

TURN YOUR DREAM INTO A CAREER

ADVOCACY FOR CTE

CTE Month — February 2020

The most effective advocacy tool for Career and Technical Education (CTE) is YOU! Becoming an advocate is one of the most important actions you can take to secure the future of CTE. The Association of Career and Technical Education (ACTE) has developed a wide variety of tools to assist you in your advocacy activities, keep you informed, and promote ongoing support for CTE. The tools provide step-by-step directions and examples that will help you reach out to policymakers at the local, state and federal levels, as well as in your community. From your members of Congress to your local mayor, these individuals all make decisions that directly or indirectly affect CTE. With your help, we can ensure the strength and future of CTE!

Using Social Media for Advocacy

There are several ways to communicate your positive CTE success story using various social media platforms.

Twitter

Share your story via Twitter and be sure to include the hashtags, #UtahCTE, #CTEWorks, #CareerTechEd, and #CTEMonth.

Senator Mike Lee Twitter: @SenMikeLee	Congressman Rob Bishop Twitter: @RepRobBishop
Senator Mitt Romney Twitter: @SenatorRomney	Congressman John Curtis Twitter: @RepJohnCurtis
	Congressman Chris Stewart Twitter: @RepChrisStewart
	Congressman Ben McAdams Twitter: @RepBenMcAdams

Facebook

Write your story on your legislator's Facebook wall. You can also post it on the [ACTE Facebook wall](#) or post your story on your own wall. Send a link of your post to UtahCTE@schools.utah.gov.

Senator Mike Lee Facebook: @senatormikelee https://www.facebook.com/senatormikelee	Congressman Rob Bishop Facebook: @RepRobBishop https://www.facebook.com/RepRobBishop
Senator Mitt Romney Facebook: @senatorromney https://www.facebook.com/senatorromney/	Congressman John Curtis Facebook: @RepJohnCurtis https://www.facebook.com/RepJohnCurtis/
	Congressman Chris Stewart Facebook: @RepChrisStewart https://www.facebook.com/RepChrisStewart
	Congressman Ben McAdams Facebook: @RepBenMcAdams https://www.facebook.com/RepBenMcAdams/

Blog

Share your CTE success stories on your blog and send the link to UtahCTE@schools.utah.gov.

YouTube

Post a video on YouTube showing students working in CTE and CTSO activities and send the link to UtahCTE@schools.utah.gov.

Building Relationships with Policymakers

All policymakers want and need to hear from their constituents who are impacted by their decisions. Public officials must consider a vast number of issues. Depending on the political level and resources available, these issues could be divided among many staff members that are responsible for following all activity and constituent support for each of their assigned issues.

Therefore, you must be proactive and offer to serve as a resource to policymakers and their staff. You are in an excellent position to provide them with information about your programs and how these programs affect your community.

ACTE has compiled the following resources for communicating with policymakers.

- [Calling Policymakers](#)
- [Working with Policymakers](#)
- [Engaging Policymakers](#)

Student Advocacy for CTE

Encourage your students to advocate for CTE by sharing their CTE success story with local school board members, members of Congress, and state and local policymakers. In addition, have students share their story with UtahCTE@schools.utah.gov.

Utah State Senate

Find your state senator at <http://senate.utah.gov/>.

Utah State House of Representatives

Find your representative <https://house.utah.gov/>.

Sharing positive stories about your students with policymakers, business leaders, and the community is great advocacy for CTE. Tell these groups about your students and how CTE is preparing each student for college and career!

“CTE is the perfect blend of the academic, technical, and employability skills that today’s employers are looking for. There’s a huge return on investment. When the business community is engaged with the CTE community magic happens. The businesses are getting the skilled workforce that they need and it’s allowing our students to have career success.”

*LeAnn Wilson
Executive Director,
Association for Career and Technical Education*

“Career and Technical Education is education that works. Your efforts to ensure that Utah’s students experience rigorous and robust career pathways, that provide opportunities and options upon graduation, are greatly appreciated.”

*Thalea Longhurst
State Director, Career and Technical Education*