ADVANCE CTE

State Leaders Connecting Learning to Work

Designing CTE Recruitment Practices to Reach Each Learner

May 24, 2022

Agenda

- Communications Research Overview
- Panel Discussion
- Q&A
- Resource Review and Wrap-up

Ask questions in chat anytime!

Speakers

Alaska

Sheila Box
CTE Program Manager
Alaska Department of Education and Early Development

Minnesota

Yingfah Thao
Director of Professional Development
Career and Technical Education
Minnesota State

Brian Cashman
Coordinator of Alternative Programs
Goodhue County Education District

Communications Research

ADVANCE CTE
State Leaders Connecting Learning to Work

Research Methodology

Qualitative

10 Virtual Focus Groups

- 2 Current Learners & Parents/Guardians
- 8 Prospective Learners & Parents/Guardians
- 1 Universal Prospective group, 7 disaggregated by income, race and ethnicity
- Oversample of Black, Latinx, and low-income families

Quantitative

National Online Survey

1,098 parents/guardians

- **255 Current adults**
- **843 Prospective adults**

1,058 learners

- **256 current learners (9-12th)**
- **802 prospective learners (6-11th)**

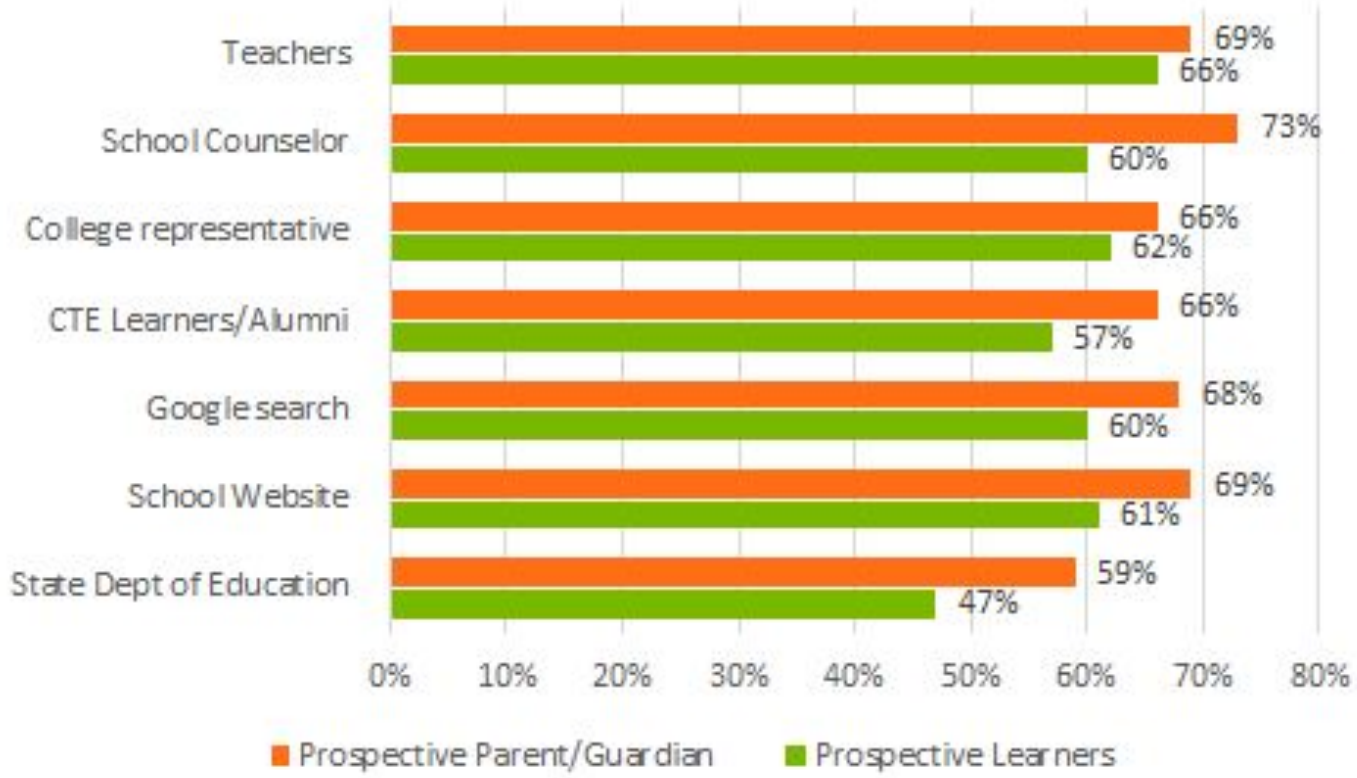
Oversample of Black, Latinx, and low-income families

