



# CTE Month February 2012

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

Take this opportunity to promote  
**CTE Pathways**  
in Utah's middle/junior highs and high schools

**How will you celebrate CTE Month?** As part of your staff and student recognition program, this event can add spirit to your school and classroom and will strengthen 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 SCHOOL?

### Consider making the following activities part of your celebration:

- Attach the CTE Month announcement flyer to minutes or newsletters of organizations, available at [www.schools.utah.gov/cte/publications.html](http://www.schools.utah.gov/cte/publications.html).
- Make room for an exhibit in your school featuring CTE Month activities.
- Make a video profiling successful alumni and where they work.
- Provide an area for a "questions and answers" table or booth about Career and Technical Education.
- Use a special message promoting CTE Month in the morning school announcements and when answering your telephones.
- Post electronic announcements to your school website, marquee, and bulletin boards. Sample marquee notification is available at [www.schools.utah.gov/cte/publications.html](http://www.schools.utah.gov/cte/publications.html).
- If your school has a Facebook page make a post about the CTE Month events at your school.
- If your school has a Twitter page tweet about the CTE Month events at your school.
- Distribute copies of public relations materials to your teachers. Materials available at [www.schools.utah.gov/cte/publications.html](http://www.schools.utah.gov/cte/publications.html).
- Decorate your school with banners and posters.
- Open house at school for parents.
- Introduce CTE logo and theme.
- Recognize your CTE teachers and student organizations.

