

CTE Month February 2010



CTE Month Theme Career and Technical Education: Connecting High School to College and Career

Marketing Tips

- Attach announcement flyer to minutes or newsletters of organizations up to one month prior to CTE Month.
- Translate CTE marketing materials in non-English speaking community language(s) (could be a class assignment).
- Obtain proclamations from Governor, Mayor, Education Officials, Civic Organizations, Industry CEO, Professional Organization Presidents, etc.
- Send news release to local newspapers.
- Plan activities for each week of CTE Month.
- Distribute bookmarks of CTE facts.
- Arrange for local news service (TV, newspaper, radio station) to interview industry and education partners that are serving students in the classroom.
- Post electronic announcements to:
 - School Web sites
 - Marquee
 - Bulletin Boards
 - Industry Websites
 - Professional Organization Web sites
- Arrange to make presentations at various clubs and organizations on the value of partnerships with CTE.
- Send announcements to local community colleges and public and private universities.
- Notify school administration; district, county, site-based of the upcoming events and activities to ensure support and participation.
- Distribute CTE announcements to community.



Associations:	Professional Organizations UEA
Civic Clubs:	Major Marketing Cable Newspaper Radio Television Local School TV/Radio station
Employers Partnerships, etc.	Educational Forum School Board Associations Consortiums Administrator Association Faculty Associations Post-secondary Faculty Secondary Faculty Superintendents, Principals, Teachers, Counselors, and Administrators
Other Groups Labor Organizations Parent Teacher Association Community Based Organizations	Academic Clubs and Organizations CTSOs

