

Efforts for Promoting CTE at Grassroots Level

A New Vision for Career Technical Education

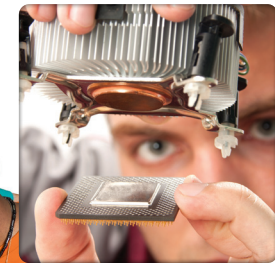
**CTE prepares
students to succeed
in further education
and careers.**

A New Vision for Career Technical Education

CTE is critical to ensuring that the United States leads in global competitiveness.



NASDCTEc



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WORLD-CLASS

SUSTAINABLE SKILLS
WORKFORCE
ECONOMIC DEVELOPMENT
TECHNICAL KNOWLEDGE
LEARNING INNOVATION
CAREER PREPARATION
HIGH DEMAND
RIGOROUS STUDY
SUCCESS

OR
ESS
INS

ECONOMIC
VITALITY

COLLEGE &
CAREER
READINESS

LEADERSHIP
OPPORTUNITY
TECHNICAL
KNOWLEDGE

COMPETITIVENESS
INNOVATION

SKILLED
WORKFORCE

STUDENTS

TECHNICAL RELEVANCE OF LEADERSHIP MAKING THE DIFFERENCE NT SUCCESS HIGH RADIATION

Survey Results

Question 1: What are you using and doing now to promote CTE in your community?

Presentations	Media	Presentations	Community	Consultation	Media	Promotional Print Collateral	Events
Rotary (2) PTSA (2)	Newspaper stories (7) Photos (7) Newspaper ads (1) Radio ads (1)	Advisory (2) School board (2) Craft & informative (3) Open house (8) Tours (7) Career Day (4) Fall Festival (1)	Service projects (3)	Business & Industry (4)	Website (4)	Posters (3) Recruitment (1) Brochures (5) Flyers (2) Newsletters (10)	Golf tournament (1) Fundraisers (1)
4	16	27	3	4	4	21	2

1. Articles and photographs in the newspaper. Working with home schools, having 9th grade field trips to our off-site school location every year.
2. I utilize businesses in the community to serve on my advisory committee.
3. Making my students aware of the importance of technology in any career field.
4. Open house, guest speakers, service projects, and property tours.
5. By talking to different people in the community.
6. Talking to the people and telling them about the night classes being offered at the GTC.
7. I communicate with my advisory committee about the things that I am teaching my students in class.
8. Stopping by and talking with people in the local community.
9. I'm working more with local companies and advertising in the local paper.
10. We are currently holding semester PTSA meetings.
11. Actively engaging the students in rigorous learning activities, so that they will in turn tell their parents and guardians. Hosting an open house, assembling advisory teams and consistently displaying a positive and enthusiastic attitude when talking to others about CTE.
12. Industry visits & craft committee meetings.
13. I am using the Learning Styles Inventory to determine the students' learning styles. This will help with the academic area.
14. Industry visits and advisory committee meetings
15. N/A
16. Craft committees, open house, brochures, and etc.
17. Making the community aware by word-of-mouth.

