

The

Postsecondary

State Career Technical Education
Leaders Fellowship at **ADVANCE** CTE

Sponsored by **ECMC**
Foundation

Recruitment Promotional Toolkit

This toolkit is designed to help promote [The Postsecondary State CTE Leaders Fellowship at Advance CTE – Sponsored by ECMC Foundation](#). The Fellowship, facilitated by Advance CTE and supported by ECMC Foundation, is intended to build a talent pipeline of state-level postsecondary Career Technical Education (CTE) leaders fiercely committed to creating an accessible and racially just postsecondary CTE system. Through the Fellowship, each Advance CTE - ECMCF Fellow will gain an understanding of effective policies and practices for improving postsecondary CTE outcomes and how to scale those policies and practices. They will come to understand their strengths as a leader and how to leverage those strengths to influence their respective postsecondary state CTE systems to be more effective and equitable. Fellows will build confidence, visibility and a national network that they can rely on during and after the Fellowship. After completing the Fellowship, Fellows will be better positioned for postsecondary CTE leadership roles such as State CTE Director, state-level leaders and institutional leaders. The 2022-2023 Fellowship cohort will launch in September 2022.

The sample social media posts and email language below can be modified as appropriate.

Recruitment Assets:

[Promotional Flyer](#)

[Graphics](#)

[Application](#)

[Frequently Asked Questions](#)

Sample Recruitment Email for Potential Applicants

Dear (Applicant Name),

There is a Career Technical Education (CTE) Fellowship for aspiring postsecondary state CTE leaders that I believe is a perfect match for you!

[The Postsecondary State CTE Leaders Fellowship at Advance CTE - Sponsored by ECMC Foundation](#) strives to build a diverse leadership talent pipeline for postsecondary state leadership with a core focus on racial equity by selecting 15 applicants for the 2022-2023 cohort. Professionals who possess a deep knowledge of and experience in CTE with a desire to advance to careers within state postsecondary CTE systems are encouraged to apply. As mentioned, qualified applicants who self-identify with racial/ethnic identities who are historically under-represented in postsecondary CTE leadership will be prioritized in the recruitment process.

There is more information [here](#) as to why I think you belong in the next cohort, such as the supports you will receive to be successful in the Fellowship and in your leadership journey.

I hope you consider applying to be an Advance CTE - ECMCF Fellow! The application and upcoming dates for information sessions can be found on the [Advance CTE website](#). The deadline to apply is March 31, 2022.

Facebook/LinkedIn Post

Are you an aspiring postsecondary state CTE leader working in education, industry, or workforce development? The Postsecondary State CTE Leaders Fellowship at Advance CTE – Sponsored by ECMC Foundation is now accepting applications for the 2022-2023 Cohort, and we want YOU to apply!

Beginning Fall 2022, the Fellowship will begin its second cohort aimed to remove barriers and provide comprehensive support for experienced professionals who aspire to pursue leadership opportunities in postsecondary state Career Technical Education (CTE) systems.

In order to diversify the state postsecondary CTE leadership pipeline, the goal is for the majority of Fellows to be professionals who self-identify with racial/ethnic identities who are historically under-represented in CTE. Through the Fellowship, we hope that Fellows will gain the skills needed to lead transformative change to ensure each learner feels welcome, supported and has the means to succeed in the career preparation ecosystem.

The application for the 2022-2023 cohort is now open through March 31: bit.ly/3HapEe8.

Twitter Posts

@CTEWorks, @ECMCFoundation, #PSCTEFellows, #CTEWorks

#1 — The Postsecondary State CTE Leaders Fellowship at @CTEWorks — Sponsored by @ECMCFoundation is now accepting applications for the 2022-2023 Cohort. Open to professionals with deep experience delivering, supporting or designing #CTE programs. bit.ly/3HapEe8 #PSCTEFellows

#2 --- Pursue leadership without limits in Career Technical Education. @CTEWorks and @ECMCFoundation's #CTE Fellowship for aspiring postsec CTE state leaders will deliver the supports you need to succeed. Apply today: bit.ly/3HapEe8 #PSCTEFellows

#3 --- Pursue leadership without limits in Career Technical Education. @CTEWorks & @ECMCFoundation's Fellowship equips aspiring leaders with skills & networks to jumpstart a career in state postsecondary CTE leadership. Apply: bit.ly/3HapEe8 #PSCTEFellows

#4 --- Are you an equity-minded leader? YOU belong in the next cohort of the Postsecondary State CTE Leaders Fellowship at @CTEWorks - Sponsored by @ECMCFoundation. Apply before March 31: bit.ly/3HapEe8 #PSCTEFellows

#6 --- Here are a few of the supports you will receive when you become a 2022-2023 Fellow: 
\$1,800 stipend

 Individualized coaching sessions

 Professional postsecondary network

The Postsec #CTE Fellowship is where you belong! Apply here: bit.ly/3y32GSe #PSCTEFellows