

CTE Month — February 2021

TURN YOUR DREAM INTO A CAREER

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 virtual 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.

Associations ACTE Utah ACTE	Professional Organizations UEA
Civic Clubs	Major Marketing Cable Local School TV/Radio station Newspaper Radio Social Media Television
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 Community Based Organizations	Academic Clubs and Organizations CTSOs

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

