



Utah Career and Technical Education

**CTE MONTH 2024**

CTE: Elevating Student Success

**DISTRICT**

## CTE: Elevating Student Success

### During February, 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:

- Inform students about the importance of choosing a CTE Career Pathway.
- Increase student awareness of careers, education, and training.
- Strengthen student engagement through the Plan for College and Career Readiness.
- Increase parent/guardian involvement and awareness of CTE programs.
- Promote discussion of postsecondary options—training, certificates, and degrees.

### What Can You Do to Promote CTE Month in Your District?

#### Consider doing the following as part of your celebration:

- **Advocate for CTE** by sharing success stories of [CTE teachers](#) and [students](#) with [Utah CTE](#), your principals, school board, community, and legislative representatives.
  - Arrange to make presentations (in-person or virtual) to school and student organizations on the value of partnerships with CTE.
  - Contact the media about highlighting the events taking place in your district.
  - Distribute copies of public relations materials to your schools.
  - Share the CTE Month announcement flyer with schools and student organizations.
- Encourage local merchants to announce the CTE Month date and theme on their electronic signs and receipts.
- **News release:** The news release can be tagged with your district name as a co-sponsor, creating visibility for your schools. (A sample news release is available online at <https://shorturl.at/gixFN>.)
- **Proclamation:** Encourage your local school board and mayor to designate February as CTE Month in your community. (A sample proclamation is available online at <https://shorturl.at/gixFN>.)
  - A proclamation signing ceremony can serve as a way to advocate for CTE and a way to involve industry and the community.
- Use a special greeting promoting CTE Month when you answer your telephones.
- Recognize your CTE teachers, students, and student organizations.
- **Social Media:**
  - Post highlights of the CTE Month events in your district on social media.
  - Write a blog highlighting the CTE programs available in your district. Post the blog on your district website.

CTE Month materials and resources available at  
<https://www.schools.utah.gov/cte/publications/month>.

Sponsored by the Utah State Board of Education and the Utah Association for Career and Technical Education