CTE Month — February 2020

TURN YOUR DREAM INTO A CAREER

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 I Do to Promote CTE Month in My District?
Consider making the following activities part of your celebration:
- **Advocate for CTE** by sharing success stories of CTE teachers and students with your local school board, local community, and legislative representatives.
  - Arrange to make presentations at various organizations on the value of partnerships with CTE.
  - Attach the CTE Month announcement flyer to minutes or newsletters of organizations.
  - Contact the media about the events taking place in your district.
- **Distribute copies of public relations materials to your schools.**
- **Encourage local merchants to announce the CTE Month date and theme on their electronic signs and cash register 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.)
- **Proclamation:** Encourage your local school board, mayor, county commissioners, chamber of commerce, etc. to designate February as CTE Month in your community. The proclamation signing ceremony can serve as a photo opportunity for your district. (A sample proclamation is available online.)
- **Recognize your CTE teachers and student organizations.**
- **Social Media:**
  - Post on Facebook highlights of the CTE Month events in your district.
  - Tweet about the CTE Month events in your district.
  - Write a blog highlighting the CTE programs available in your district. Post the blog on your district website.
- **Use a special message promoting CTE Month when you answer your telephones.**


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