

CTE Month — February 2021

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 virtual 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.
 - A virtual proclamation signing ceremony can serve as a way to advocate for CTE and a way to involve industry and the community. (A sample proclamation is available online.)
- Use a special message promoting CTE Month when you answer your telephones.
- 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.

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

