

# CTE Month — February 2019



**I am CTE**  
CAREER AND TECHNICAL EDUCATION

## Marketing Tips

- Post on Facebook highlights of the CTE Month events in your classroom.
- Tweet about the CTE Month events in your classroom.
- 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 CTE Month announcement 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 the community and professional organizations.

<b>Associations:</b> ACTE UACTE	<b>Professional Organizations</b> UEA
<b>Civic Clubs:</b>	<b>Major Marketing</b> Cable Local School TV/Radio station Newspaper Radio Social Media Television
<b>Employers</b> Partnerships, etc.	<b>Educational Forum</b> Administrator Association Consortiums Counselors and Administrators Faculty Associations Postsecondary Faculty School Board Associations Secondary Faculty Superintendents, Principals, Teachers,
<b>Other Groups</b> Labor Organizations Parent Teacher Association Community Based Organizations	<b>Academic Clubs and Organizations</b> CTSOs

Send your stories, pictures, and videos to [UtahCTE@schools.utah.gov](mailto:UtahCTE@schools.utah.gov).

