

How to Promote CTE locally: Ideas for growing CTE in your school CTE Month

We need to ensure students are exposed to a variety of career development experiences throughout K-12 and that they have opportunities to engage in rigorous, authentic learning experiences that are relevant to their learning needs and future ambitions.

“Is your school involved in any of these?”

[Insert school district here] has done the following:

- **Implemented the Wisconsin Comprehensive School Counseling Model?**
- **Utilized the statewide Career Pathways website?** *The site allows anyone to search by programs of study available in Wisconsin high schools and connects those programs to career pathways and related programs in higher education.*
- **Provided options for students to earn “equivalency credits”?** *The equivalent credit process allows students to take Career and Technical Education courses and have those courses count as credits to meet high school graduation requirements in science, math, English language arts or social studies.*
- **Aligned curriculum to state and national standards for career and technical education courses?**¹
- **Offered students a number of certificate programs?** *Including the Employability Skills Certificate, Assistant Childcare Teacher Certificate, Youth Leadership Skills Standard, and the Cooperative Education Skills Standard Certificate.*²
- **Worked closely with the Department of Workforce Development?** *To provide youth apprenticeship programs.*
- **Supported students in earning transcribed credit and dual enrollment, work-based learning experiences, and use of alternative education programs?**
- **Supported Career and Technical Student Organizations?** *To provide opportunities for students to develop technical skill competencies along with the development of critical thinking, creativity, communication, team-work skills.*

“How are you sharing your good news with your respective stakeholder groups?”

Ideas for sharing your good news...

- Tweet your successes at **#WICTEMonth**
- Collaborate with school counselors on educating students, parents and administrators about the value of CTE
- Have students post something on the CTE Facebook page about their CTE experiences
- Call the Editorial Board at your local newspaper or set up a meeting for the next editorial about CTE
- Share pictures of your local CTE classes to the school/district/community newspaper
- Share a story/picture of your CTSO performing community service
- Share a success story of a CTE student who graduated from your program
- Showcase a student entrepreneur who is making a difference in their community
- Ask parents to showcase their own children’s success in a CTE class on their Facebook page
- Invite parents to write letters to the school newsletter or the local newspaper

A lot is going on in Wisconsin in order to connect business and education and to connect students with the world of work and career and technical education. The ultimate goal is to prepare students to become college and career ready.

¹ <https://dpi.wi.gov/cte/standards>

² <https://dpi.wi.gov/cte/skills-standards>