



Utah Career and Technical Education

CTE MONTH 2023

Get on a Pathway to Your Career

Marketing Tips

- Post on social media highlights of the CTE Month events in your classroom.
- Up to one month prior to CTE Month, share the CTE Month announcement flyer with professional and school and student organizations.
- Translate CTE marketing materials into non-English languages.
- 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 a flyer of CTE facts.
- Arrange for local news services (TV, newspaper, radio station) to interview industry and education partners who 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 (virtual or in-person) at school and student organizations on the value of partnerships with CTE.
- Send CTE Month announcement to local colleges and public and private universities.
- Notify school administration; district, and county of the upcoming events and activities to ensure support and participation.

Marketing Tips (continued)

Distribute CTE announcements to the community and professional organizations.

Associations ACTE Utah ACTE	Professional Organizations UEA
Civic Clubs	Major Marketing Cable Community Newspaper Local School TV Podcast Radio Social Media TV
Employers Partnerships, etc.	Educational Forum Administrator Association Consortiums Counselors and Administrators Faculty Associations Postsecondary Faculty School Board Associations Secondary Faculty Superintendents, Principals, Teachers
Other Groups Labor Organizations Parent Teacher Association (PTA) Community Based Organizations	Academic Clubs and Organizations CTSOs

Send your stories, pictures, and videos to UtahCTE@schools.utah.gov.