Key Findings

- CTE Still Delivers for Families
- ‘Preparing for the Real World’ a Proven Message for Recruitment
- CTE Priorities vary on exposure, but finding passion is consistent priority
- CTE Prepares Learners for College and Career Success
- Informed and Diverse school leaders are critical for CTE Recruitment and Retention

YOU Matter in Communicating CTE

Sources named by families as Top 2 Sources for information about CTE



CTE Benefits and Outcomes: Finding Passion A Top Priority

- Prospective and current parent/guardians and learner placed **finding a career passion in their top two** outcomes and benefits of CTE out of 22 options.

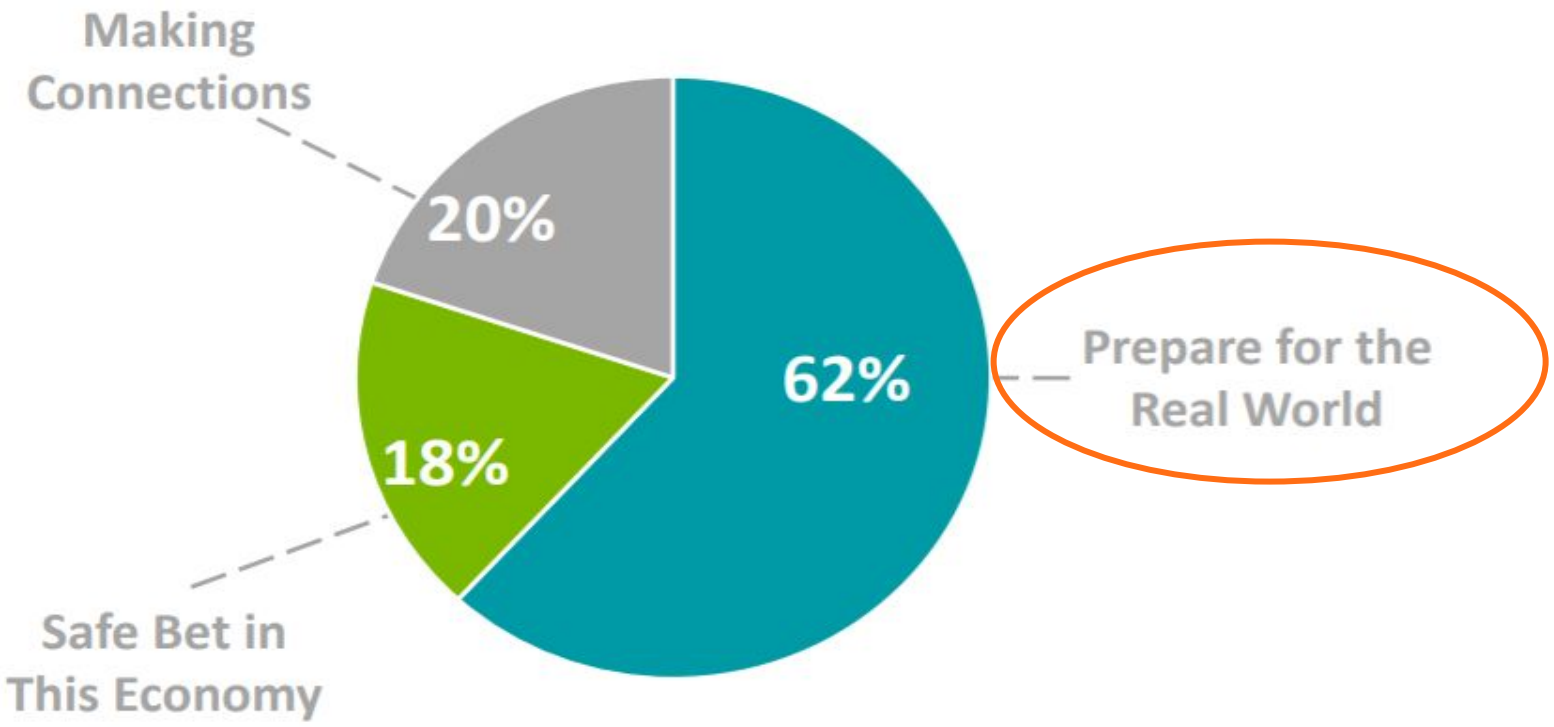
- Finding a career passion was ranked **above** finding a well-paying job, earning college credit, and having experiences that stand out on college and job applications