Survey Results

18. Advisory committee meetings with community members.
19. Giving tours, coordinating student shadowing at the hospital, and passing out flyers.
20. Open house and craft fair
21. I am using service-learning projects to help community members know about my program.
22. Nothing
23. School recruiting
24. Fundraising events seem the best way right now to bring attention to my class and club.
25. Local organizations, newspapers, open houses.
26. We are having a fall festival to promote our center. We have each program make items to be sold and the money goes into our scholarship fund.
27. Meetings and sharing info
28. Trying to involve local industries and companies.
29. Word-of-mouth
30. I encourage parents to use Choices Explorer along with their children.
31. Radio ads, newspaper ads, talking at Rotary, etc. Community project involvement.
32. Fundraisers, community service
33. We try and get our program in the news as much as possible. We are constantly talking to companies about our program. We try to make partnerships with different entities to provide them with employees upon graduation.
34. We advertise our programs in the newspaper at least once per school year. We have a website that highlights our programs. We have a number of community members who include parents, students, and businesses participating on our advisory committees.
35. We have held an open house and are looking into publishing a newspaper article to promote CTE in the community, as well as visiting various industries and informing them of the classes we are providing to the students.
36. Newspaper articles
37. We are presenting on career tech to have students consider nontraditional gender programs. We share with GED, career tech students and do articles for the newspaper. We design and post posters in locations in schools and communities.
38. We have sponsored a golf tournament, open house for parents and community; sponsored Career Day at career technical center, host spring recruitment at the high school, and we send articles about student participation and accomplishments to the local newspaper.
39. Class presentations and walk-through 4th 9 weeks with class orientations.
40. Newspaper, community service, golf tournament, student organization membership, open house, career day.
41. Open house...we invite all city and county personnel, parents, and faculty, although, few actually attend. We put as many articles in the media as possible.
42. Craft Committees, career fairs
43. Website, brochures, newsletter, career delegates (selected students) volunteer at events, articles in newspapers.
44. Putting events in the newspaper.
45. Word-of-mouth--trying to promote positive image.
46. Brochure, newspaper, student tours
47. We select students of the month for each program to highlight each of our programs. We have created newsletters to post on the school district webpage and create articles for the local newspaper. We also have reward day for students who achieve proficient on the CPAS and recognize these students as well.
48. We have not been promoting CTE in our community except through our committee meetings.
49. Career day

Survey Results

50. Our school recruits students by providing tours of our school to 8th- and 9th-graders. Visitors are introduced to the reality that our subjects prepare students to be successful in college. Use of technology and Blackboard in our classrooms provides students with experiences their counterparts will not get on the main campus. I run a high tech summer camp for underprivileged children in our community and introduce these children to the same ideas. Via their experiences, all of these students realize that our school provides useful experiences that will enhance and facilitate college experiences. Their experience at our school will also improve their chances of not dropping out of college.
51. Publicizing articles on school website and in the local paper about events in our programs. Having Senior Parent night in the CTE building.
52. We build a float for the Christmas parade every year. We have newspaper articles to promote our student organizations and competitions.
53. We are visiting the industries in our community & area.
54. Monthly newsletter, brochures, website, promotional video.
55. We are active in various community service projects related to our curriculum (health fairs, CPR training, etc.) Also, pictures and articles in the local newspaper.
56. Newspaper articles regarding classroom activities, as well as student organization activities. Students also wear DECA t-shirts in the community and put fliers, posters, etc. around the community.
57. I take every opportunity to discuss how vital and valuable CTE is in today's society.
58. Creating a career center for the high school through career pathways experience.
59. Making the class fun and exciting for the students to see and tell their peers.
60. Recruitment tours, open houses, flyers, promotional video.
61. I am using brochures, talking at school board meetings, and doing career fairs in the middle school and the CTE center.
62. Call and visit local industries, parents visit programs, serve on craft committees, hold CTE Night at campus.
63. Utilizing members from the community for advisory committees. Utilizing members as interviewers during our CTE job interviews.
64. Speaking about CTE students actively involved in community service, displaying pictures and news stories about our programs at our center.
65. We are currently just using word-of-mouth to promote our programs.

Survey Results

Question 2: What are you doing to get businesses involved with your CTE program?

Presentations	Guest Speakers for Class	Business Representatives Serving on Committees	Field Trips	Community Service	Promotional Print Collateral
Rotary (1)		Craft (16)			E-mail
Charity (1)		Advisory (19)			Direct mailers
Local clubs (1)					
8th grade (1)					
Pre-K, daycare, kindergarten (1)					
5	10	35	10	1	2

1. Attending local club meetings. This year, took students to tell about their allied health course to the Rotary Club. Helping with local charities. Met with all 8th graders at one homeschool for two days to show slides
2. Show PowerPoint and handouts about their CTE school
3. Business people serve on my advisory committee and give information about what industry is looking for in students.
4. I'm constantly inviting guest speakers to talk to my classes or asking businesses to play an active role in my classes that I teach.
5. Guest speakers, job shadowing
6. Visiting different businesses.
7. Asking business owners to talk to the students in my class.
8. I have child care directors and teachers on my advisory committee, and I ask them for assistance on projects for the class.
9. Visiting the different businesses
10. As much as I can, but they can only do so much
11. Craft committee meetings
12. Informing them as to what we do, our goals, and missions. I consult with an advisory team.
13. Craft committee meetings, as well as students having career pathway opportunities.
14. We have an advisory committee where as we involve them in every aspect.
15. CPE students work for community businesses.
16. I am having talks with them to come visit the technical center.
17. Maintaining a craft committee and conducting monthly industrial visits.

