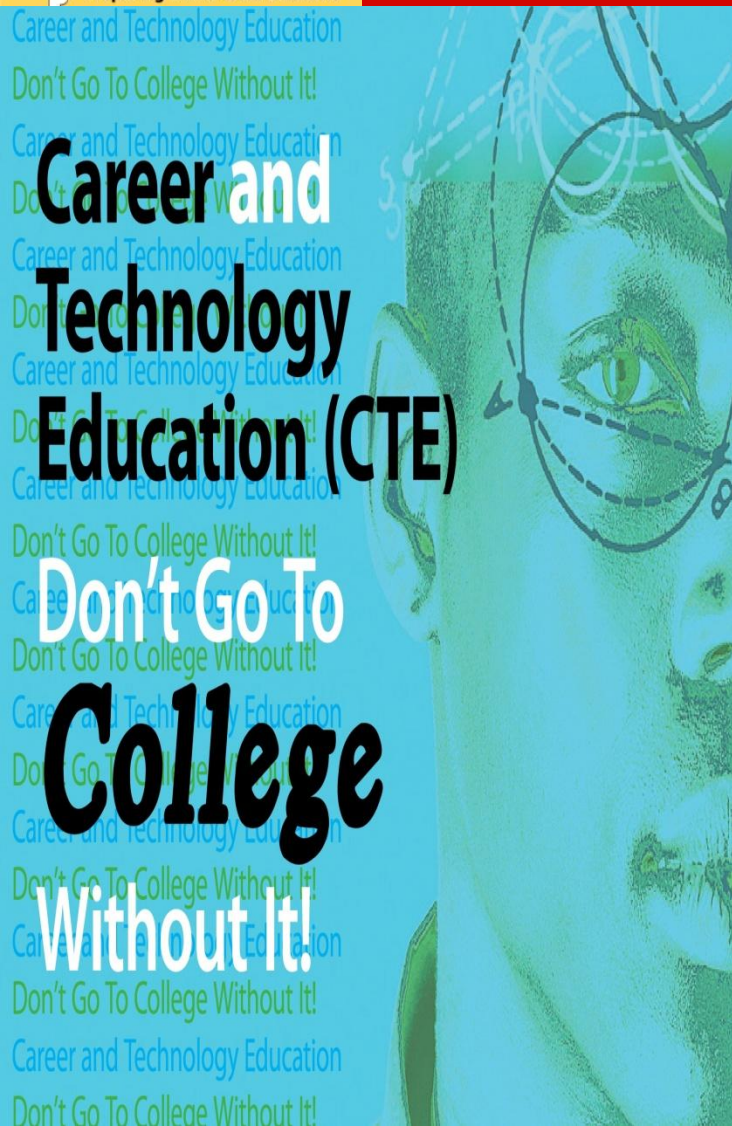


Partner Perfect



Promoting Career and Technology Education through Public Libraries

Paula Isett and Nina Roa
Maryland State Department of Education



Today's Presentation

We will discuss:

Components of a successful marketing campaign
partnering public libraries with local school
systems to promote Career and Technology
Education.



Goal of Marketing Campaign

- To increase the knowledge of parents, students, and the community about:
 - Types of CTE programs offered in school systems
 - STEM related
 - Non-traditional
 - Locations of CTE programs
 - Comprehensive high schools
 - CTE Centers and Technical High Schools
 - Benefits of CTE programs
 - Certifications
 - College Credit





Partners

- Maryland State Department of Education
 - Division of Career and College Readiness
 - Division of Library Development and Services
- Local School and Library Systems
 - Carroll County 2008/2009
 - Howard County 2009/2010
 - Calvert County 2010/2011
 - Wicomico County 2011/2012
 - Washington County 2012/2013



Role of Partners

- Division of Career and College Readiness
 - Funding to locals to support effort
 - Lead and staff process; call meetings; share best practices
- Division of Library Development and Services
 - Gauge readiness of library systems
 - Lead and staff process
- Local School and Library Systems
 - Lead and staff process
 - Develop marketing materials
 - Promote events