Top CTE Benefits and Outcomes for Prospective Families

- ✓ Preparing for the Real World
- ✓ Getting hands-on experience
- ✓ Discovering "right fit" for career
- ✓ Finding career passion
- ✓ Learning life skills

Message Testing Choice

Which does the best job of making Career Technical Education (CTE) sound like a good option for you/your child?



Most Effective Message: Preparing for the Real World

- ✓ Continues top message from 2017 research
- ✓ Top message across participation, race, and income
- ✓ Reinforces top outcomes/benefits desired from CTE

Gives purpose to learning by emphasizing real-world skills and practical knowledge

Students receive hands-on training, mentoring, and internships from employers in their community.

Help students explore different options before they start college or a career, and get them ready for the real world.

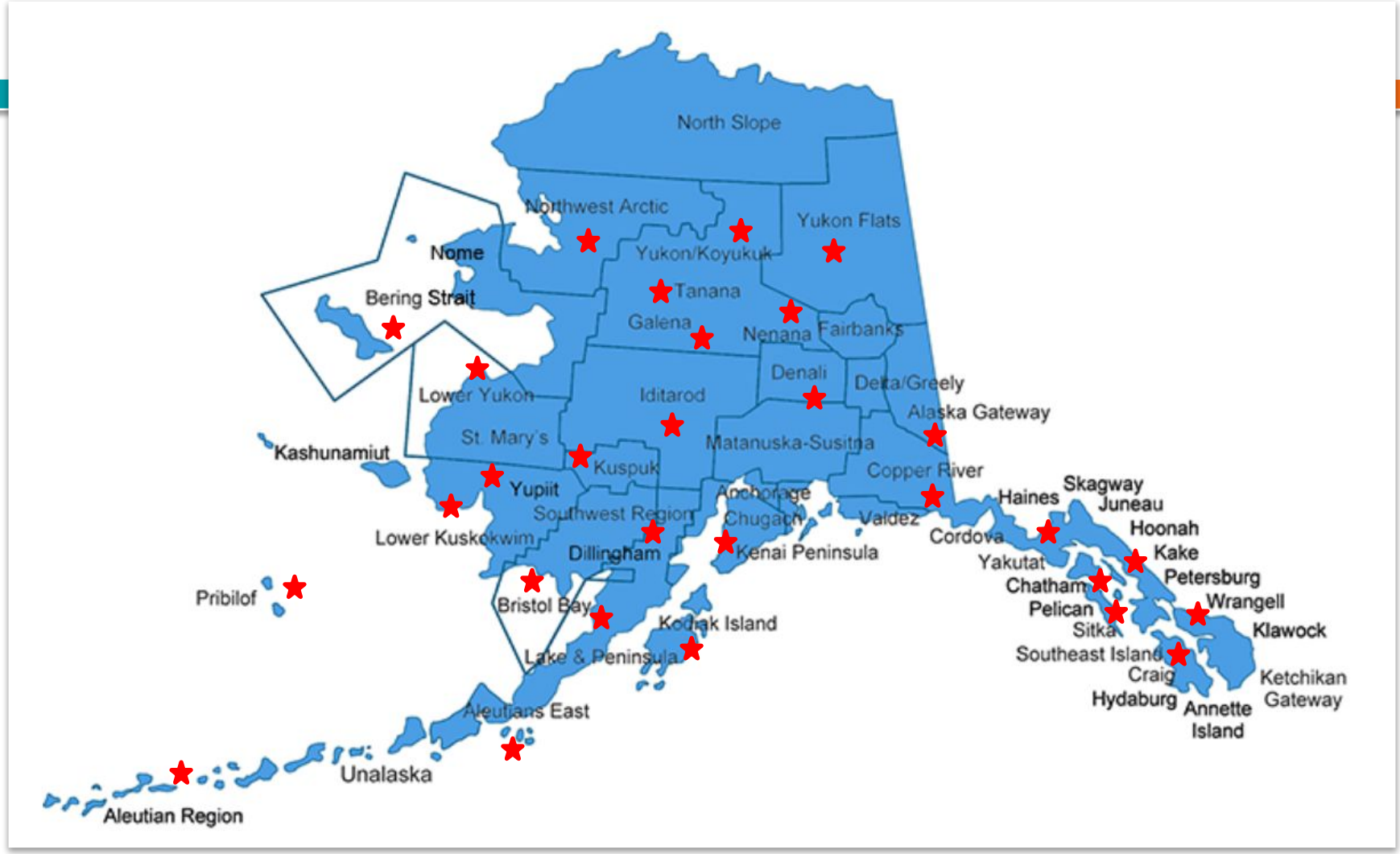
TRACCS – Training for Rural Staff to Activate Career Counseling in Schools