Survey Results

18. Inviting them to join my craft committee. Industry visits to promote programs at GTC.
19. Include them as craft committee members.
20. Discussing with them their expectations of employees. Career fairs, etc. Craft committees
21. I am using business owners on my advisory committee.
22. Involving them on advisory committees
23. We work with local businesses to let them know the kind of young people coming out of our classes. In our school district most business are privately owned and employ very few. Most of our production facilities are closed, which limits our ability to have a meaningful relationship with business.
24. I have members of my advisory who are also business people. I invite business speakers into my classroom and have field trips to businesses when possible.
25. Craft committee meetings, student visits, shadowing
26. We invite them to the fall festival, plus we do business with our local people as much as possible.
27. Industry visits
28. Invited them for career day and visiting their businesses with the students
29. Craft committee members
30. By getting guest speakers to talk to my classroom of students.
31. Asking them for input. Industry site visits
32. Asking for work-study, ask for sponsors, and doing community service.
33. We constantly go and meet with businesses and talk with potential employers letting them know the type of students we have who are going to be of benefit to them and their companies in the future. We invite different employers to serve on our advisory committee and get involved with our programs.
34. We request their assistance in school events, in partnering initiatives, and on advisory committees.
35. We are going to businesses and soliciting them in various seminars that can be presented to the classes through a field trip to their facilities or having a speaker come to our classes.
36. Advisory committee
37. Business owners see our articles.
38. We have an advisory board made up of local businessmen and women who freely give advice for helping Business Marketing Fundamentals and Economics and Marketing. Guest speakers are invited frequently and sometimes a company representative will visit class and teach the students for a day.
39. Craft committee
40. Business & industry visits and guest speakers
41. We meet and talk about how they can assist our program.
42. Craft committees, career fair
43. Advisory committee meetings, Rotary student of the month program, industry tours, businesses sponsor our student motivation fund and provide prizes for students with good attendance, businesses/industries make equipment donations, we send the newsletter to business and industry contacts, college and career fair participation
44. We discuss the program with them.
45. Local hospital has donated equipment and our local medical uniform store is giving us a discount.
46. Guest speakers and tours
47. We invite business representatives in as guest speakers and involve them in our craft/advisory meetings.
48. Craft and district wide CTE meetings
49. Business partnerships
50. Local businesses participate in advisory committee meetings. These business leaders discuss needs of future employees that can be applied immediately to instruction and practice in our classrooms.

Survey Results

51. Advisory meetings, inviting individuals in business and industry in our county to the Career and College Fair to speak. Inviting business and industry individuals into the classroom to share information. Inviting individuals in business and industry to do mock interviews with our students during Project Success. By request, culinary arts program often cooks for clubs or meetings.
52. We partner with them for clinical visits and have representatives come speak to our classes.
53. We have guest speakers from various businesses to speak to our CTE students.
54. Craft committees, consult with people in business
55. We use businesses in our community for my students to participate in clinical rotations. This lets the professionals see what great students we have.
56. I talk with business leaders about judging for DECA, as well as give advice for the program through the advisory committee and industry visits.
57. We get the business involved by hosting craft committee meetings to showcase our programs. We also invite businesses to visit our programs and talk with students.
58. Email, visits, mailers
59. I work closely with Head Start, the local daycares, and our school's pre-K and kindergarten programs.
60. We have craft and advisory committees with annual luncheons and invited guest speakers.
61. I am going to industries and soliciting mentors and inviting them to visit and be a part of our craft committee meetings, so that they can have input in our programs and tell us what we need to do to have our students prepared to work for them.
62. Advisory meetings
63. Personal and student contacts, guest speakers, field trip hosts
64. We have local business people involved with our advisory councils.
65. N/A

Survey Results

Question 3: What is your center or school doing now to increase enrollment in your CTE program?

