



Career Technical Education (CTE) is an educational option that provides learners with the knowledge and skills they need to be prepared for college and careers. It gives purpose to learning by emphasizing real-world skills and practical knowledge within a selected career focus.

CTE *Delivers* FOR PARENTS AND STUDENTS

92%

of students involved in CTE and their parents are satisfied with their high school experience compared to 78% of those not involved in CTE.

93%

The graduation rate for students who take a concentration of CTE courses is about 93 percent, approximately 10 percent higher than the national average.

82%

of CTE students are satisfied with their ability to learn real-world skills in school, compared to just 51 percent of non-CTE students.

91%

of parents of students in CTE believe their child is getting a leg up on their career.

Communicating effectively about CTE is critical to encouraging more learners to experience the value and promise of CTE programs of study. Use the following messages to talk about CTE with parents, students and other stakeholders.

CTE *Delivers*

CTE *Delivers* Real Options for Students for College and Rewarding Careers

CTE *Delivers* Real-World Skills for Students

CTE *Delivers* a Real High School Experience with More Value for Students

To learn more about the research and messages, including tips of how to put this into practice, visit www.careertech.org/recruitmentstrategies.

