

CTE Month February 2012



CTE Month Theme *Career and Technical Education: Preparing Students for College and Career!*

How will you celebrate CTE Month in your district? As part of your staff and student recognition program, this event can add spirit to your workplace and strengthen school morale.

Goals of CTE Month:

- Talk to students about the importance of choosing a CTE Pathway.
- Increase student awareness of careers, education, and training.
- Strengthen student engagement through the SEOP process.
- Increase parent involvement and awareness of CTE programs.
- Discuss postsecondary options—training, certificates, and degrees.

What can I do to promote CTE Month in my DISTRICT?

Consider making the following activities part of your celebration:

Visit www.schools.utah.gov/cte/month.html to obtain materials and resources.

- **Sample proclamation.** Encourage your local school board, mayor, county commissioners, chamber of commerce, etc. to designate February as CTE Month in your community. The proclamation signing ceremony can serve as a photo opportunity for your district.
- **Sample news release.** The news release can be “tagged” with your district name as a co-sponsor, creating visibility for your schools.
- **Sample PSAs.** Contact your local radio stations about air time.
- **Announcement flyer.** Attach the CTE Month announcement flyer to minutes or newsletters of organizations.
- **Marquee Notification.** Encourage local merchants to announce the date and theme on their marquees, in-store broadcast systems, electronic signs, and cash register receipts.
- Feature a blog on your website about CTE Month.
- If your district has a Facebook page make a post about the CTE month events at your schools.
- If your district has a Twitter page tweet about the CTE month events at your schools.
- Distribute copies of public relations materials to your schools. Materials available at www.schools.utah.gov/cte/publications.html.
- Use a special message promoting CTE Month when you answer your telephones.
- Contact newspaper, television, or radio.
- Ask shopping mall management to sponsor a career fair.
- Introduce CTE logo and theme.
- Recognize your CTE teachers and student organizations.

