# The Future of Work, Powered by CTE

## During February, how will you celebrate CTE Month in your SCHOOL?

As part of your staff and student recognition program, this event can add spirit to your school and will strengthen 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 SCHOOL?

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

- Advocate for CTE, and your program, by sharing success stories of CTE teachers and students with Utah CTE, your principal, school board, local community, and legislative representatives.
  - o Arrange to make presentations (in-person or virtual) to school and student organizations on the value of partnerships with CTE.
  - o Contact the media about the highlighting the events taking place in your school.
  - o Share the CTE Month announcement flyer with school and student organizations.
  - o Host an open house at your school highlighting the importance of CTE.
- Distribute copies of public relations materials to your teachers.
- Decorate your school with banners and posters.
- Display an exhibit in your school featuring CTE Month activities.
  - o Plan an in-person or virtual event to answer questions about Career and Technical Education.
- Post announcements to your school website, marquee, and bulletin boards.
- Use a special greeting promoting CTE Month in the morning school announcements and when answering telephones.
- Recognize CTE teachers and students.
- Social Media:
  - o Post highlights of the CTE Month events in your school on social media.
  - o Write a blog highlighting the CTE programs available in your school. Post the blog on your school website.

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

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