

“CTE in Your State” PowerPoint Tips

When developing a presentation on your Career Technical Education (CTE) system, you need to be comprehensive without overwhelming your audience. While you will need to tailor the presentation based on who you are briefing and how much time you have, what follows is an outline of key content that can serve as the foundation for any presentation on CTE in your state.

About the “CTE in Your State” PowerPoint Template

Advance CTE provided a very basic template with limited formatting and national or sample data to give you a sense of how to organize the content. This is intended to provide a framework for the type and level of information you might provide to a policymaker or other key leader who needs to learn about CTE today and where it is going in your state.

The template includes a mix of sample/example slides to demonstrate how content can be organized, along with incomplete slides that can be filled in. It also includes a mix of pre-set graphics – which can be used as is or replaced with state-specific data – as well as bar charts that can be updated with state data as appropriate. Advance CTE used national data from the Perkins Collaborative Resource Network and sample data from local Excellence in Action award winners as placeholders.

1. Statewide Vision for CTE

- Start with your vision for CTE – what is your “north star” that you want to convey to your audience?
- What are your major priorities and goals for your CTE system?

2. Who Do You Serve?

- Provide an overview of your system, starting with who you serve – how many students? What are their demographics? In which Career Clusters are they participating?
- *Optional:* Describe your delivery system and the various types of schools offering CTE programs. Take care to keep this high-level for initial briefings and depending on the audience.

3. What Are Your Outcomes?

- How is CTE delivering for students? For your economy?
- Start, but don't limit yourself, to Perkins data.
- Share any data you have from the employers' perspective – on the cost of the skills gap, return on investment for CTE or apprenticeship programs, demand from employers, etc. – to show how CTE is filling industry's needs in your state.

4. What is Quality CTE?

- Given the misunderstanding many have with CTE, it's important to actually describe the main components of a CTE program/program of study.
- This is also a great opportunity to share local examples of high-quality programs to bring CTE to life.

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5. What Is Happening Now in Your State?

- How is CTE funded in your state?
- What are the initiatives or efforts underway you most want your audience to know about (and sustain)? Or, what are your big “wins?” These can include both state-led and national efforts.
- What has been accomplished and, importantly, what work is still underway?

6. Who is By Your Side?

- What agencies or other statewide entities do you regularly partner with, and how?
- Who are your business and industry champions? As long as you have permission, use logos and specific names whenever possible to be more dynamic.

7. Where Are You Going?

- Where do you still need to lean in? What are the priorities moving forward to address major challenges? These efforts can be a continuation of existing initiatives or new areas of focus.
- What is on the horizon with respect to Strengthening Career and Technical Education for the 21st Century Act (Perkins V)?

8. What are the Next Steps?

- Where can the audience go for more information? Who should they contact? Are there upcoming events they should know about? Websites they should visit?
- Do you have any planned follow up with the audience they should be aware of?

Style Guide Tips

Advance CTE’s “CTE in Your State” PPT Template will only get you so far in developing your own presentation. Below are a few standard recommendations for designing PPTs:

- Be consistent with fonts and colors to keep the presentation clean.
- Keep fonts at 20 point or larger and be thoughtful about using professional-looking fonts.
- Avoid wordiness or crowding slides with words – less can be more!
- Use graphics, charts, tables or images whenever possible but make sure they are easy to read and interpret by your audience.

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