

CTE Month February 2012



CTE Month Theme *Career and Technical Education: Preparing Students for 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 website
 - Marquee
 - Bulletin boards
 - Industry website
 - Professional organization website
- 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, and county 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 Postsecondary Faculty Secondary Faculty Superintendents, Principals, Teachers, Counselors, and Administrators
Other Groups Labor Organizations Parent Teacher Association Community Based Organizations	Academic Clubs and Organizations CTSOs

ATTENTION:



If your school has a **Facebook** page don't forget to make a post about the upcoming CTE month events at your school.



If your school has a **Twitter** page don't forget to tweet about the upcoming CTE month events at your school.

**Send your stories, pictures, and videos to
UtahCTE@schools.utah.gov
and we will feature them on UtahCTE.org.**