Alaska – 504 Schools

- 28.5% - no counselor
- 29.86% - itinerant counselor

36,577 students affected

- 35.3% Alaska Native
- 47.4% economically disadvantaged



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Rural Career Counseling
Welcome to Class!
Learning that works for Alaska
CTE
Welcome!
This course was created as part of a grant from the Center to Advance CTE, in order to support the recruitment of students into high-quality career and technical education positions, by increasing the number of schools that have career counselors. The course aligns with the mission and vision of the Department of Education and Early Development and the Alaska Education Challenge trajectory, striving to increase career, technical, and culturally relevant education to meet student and workforce needs.
Start Here
Learning Modules
Course Support

Minnesota Ambassador Program

- Pool of regional professionals representing multiple CTE Career Fields
- High School Students – Rural Minnesota
- 1:1 Meetings via Zoom with Preset Framework
- Late Fall to Late Winter
- Positive Feedback from Mentees and Mentors
- Continue and build in 2022-2023

"My mentor was very good about answering my questions, and I think I got a lot of good answers. It was nice to talk to someone actually working in the field." - Mentee

Photo and Video Campaign

- Learner-driven by CTE students in the Photography Program
- Speakers are individuals who represent a demographic historically marginalized in their field.
- Diversity and Inclusion staff provided guidance to teachers and learners.
- 12 students involved in driving the project, including developing interview questions for the speakers, filming, and graphic design/layout.

PHOTO & VIDEO PATHWAYS

Do you have a passion for movies, photography, or online media? Have you ever wondered what it would be like to work at a major event like a concert? The Photo and Video pathways at SouthWest Metro were designed to help you build the skills you need to turn that passion into a career.

GAINING REAL WORLD SKILLS

- Hands-on projects using industry-standard gear
- Take class in a professional production studio
- Learn how to use Adobe™ software like Photoshop, Lightroom, and Pemiere Pro

EXPLORING PASSIONS

- Explore a variety of career paths through guest speakers and company visits
- Build your network by meeting local industry members
- Work with real clients while completing your cousework

FINDING COLLEGE & CAREER SUCCESS

- Earn college credits while still in high school
- Build a competitive portfolio
- Work towards internships, job shadows, and employment with some of the most creative companies in Minnesota

LEARNING MORE ABOUT CAREER & TECHNICAL EDUCATION PATHWAYS IS EASY ONLINE

Meet Miles:

An operations manager at Heroic Productions in Bloomington, MN. He works providing video, lighting, and sound equipment for some of the biggest events to pass through Minnesota.