Components of the Marketing Campaign

- Development of Marketing Message
 - Promoting non-traditional CTE programs
 - Promoting STEM CTE programs
- Development of Marketing Materials
 - Posters, fliers, brochures
 - Developed by students
- Kick-off Event
 - Current and former CTE Student Speakers
 - VIPS
- Series of events at library branches to highlight specific programs



Component: Development of Marketing Message

- School System's CTE Decision makers
 - Selecting students for posters
 - Demographics
 - Feeder schools
- Select CTE programs based on data
 - Low enrollment
 - Non-tradition enrollment
 - STEM focus



Component: Development of Marketing Materials

- Marketing materials are developed by the students
- Include:
 - Invitations for kick-off
 - Program for Kick-off
 - Posters
 - Brochures
 - Bookmarks



Bookmarks

Career and Technology Education (CTE)
Don't Go To College Without It!

Discover CTE @ Your Library
Public Information Events

- For middle & high school students and their parents
- Presentations and Q & A session from CCPS Career Technology Education staff
- Learn all about Career Clusters & Completer Programs
- Live demonstrations from CCPS Tech Center and local high school students
- Career Exploration Scavenger Hunt with Prizes

© Eldersburg Branch Library
Saturday, 11/8 at 10:00 AM

© Mount Airy Branch Library
Saturday, 11/8 at 1:00 PM

© Westminster Branch Library
Thursday, 11/13 at 7:00 PM

© Taneytown Branch Library
Tuesday, 11/18 at 7:00 PM

© North Carroll Branch Library
Thursday, 11/20 at 7:00 PM

410-386-4488
library.carr.org

Maryland's CTE:
Educating Tomorrow's Workforce Today

Career Completers in Maryland are organized within ten Career Clusters with Completer Programs in each Cluster:

- Arts, Media, and Communication
- Business Management & Finance
- Construction & Development
- Consumer Services, Hospitality, & Tourism
- Environmental Agriculture & Natural Resources
- Health & Biosciences
- Human Resource Services
- Information Technology
- Manufacturing, Engineering & Technology
- Transportation Technologies

For More Information About CTE:
www.carrollk12.org/instruction/instruction/secondary/cte/default.asp

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The MSDE Career Technology Education (CTE) Library Partnership Public Awareness Campaign focuses on the role public libraries play in informing the community about CTE programs. The campaign is sponsored by the following partners: Carroll County Public Library, Carroll County Public Schools, Maryland State Department of Education's Division of Career Technology and Adult Learning and Division of Library Development Services, and the Maryland Business Roundtable for Education.







Brochures



Career and Technology Education
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Maryland's CTE: Educating Tomorrow's Workforce Today



Career and Technology Education

Maryland's CTE:
Educating Tomorrow's
Workforce Today



Don't Go To College Without It!



Component: Kick-off Event

- Held at library
- Speakers include
 - Superintendent of Schools, Workforce partners, County and City representatives and other CTE Champions
 - Current and former CTE students
- Culinary students provide refreshments
- Marketing materials are displayed



VIPS and Student Speakers





Component: Library Branch Events

- Focus on different CTE programs
 - CTE students may do demos and presentations
- Audience for event are middle school students and their parents
- Important to do reminders to community about these events
 - Back-pack mail
 - “robo” calls



Displays and Demos





Other Things to Think About

- Strength of school and library relationship
- Funds to support development of marketing materials
 - MSDE granted each school system \$5,000
- Local school system CTE staff trained library staff on the specifics of CTE in that system
- Several planning meetings are needed before the kick-off
 - 3 to 4 meetings
 - Specific tasks assigned
- Press releases



Benefits of the Partnership

- Increased knowledge of public librarians regarding Maryland's system of Career and Technology Education.
- Provided the opportunity for students to participate in a professional marketing campaign, which included designs for an invitation, bookmarks and posters.
- Increased community awareness and knowledge about CTE programs in their school system.
- Aligned to the strategic plan of the public libraries.
- Provided CTE with a new outlet to promote its programs.



Portability of the Campaign

- How to make this work in your state and/or local jurisdiction
- Collect samples to create an “album” of best practices
- Create a Gantt chart to keep track of activities and persons responsible
- Key pieces of this campaign can be molded to fit any type of partnership



Contact Information

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