

## 2023 Career and Technical Education Month Promotional Announcements

*February is CTE Month, and there are lots of messages that can help build the excitement! Below are CTE Month messages that can be tailored to your school for use in PA announcements, video, Twitter, Facebook, however you feel would be most effective in communicating with students. Have fun!*

### General CTE Motivators

Career and technical education can prepare you for a wide range of careers and further educational opportunities. Varying levels of education – including industry-recognized credentials, postsecondary certificates, and two- and four-year degrees connect to these careers. Check out the career and technical education choices in your course description information.

There are more than 30 million jobs in the United States that do not require a bachelor's degree that pay a median earnings of \$55,000 or more. CTE provides an important avenue for students to gain these skills beginning in high school.

During the 2016–17 school year, 98 percent of public school districts offered CTE programs to students at the high school level. Seventy-three percent of districts offered dual-credit CTE courses for which students could earn both high school and postsecondary credit; 61 percent offered CTE courses in which students could earn high school credits in math, science, English/language arts, or social studies; and 30 percent offered online CTE courses, including blended/hybrid courses.

Approximately 12 million students participated in CTE programs in high school or college last year. Visit your school website to see if you can be among this impressive number of students.

According to the U.S. Department of Education, almost all high school students take at least one career and technical education course, and one in four students takes three or more courses in a single program area. Consider which career and technical education courses complete your program of study.

Did you know you can earn technical college credits while still in high school? These are called **dual credit courses**. Stop by the guidance office today to find out more. Start your college career with credits!

Career and technical education is at the forefront of preparing students to be “college and career ready.” CTE programs can equip you with core academic skills, employability skills, and job-specific technical skills related to a specific career pathway. Consider what skills are necessary for your dream career.

Students who complete a rigorous academic core coupled with a career concentration are more likely to pursue college and are less likely to drop out in the first year. In fact, CTE concentrators (those who take two or more CTE courses in the same pathway) are 10 percent more likely to graduate than the general school population.

Career and technical education students report that they developed problem-solving, project completion, research, math, college application, work-related, communication, time management, and critical thinking skills during high school, most of which are transferrable to any career. Talk with CTE students to hear about their experiences.

The Department of Workforce Development provides robust labor market information to help individuals find information on employment and wages as well as information on in-demand skills and growing industries. Please visit [WisConomy.com](http://WisConomy.com), click on the MyLMI Tool tab and get started today!

Did you know that prior to the official beginning of vocational education; Benjamin Franklin cited the need for a practical component of education. To learn more about the history of career and technical education, go to <http://www.acteonline.org>.

Wisconsin high schools are taking a lead in preparing students for a productive workforce and successful careers through career and technical education. Read your course description information carefully to see how your school district is preparing you for your future career.

Wisconsin high school students may enroll in technical college courses through a variety of options. Check with your school counselor(s) to learn more about earning technical college credit while in high school.