Events	Presentations	Choices Program	Promotional Print Collateral	Media	Counselor Consultation	PR Campaign	Word of Mouth
Reality Fair (1) Fundraisers (1) Assembly (2)	Civic groups (4) Students present to elementary school (1) Feeder schools (12) Elementary schools (2) Recruitment (9) Pre-orientation (2) Orientation (1) Tours (15) Open house (4) Craft committee meeting (1)		Brochures (5) Pamphlets (1) Posters (2)	Newspaper stories (4) Newspaper ads (1) Newsletters (2) Promo videos (4) Photo DVDs (1)			
4	51	1	8	12	9	1	2

1. Hope to bring in local programs of interest and offer courses that correlate to where the jobs are and not skilled labor. According to a study I read today, September 21, 2012, the jobs are in manufacturing, health care and technology!
2. By offering programs that the students are interested in and making sure the right personnel is teaching those courses.
3. We're using orientation to increase enrollment.
4. Career pathways exploration rotations for 10th grade students
5. Letting students from lower grades visit the center.
6. We have recruiting tours each year.
7. We have recruitment tours during the spring inviting junior high and high school students to visit the programs here.
8. Tours

Survey Results

9. Don't know
10. We allow feeder schools to tour programs and building
11. Open house events and spring student tours
12. Spoke with the school counselor about encouraging more students that are interested in the great outdoors and learning more about the environment to sign up.
13. We have a variety of events, such as the Reality Fair to promote awareness of the real world. We involve technology in every thing.
14. Recruitment at local schools
15. Telling the students about the classes.
16. CTE tours, open house and local newspaper advertisements
17. Offering industry craft committee meetings
18. Tours for 8th- and 9th-graders to promote programs. Talk with counselors at feeder schools to promote our program.
19. We offer tours for 8-10th graders.
20. Each faculty member markets his or her program and we use student success stories and etc.
21. I am asking students in my program to recommend prospective students for the next year. This year I plan to speak with all 9th- and 10th-graders toward the end of the school year to let them know about the program and try to motivate the high achieving students to enroll.
22. Recruiting in high schools
23. Recruiting, recruiting, recruiting and considering a promotional video.
24. I visit the lower grades and try to let them know what we do in our CTE class.
25. Peer recruiting, student briefings, newspapers, work programs
26. We have all 9th-graders visit our programs before they pre-register.
27. Student tours
28. We do 8th- and 9th-grade walk-throughs.
29. School visits and tours
30. Not applicable, we are just a middle school.
31. We visit our feeder schools.
32. We have a day where the feeder students visit our center so they can see real students in our programs and tour our building to make a good decision in making a great fit.
33. They allow us, instructors, to get more involved with organizations that will help us promote our programs. They are also doing more advertising of the CTE programs. They promote our program by getting our pictures in the papers with whatever event we attend or when we have something special happen within our program or with a student.
34. We conduct recruitment tours for new students. We have a close working relationship with the counselors and administration at our feeder schools to ensure they know which programs are available.
35. We are using the CHOICES program to research and match the interests of the potential students.
36. Recruiting earlier
37. We carry brochures to schools along with posters of our programs. We contact counselors and present to GED classes. We use our career tech students as presenters, which is a tremendous asset. In addition, it is great practice for them. They are so enthused. When we finished one presentation, a real zealot said, "We ought to take this show on the road." Our brochures have pictures of the non-traditional gender students in the program to encourage them to participate.
38. We meet with students in an assembly to discuss educational and employment opportunities in their field of interest, scholarships, grants, and internships

Survey Results

throughout the southern region. Brochures and PowerPoint presentations are prepared for distribution to parents and students. During a “WELCOME BACK TO SCHOOL OUTDOOR EVENT,” teachers have booths set up with information to discuss and answer questions about the career and technical center. Fundraisers are done to help students pay their club dues, especially those who cannot afford it.