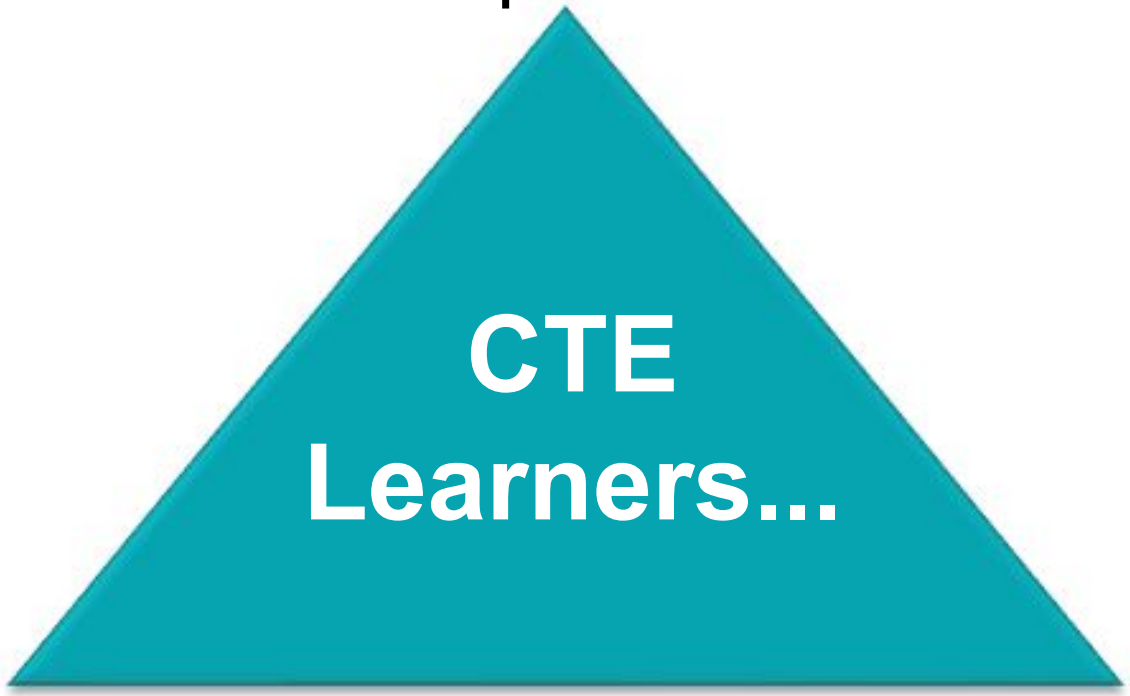
Scan this QR code to see Miles presentation when he came to speak to one of our classes:

SOUTHWEST METRO INTERMEDIATE DISTRICT 288

ARTS - COMMUNICATIONS - INFORMATION SYSTEMS

Messaging Triangle

Explore careers to find their passion



Have more options for career and college success

Gain real- world skills

Resources

https://careertech.org/recruitmentstrategies

- **Core Messages** resource with the messaging triangle and key supporting messages for historically marginalized populations
- **Dos and Don'ts** which detail how to use the messages and how not to use them
- **Fact Sheet** with key statistics that reinforce CTE's value and benefits
- Updated **message card** and other printed material templates,
- Updated **social media guide** with tips and example on how to reach audiences effectively and equitably
- **CTE 101 Video** - effective at improving perceptions of CTE

