the design of the modernized Framework.  
[Grid Design](#)      [Circle Design](#)

## Newsletter/Article Blurb

*The following is newsletter copy that can be used by your organization to inform your membership and partners of the new Framework and the road ahead towards changes in CTE. The following text can be cut back to fit whatever space you may have. Simply choose the information in the second half that is most meaningful to your audience*

### **Modernized National Career Clusters® Framework Released**

*Multi-year adoption and implementation process planned*

There is big news for Career Technical Education (CTE) programs, professionals and the learners they serve! Advance CTE has just released a modernized National Career Clusters® Framework that is intended to be an industry-driven, learner-centered, and inclusive roadmap for learners to explore and prepare for good jobs across the entire world of work.

The Framework has served as the foundation of CTE programs across the nation for more than two decades, but to meet the rapidly changing world of work and the skills and knowledge learners need to navigate and enter that world required a more modern and dynamic Framework. This is a chance to “open the floodgates” of innovation to maximize the benefit of the Framework for learners, education, and industry, according to Advance CTE Board of Directors President Thalea Longhurst.

Learn more about the Framework on the Career Clusters section of Advance CTE’s [website](#).

## What does this mean for us?

*Choose and customize which information below best applies to your members.*

The Framework not only serves the 11.4 million learners in CTE but also informs all career pathway preparation programs and initiatives in both the public and private sector to help learners have access to more personalized paths to living-wage jobs and gain skills for a variety of careers. We will be working with:

- **CTE educators** to align, design, and deliver programs that are interdisciplinary in nature, include stronger career exploration and advising models, and enhance the connection between in- and out-of-classroom experiences, such as work-based learning.
- **Industry and employers** to provide a robust pipeline workers with a lifelong learning worldview whose interests, skills, and work-based experiences align with their hiring needs.
- **State CTE leaders** to make informed decisions about the improvement of their systems and design programs and experiences that are more responsive to industry and provide resources/guidance to local leaders that reflect the needs of today's workplace.
- **Local CTE educators, career advising professional, and other staff** to employ the Framework and its many tools to support career exploration and decision making to demonstrate the diversity of careers in the world of work, or the breadth of careers within a given Career Clusters.
- **National organizations** that support workforce preparation to create new tools, resources, standards and supports.

Advance CTE is committed to working with states and national partners through the implementation process to ensure the Framework serves as a powerful organizing tool to address states' learners and labor market needs and to innovate the next generation of systems, programs, resources, and more for the future of CTE. curriculum and standards with the CTE field. [Sign up](#) for regular updates on the latest news and resources connected with the Framework.

## Digital Media Posts

### General Audience

The National Career Clusters® Framework has been modernized! Explore the new design resulting from a multi-year initiative led by Advance CTE. Join us to make CTE more industry responsive and learner-centered: [careertech.org/career-clusters](https://careertech.org/career-clusters)

Jobs and careers increasingly cut across multiple industry sectors and require transferable skills and knowledge. Shouldn't our Career Technical Education and other career preparation programs prepare learners for that world? The newly modernized National Career Clusters® Framework provides the roadmap to ensure our CTE programs prepare learners of all ages for the interconnected and ever-expanding world of work. Explore the Framework: [careertech.org/career-clusters](https://careertech.org/career-clusters)

Artificial intelligence, the green economy, drones, self-driving vehicles and more. None of these were a reality 20 years ago when the original National Career® Clusters Framework for CTE was established. In response, Advance CTE has released a modernized Framework to reflect world of work we now face. Explore the Framework: [careertech.org/career-clusters](https://careertech.org/career-clusters)

### **Local and State CTE Professional Audience**

Do you use the National Career Clusters Framework to help learners explore their career interests and find programs that launches them to success? Good news: the Framework just got a new look! Explore the newly modernized Framework that will help learners get a fuller picture of today's world of work. [careertech.org/career-clusters](https://careertech.org/career-clusters)

Are you a CTE educator looking to create more dynamic and interdisciplinary programs of study to better support learners in achieving good jobs? We've got good news! The newly modernized National Career Clusters Framework gives permission to get creative about CTE program design: [careertech.org/career-clusters](https://careertech.org/career-clusters)

If you could reimagine how we prepare learners for careers, what would that look like? Career Technical Education (CTE) through their/our newly updated National Career Clusters Frameworks offers a model to transform how learners learn about and prepare for careers: [careertech.org/career-clusters](https://careertech.org/career-clusters)

### **National Partner Audience**

Do you deliver resources, curriculum, professional development, or other supports for Career Technical Education or career pathways? Important news: The guidance tool for CTE programs just got a new look! Explore the modernized National Career Clusters Framework:

### **Industry-Focused Audience**

Are industries in your state telling you that they can't find the talent they need to fill new and emerging jobs? See how the recently released and modernized National Career Clusters Framework can help you update you CTE programs to better respond to the needs of employers in your state. [link]

Are you responsible for finding learners with the skillset to fill in-demand jobs in your industry sector? Are you looking for employees whose education and training

include digital skills, entrepreneurial mindsets, and interdisciplinary backgrounds? See how you can work with CTE leaders in your area to implement the new and modernized Career Clusters Frameworks to meet your needs:  
[www.careertech.org/career-clusters](http://www.careertech.org/career-clusters)

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Individuals can stay connected to the initiative through our regular updates by [signing up](#) for our newsletters and update emails.

For questions or additional information, email [careerclusters@careertech.org](mailto:careerclusters@careertech.org).