39. Pre-orientations
40. Spring recruitment, open house, Career Day, business & industry visits related to program, employment opportunities, presentations, program related videos, integrated classes with academic teachers, student visits from sister schools, morning assembly to keep students informed about real world events and news.
41. Recruiting at all schools in district...junior high and high school we need to spend more time with counselors!! and principals
42. Recruiting
43. Program tours for 9th-graders, brochures, scholarships at the local community college level.
44. Tours and talking with students
45. Word of mouth, newspaper articles, school newsletter articles
46. By including more visuals in tours and recruitment at career fairs at the schools.
47. We create a DVD showcasing each of our programs and current students. These DVDs are shown at each feeder school and given to the students who are currently enrolled to share with their friends and family members.
48. We host a vocational fair where 8th- and 9th-graders are given presentations in the vocational classrooms.
49. Self-promotion
50. Recruitment visits to feeder schools that introduce our programs and recruitment tours by student tour guides allow students the opportunity to see some of the reality of what happens at our school. Word-of-mouth generates interest in our programs as well.
51. Building tours each semester for grades 7, 8, and 9. Counselor does activities related to life skills, careers, etc. Counselor shares with 9th-grade the Career Pathways information. Counselor shares with parents when meeting individually or phone conference.
52. N/A
53. The CTE counselor and/or student services coordinator visit all 9th-grade English classes and explain our CTE programs. The student services coordinator promotes CTE during spring class selection for the following year.
54. Implementing PR campaign, which includes newspaper articles, public awareness, and promo video.
55. We have a recruitment fair where CTE classes set up stations for students to visit and see what their program is about and display posters about the programs in the main hall in our school.
56. Ninth grade tours and visiting schools. We also use videotapes.
57. Recruitment is being used to increase enrollment.
58. Nothing
59. The 9th-grade students come to our classes every spring and we tell them about our classes and they can ask students in the class what all we do and etc.
60. Advertising in the community, open houses, promotional articles in newspapers, school visits at area middle schools, high schools
61. We send out newsletters. We talk to parents at meetings to let them know what is offered also.
62. Recruit at four high schools, NTO Day
63. Ninth graders tour programs, and handing out brochures to students to take home.
64. Using pamphlets to educate parents and potential students.
65. The Career Center counselor visits the 9th-graders during their STEM class to discuss what programs are available at the career center.

CTE Perceptions

Question 4: How are you recruiting students into your program?

Counselor Consultation	Media	Social Media	Guest Speakers	Recruitment	Presentations	Promotional Print Collateral	Word of Mouth	Student Surveys	Career Pathways & iCAP
	Newspaper ads (1) Promo videos (1) Photo DVDs (1) Newspaper stories (1)	Twitter (1) Facebook (1)		5th graders (1) 7th graders (2) 8th graders (5) 9th graders (9)	Tours (14) Career Day (1) PowerPoint presentation at open house (3) Field trips (1) 5th graders (1) 7th graders (2) 8th graders (5) 9th graders (9)	Brochures (2) Flyers (1) T-shirts (2) Newsletters (3)			
2	4	2	1	17	35	8	3	1	1

1. Bringing in all 9th-graders, dates are set for January 2013, before class scheduling is done at home schools. We are off campus, so it makes it harder! Made our own website and I have business cards I give out with it information on it. Also attended open house at OHS and we were in the library, showed PowerPoint and parents signed in and their child got extra credit. Have good students RECRUIT good students that works!
2. I recruit by word of mouth. I go into the classrooms at the high school at the end of the year and explain what my program is about. This has caused my numbers to increase. I pass out flyers, we show a PowerPoint in the cafeteria on our smart board about all of the programs.
3. ICTI and ICTII are required courses for 7th-and 8th-graders.
4. Presentations and career specific activities for their participation.
5. By letting students pick their classes.
6. Inviting students from the 8th- and 9th-grade to visit the tech center.
7. I ask my second year students to tell their peers about the things that we do in class.

