

## CTE Works: Communicating Career Technical Education as a Path to Success for Families and Learners Fact Sheet

Below are some of the top findings from Communicating Career Technical Education: Learner-Centered Messages for Effective Program Recruitment.

### Families Receive a More Satisfying Education With Career Technical Education (CTE)

CTE continues to deliver for learners and parents/guardians. Opportunities to explore careers and gain real-world skills to find a career passion were the top aspects of education for families both participating in and considering CTE. Families enrolled in CTE were more satisfied with all aspects of their education — particularly those pertaining to career preparation.

**88%**  
of families currently enrolled in CTE were satisfied with their overall education experience compared to 75 percent of families considering CTE. Additionally, parents/guardians of CTE learners were almost twice as likely to be “very satisfied” with their school experience as parents/guardians considering CTE.

Families in CTE were more satisfied than their prospective counterparts with:

- ✓ Overall education experience
- ✓ Quality of the classes
- ✓ Quality of teachers
- ✓ Opportunities to take advanced classes
- ✓ Opportunities to take classes to explore different careers of interest
- ✓ Opportunities to earn college credit
- ✓ Opportunities to make connections and network with employers
- ✓ Opportunities to earn credits toward a certification
- ✓ Opportunities for an internship
- ✓ Ability to learn real-world skills
- ✓ Opportunities to make connections with employers
- ✓ Opportunities for extracurricular activities

### Learners in CTE Are Career and College Ready

College is still the aspiration for most families, but they are more open to different paths to complete postsecondary education. Families in CTE, particularly parents/guardians of historically marginalized populations, were more confident about completing postsecondary education and opportunities to jumpstart that education in high school.

**85%**

85 percent of families participating in CTE expected their learner to pursue some level of postsecondary education.

**3%**

Only 3 percent of families currently participating in CTE were unsure of their plans immediately following high school compared to 13 percent of prospective parents/guardians.

**80%**

Over 80 percent of families currently participating in CTE were satisfied with opportunities to earn college credit and take advanced classes compared to about 60 percent of prospective families.

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## Families Are Attracted to CTE's Value in Preparing Learners for the Real World and Finding Career Passion

60%

"Preparing for the Real World" was the top message and outcome for CTE across participation, race and ethnicity and income. This message was chosen by more than 60 percent of families considering CTE and was highest among Latinx families.

2nd

Finding a career passion was ranked the second highest benefit and outcome of CTE out of 22 choices by both families currently participating in and families considering CTE, above finding a well-paying job, earning college credit, and having experiences that stand out on college and job applications.

85%

Almost 85 percent of families in CTE were satisfied with opportunities for both career exploration and skill building compared to just 54 percent of families considering CTE.

15

The benefits of "Making Connections" through CTE resonated with historically marginalized learners. Prospective Black and Latinx learners and learners experiencing low income chose this message over an economic-focused message by 6 percentage points or more; current learners chose this

## Families Rely on School Sources for Information About CTE

- School counselors and teachers were top sources for information about CTE among both prospective and current CTE families, followed closely by college/university representatives.
- Easy access to information about CTE is important — Black and Latinx families and families with low income ranked Google searches and school websites among their top two sources of information for learning more about CTE.
- CTE learners and alumni remained a trusted source of information on CTE.

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