Resources

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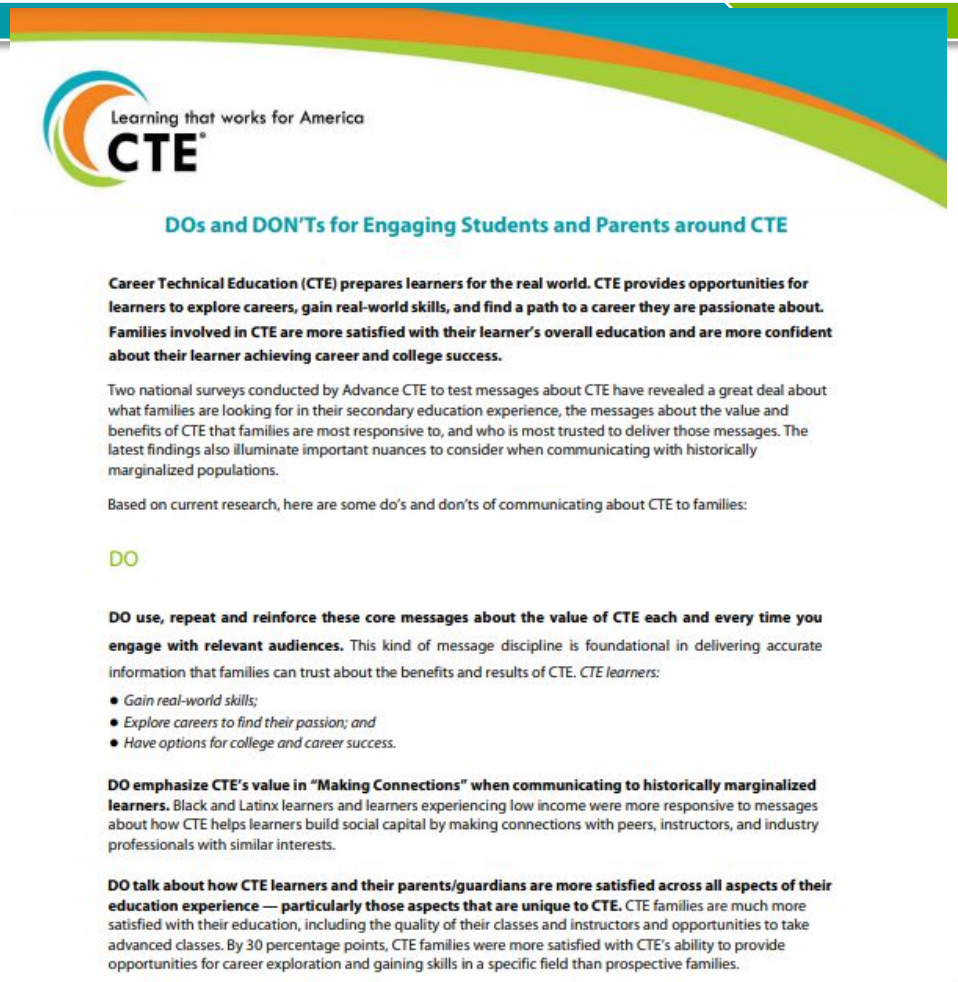


Learning that works for America
CTE

DOs and DON'Ts for Engaging Students and Parents around CTE

Career Technical Education (CTE) prepares learners for the real world. CTE provides opportunities for learners to explore careers, gain real-world skills, and find a path to a career they are passionate about. Families involved in CTE are more satisfied with their learner's overall education and are more confident about their learner achieving career and college success.

Two national surveys conducted by Advance CTE to test messages about CTE have revealed a great deal about what families are looking for in their secondary education experience, the messages about the value and benefits of CTE that families are most responsive to, and who is most trusted to deliver those messages. The latest findings also illuminate important nuances to consider when communicating with historically marginalized populations.