Survey Results

8. I use t-shirts and newsletters.
9. The best way I can.
10. Advertisement/tours
11. Every student must come to student services. However, I encourage and motivate them daily.
12. We are going to the different schools to allow students to understand a small fraction of what takes place in our class.
13. We are speaking to the teachers, counselors, parents, and administration.
14. Counselor visits each school in district promoting CTE courses.
15. By telling them the benefits.
16. Word-of-mouth from other students enrolled in the program.
17. Advertising student work and newsletters.
18. Counselors and teachers in 8th-grade and 9th-grade STEM programs. Newspaper articles.
19. Tours of 8-10th graders
20. Recruiting visits by our feeder schools
21. I use English teacher recommendations and the school honor roll lists.
22. By visiting high schools.
23. Class T-shirts and flyers at school, as well as annual visits and tours
24. Students enjoy the field trips, job shadowing, and business speakers. It makes the class different from academic classes by including businesses.
25. Student activities, trips, briefings
26. We can send individual teachers to the main campus to recruit students if we have low enrollment in a program.
27. Student tours
28. By showing them the creative things that the program makes and through the TSA club.
29. I always have full classes.
30. Not applicable, we are just a middle school.
31. Tours, site visits, using Facebook and Twitter
32. FBLA
33. We have small school groups come through periodically. We also go to career days, which are put on by high schools. We talk to anyone who lends an ear. We constantly try to improve our program with improvements such as PAHRA accredited. We happen to be the only one in the state with this distinction at the present.
34. N/A
35. We are recruiting students by providing information to them during our pre-registration period.
36. 9th-grade tours
37. We visit schools, GED classes, put our posters and brochures and do news articles to recruit students. We do a PowerPoint presentation at most of our registrations.
38. I use the latest videos on my students' organization website, as well as videos from previous fun events and winners in different events, to give students an idea what the organization is about. During orientation, students share the benefits of being a member and how they are being prepared to be business leaders. Former students are invited to return and share their positive experiences from being associated with the marketing program and organization.
39. Pre-orientations
40. Spring recruitment, word-of-mouth, and CTE magazines. Completers who are now enrolled in medical/health postsecondary education or working in medical/health careers return to visit and speak to students.
41. They tour through the center and we talk to them and let them do some hands on activities.

Survey Results

42. Tours of the programs, tables in cafeteria
43. Tours of facility, brochures, website, newsletters, career delegates
44. Talking with students and using my current students to recruit.
45. Word of mouth--going into classes and telling them what my program is about.
46. Tours and student enrollment---students currently are your best recruiters.
47. The DVDs are used for student recruitment.
48. The teachers talk to students. The counselor encourages students to be part of the vocational program.
49. Student interviews
50. Word-of-mouth, recruitment visits to feeder schools and recruitment tours to our school are the main forms of recruitment.
51. By tours and having events such as 9th-grade orientation in our CTE building.
52. We have the 9th-grade visit each spring. The gifted classes from the elementary and middle schools visit as time allows also.
53. I recruit students into all of the programs by discussing each one. I also take a student, (nontraditional if possible) into the class to speak to the students about the program they are in at the time.
54. In the past, we spent time presenting to and talking to 8th-and 9th-graders. We have also had the 5th grade come tour the career tech.
55. See above response plus talking to first year kids and increasing their awareness of my class. Website pictures.
56. Word-of-mouth from current students works best for me.
57. Methods of recruitment include: visiting local high schools, attending career fairs and providing career fairs.
58. Announcements, signs, letters home
59. Word-of-mouth
60. Conducting interest surveys and showcasing programs at recruitment visits.
61. Every 7th through 9th-grader tours each program offered in our center for a whole class period to get an opportunity to know exactly what the program is about.
62. Use current students to tell younger students about CTE and NTO day. Visit 8th graders. The 9th-grade tours our campus.
63. See #4. iCAP and Career Pathway diploma
64. Spending time in 10th-grade classroom speaking about the program, encouraging current students to tell their friends about their experience, and promoting a junior membership for middle school age students.
65. Teachers and other students discuss the opportunities with students to get them involved in our programs.

Survey Results

Question 5: How are you convincing parents about the value of your CTE program?

Presentations	Media	Promotional Print Collateral	iCAP	Word of Mouth	Scholarships
Open house (11)	Newspaper stories (4)	Brochures (4)			
Advisory & craft committees (4)	Website stories (6)	Direct mail (2)			
PTO meetings (2)		Telephone calls (2)			
Parent-teacher conference (2)		E-mails (2)			
Parent luncheons (1)		Newsletters (4)			
Sending student projects home (1)					
To civic groups (1)					
Earnings to parents (1)					
Parents visits (6)					
29	10	14	1	1	1

