

Promoting CTE

What can you do in your classroom to help students and non-CTE persons see the connection between CTE curriculum and numeracy/literacy?

Numeracy and Literacy are part of EVERY CTE program.

Look for application math principles in your curriculum and develop lesson plans, activities, and assignments that apply math concepts.

With help from an advisory committee, ask for examples of written and oral communication used in industry.

How can you involve the business community in your CTE program?

Create an advisory committee for your content area.

Invite guest speakers into your classroom.

Take your students on field trips to program-related businesses.

Contact your Work-Based Learning Coordinator for help in making business connections.

What are some effective methods to let parents/community know about the great things you are doing in CTE?

Submit articles for PTA newsletter and school newsletter sent home to parents.

Involve your CTSO in community service projects.

Maintain an online presence with websites, blogs, Facebook, MySpace, Twitter, etc.

Submit press releases to encourage media coverage of major events.

Campaign to be elected to School Community Councils.

What can you do to help counselors better understand and appreciate the importance of your CTE program?

Build positive relationships with your counselors.

Enthusiastically accept students placed in your classrooms by counselors (especially mid quarter).

Invite counselors to lunch in your classroom while you showcase your program. Show them the academic rigor and relevance of your courses.

Attend 9th grade registration to promote your program.

How can you educate administrators in your building about your CTE programs?

Invite administrators to well-planned activities.

Maintain an informative, professional bulletin board in hallway.

Volunteer to serve on school committees (faculty advisory, school community council, etc) – be the voice of CTE in your school.

Invite them to be judges for CTSO competitions.

How can you project a professional image?

Dress professionally appropriate for your program.

Deliver outstanding customer service –

Return voice mails and emails promptly.

Build positive relationships with administrators, co-workers, students, parents – everyone you associate with.

Keep current with industry standards and trends for your content area.

What marketing tools could you use to make CTE more visible and increase enrollment in your CTE program?

Take photos of your activities to use in promotions. Students love to see themselves.

Design bulletin boards, door signs, etc. to promote your program.

Submit articles to the school newspaper.

Submit monthly articles to the parent newsletter reporting your CTSO activities and notable activities in your classroom - include pictures.

Prepare a “dog and pony show” to take to middle schools.

Actively participate in 9th registration.

Show students the career connections and opportunities associated with your program.