Based on current research, here are some do's and don'ts of communicating about CTE to families:

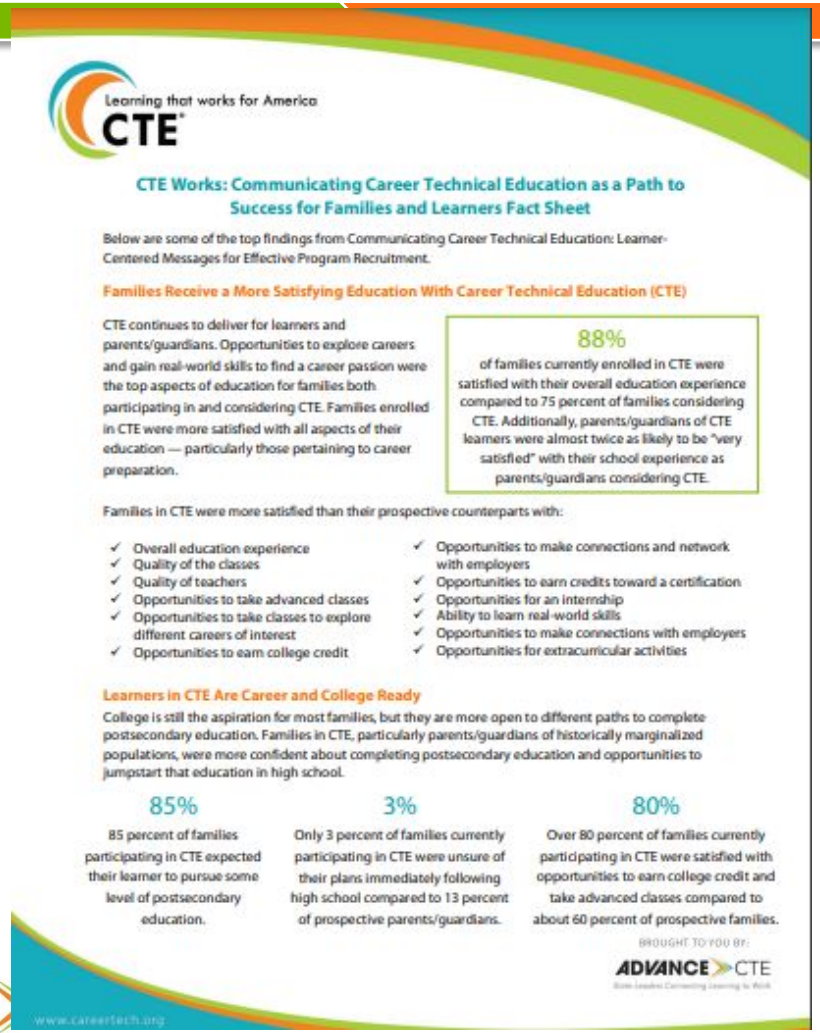
DO

DO use, repeat and reinforce these core messages about the value of CTE each and every time you engage with relevant audiences. This kind of message discipline is foundational in delivering accurate information that families can trust about the benefits and results of CTE. *CTE learners:*

- *Gain real-world skills;*
- *Explore careers to find their passion; and*
- *Have options for college and career success.*

DO emphasize CTE's value in "Making Connections" when communicating to historically marginalized learners. Black and Latinx learners and learners experiencing low income were more responsive to messages about how CTE helps learners build social capital by making connections with peers, instructors, and industry professionals with similar interests.

DO talk about how CTE learners and their parents/guardians are more satisfied across all aspects of their education experience — particularly those aspects that are unique to CTE. CTE families are much more satisfied with their education, including the quality of their classes and instructors and opportunities to take advanced classes. By 30 percentage points, CTE families were more satisfied with CTE's ability to provide opportunities for career exploration and gaining skills in a specific field than prospective families.



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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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ADVANCE CTE

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Implement in Your Work

- Share with stakeholders who communicate with families about work-based learning and career pathways
- Elevate equity in evaluation of recruitment and satisfaction for work-based learning opportunities
- Review and refresh your communication materials and recruitment processes, and leverage regional and state resources where possible
- Consider ways to receive feedback from families and elevate the learner voice in your recruitment process
- Create recruitment communications strategy

Go to **www.menti.com** and use the code **3733 8437**

How will you apply the recruitment resources and pilots shared today?

Menti Code: 3733 8437

Press ENTER to pause scroll Press S to show image