

CTE Month — February 2020

TURN YOUR DREAM INTO A CAREER

How will you celebrate CTE Month® in your SCHOOL?

As part of your staff and student recognition program, this event can add spirit to your school and classroom and will strengthen 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 School?

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 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 school.
 - Distribute copies of public relations materials to your teachers.
 - Have an open house at your school highlighting the importance of CTE.
- Decorate your school with banners and posters.
- Display an exhibit in your school featuring CTE Month activities.
 - Provide an area for a “questions and answers” table or booth about Career and Technical Education.
- Post electronic announcements to your school website, marquee, and bulletin boards.
- Recognize your CTE teachers and students.
- **Social Media:**
 - Post on Facebook highlights of the CTE Month events in your school.
 - Tweet about the CTE Month events in your school.
 - Write a blog highlighting the CTE programs available in your school. Post the blog on your school website.
- Use a special message promoting CTE Month in the morning school announcements and when answering your telephones.

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