1. It is hard. Education and articles show how our programs work. We have medical doctors that went through some of them, etc. Website and photographs. Thetechms.org is our website. Parents see core curriculum and have their child take higher AP classes not vocational or CTE as what his/her child needs in high school. We have to change our IMAGE! People do not see CTE as good for his/her child. We have changed in some programs. This year in our auto we have one of OHS's national merit scholars and also the OHS Charger quarterback! We had two GREAT students in there last year and THEY helped recruit, and the tours let students see.
2. I get the parents involved by allowing them to serve on my advisory committee as well as students and former students
3. We utilize parent orientation/training and PTO meetings.
4. Relevant activities for student participation.
5. By visiting the program.
6. Telling them how important it is to have a trade.
7. During telephone calls, open house, and parent-teacher conferences, tell parents how valuable CTE is to their children's future.
8. By being productive.
9. By showing what we do and what the students are doing.

Survey Results

10. Regular contacts about their student.
11. OF COURSE!!! And everyone else I meet!
12. I am letting parents know my background and how programs like some of the ones we have here has improved my career.
13. We are communicating with parents on a weekly basis.
14. I talk about the value of the skills we provide for getting jobs.
15. Telling them how it would show their child how to be responsible.
16. Parent conferences and phone calls regarding the program.
17. By contacting parents monthly via phone.
18. Open house, parent conferences
19. Parent contacts and open house
20. Personal contact
21. This is an area where I need to improve. I am considering implementing a parent project where I will meet with parents at least once each month to discuss what the students are doing, and to allow parents to actually participate in some activities that students do in the classroom.
22. No contact with parents.
23. We need to work on that part of it.
24. Don't know
25. Newspapers, parent luncheons, briefing local community
26. We let them see our programs and then tell them what certifications mean to an individual over a lifetime of work and earning money.
27. Handouts, news media, open house
28. Comparing the workforce.
29. Tours and school visits
30. I always remind them that students get a credit for ICT II.
31. Mail-outs with information about salaries, etc. related to CTE jobs.
32. Through articulation hours for community college.
33. We tell them the truth about our programs. We explain the need for smarter individuals because of the advancements in technology. Career and technical isn't a dropping off place for the inferior student anymore, it takes determination and a willingness to learn. We explain our top goal, which is to reach each student that enters our program and hopefully make a difference in their lives by teaching them the necessary skills to become a journeyman technician. The success of the student is the success of our program. I believe if we are passionate about our programs then the parents will see it by our actions, and know that we have their child's best interest in mind.
34. We have open house events and parent-teacher conferences. We invite parents to serve on our advisory committees. We welcome parents who want to observe the teaching and learning process in the classroom. Instructors are required to contact parents on a regular basis.
35. We are informing parents of the value of CTE during pre-registration through informational bulletins we are able to place in the parents' hands.
36. Mailing brochures
37. Parents are invited to attend awareness sessions.
38. We do short presentations at PTO meetings, by parent website, brochures, letters, open house, articles about students' accomplishments and others.
39. Inviting parents to attend open house and telling students to brief parents on daily progress.
40. Parent meetings. Calls to parents providing updates and praise about their children. Inviting parents to open door visits to see students in action. Sending work home for viewing and signing. CTE website, Internet to promote e-mail contacts.
41. Meet with them, call them, but we can only use the choice sheets kids fill out in spring.
42. Open houses

Survey Results

43. Newsletter and website, career and technical scholarships offered by the local community college for CTE vocational organization winners at state level.
44. When they come to open house I discuss it with them.
45. Explaining to them the need for health care workers and how my class can prepare the students for a career in health care.
46. Newspaper and brochures
47. Newsletter
48. During parent advisory meetings, vocational programs are explained to parents.
49. Alerting them to the benefits of CTE.
50. Parents see what students bring home from our class. Students that are excited about hands-on, real experiences tell parents how they feel about what they are learning and doing in our classroom and lab.
51. Looking at goals and choices.
52. We have parents visit from time to time.
53. I explain how it can lead to a part-time or full-time job. I tell them about the courses that can lead to a degree in a community college.
54. Letters and info on the website.
55. By talking positively about the program and having the students tell them what we do in our class; sending a monthly newsletter home to the parents
56. By, again, using the student organization to get them to come to the building for member and officer installation. I use that time to discuss the importance of continuing education for the success of the students.
57. I think high school students' interest in CTE is enough to convince a parent.
58. Through scholarships offers.
59. I send a syllabus home for the parents to look over and sign along with information about our field experience where we go to the school and work with children. They receive a brochure about the program and can see pictures of the students as they work in the centers and etc.
60. Brochures and explaining during parent visits how our programs benefit our students.
61. We talk to them during open house, newsletters, but the best time to let them know about our programs is through the use of iCAP.
62. Invite them to craft committee meetings, field trips, SkillsUSA competitions, visit classes at our technical center.
63. Speak to them during open house and etc.

