Learning that works for America
CTE™

10 Things You Can Do To Promote CTE

1. Contact NASDCTEc to obtain the national logo and state-specific version for use in your communications—and agree to maintain the integrity of the CTE brand as outlined in the Authorized User Agreement and the Authorized User's Guide for the CTE Brand, copies of which will be provided to you.

2. Request a copy of the CTE "Web bug" for use on the home page of your Web site—and link it to www.careertech.org.

3. Learn more about the national vision for CTE that has been adopted by CTE leaders across America. You can read about it at www.careertech.org. Or contact NASDCTEc for a printed copy.

4. Visit www.careertech.org to submit your CTE success story so we can plot it on the "Success Map" on the Web site.

5. Order copies of the national CTE brochure online and distribute it to key audiences (such as policy makers, school board members, local media, parents and business & industry) with a cover letter that uses the CTE targeted talking points available from NASDCTEc.

6. Reach out to business & industry in your area to discover ways you can partner to provide even more engaging experiences for students—and to ensure that the skills and knowledge CTE students are acquiring are in synch with the needs and expectations of employers in your area.

7. Visit www.careertech.org to obtain copies of white papers, research findings, data sheets and other current statistics regarding CTE performance and return on investment.

8. Sign up for the CTE blog at www.careertech.org to keep current on advancements, research and innovation in CTE. And encourage your colleagues to do so as well.

9. Encourage your staff, colleagues, business/industry and others to visit www.careertech.org and sign on to the "Friends of CTE" grassroots support campaign.

10. Contact NASDCTEc for PowerPoint presentations and talking points that can help you make an effective CTE presentation to key audiences such as school boards, media, economic development officials, business & industry and policy makers.

www.careertech.org

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