Survey Results

Question 6: How are you getting business and industry role models to serve as professional contacts and as a network resource for your students?

Personal Contact	Events	Presentations	Promotional Print Collateral	On-site Training
Telephone calls (9) Meetings (2)	Career Day/Fair (5) Non-traditional days (1) Field trips (4) Sponsored lunches (1) Graduate-testimonial presentations (1)	Advisory (13) Craft (7) Classroom guest speakers (13)	Newsletters (1) Thank you letters (2)	Mentoring (1) Internships & Shadowing (2)
11	12	33	3	3

1. Our allied health/health sciences courses do the best. She gets guest speakers monthly and each student writes him/her a personal thank you. We mailed them within one week of their visit to the class. CPE has former students that are now employers!
2. As I stated before, they serve on my advisory committee. They also serve as guest speakers in our classrooms whereby they tell the students first hand what they are looking for.
3. We utilize our craft committee members in our school district as a network resource for our students.
4. Just offer the opportunity and invite them to events at the school.
5. Take the students on fieldtrips to different businesses.
6. Using them as craft committee members.
7. Guest speakers and internship participants.
8. By calling them and visiting them.
9. Have not had a lot of luck with this because of lack of student interest.
10. Holding PTSA/craft committee meetings simultaneously to join both parties.
11. By simply talking to them.
12. Allow them to understand what it is that you are asking; allow them to explain what it is they are doing; then ask them to only share their experience with the upcoming generation.
13. We have monthly meetings with our advisory committee. We discuss the important events going on at GTC.
14. We ask them to speak at multiple events and keep them informed of anything new.
15. By inviting them to school functions.

Survey Results

16. Conducting industrial visits.
17. By inviting them to join my craft committee.
18. Industry visits
19. Craft committee members
20. Call them up and ask them.
21. Currently, the advisory committee is the main way I am accomplishing this task. I plan to sponsor more field trips to businesses in the future.
22. Using them as guest speakers
23. With limited business and industry contact possibilities this is an area we work to improve in.
24. I invite them as speakers, they allow my second year students to job shadow, and they serve on my advisory council.
25. We take trips to businesses and industries to get to know the local environment. We also use referrals as way to expand our focus and contacts.
26. We have them come down here and present speeches and items at our career days and our non-traditional day.
27. Industry visits
28. By training my students to be prepared for the job workforce
29. In my area, I only have to ask.
30. I do two industry visits per semester.
31. Setting up internships and partnering our advisory committee members with students.
32. Use them as guest speakers.
33. Most of the companies in Memphis recognize us as a viable training institution and recommend us to students who may be interested. Many are willing to serve as advisory members and help us promote our industry. They understand the necessity of a student entering this field. Our graduates also serve and help us recruit by their success and their professionalism in the workplace.
34. We use them as guest speakers, partners, job shadowing participants, etc.
35. We are going into the community and requesting the professionals to come into our facility.
36. Advisory committee
37. I have not done this.
38. We have guest speakers from industries to speak on safety, financial literacy, writing a business plan, understanding the stock market, investments, check writing and banking services, finance for college and much more. Teachers are expected to visit five industries in the fall and five industries in the spring. These industries become our network resources for our students.
39. Craft committee and evaluation of student performance activities.
40. Personal contacts and letters
41. Invite them to the class.
42. Craft committees
43. Advisory meetings, newsletter recognition, college and career fair participation.
44. I invite them to come to the classroom as guest speakers.
45. Asking local health care workers to come speak in my class as well as parents of students
46. Advisory committee and tours
47. They are invited to be a part of our advisory committees and as guest speakers.
48. Vocational teachers have professionals in the different fields speak to students.
49. Meetings

Survey Results

50. Business and industry contacts are invited to speak to students and attend advisory meetings. We field trip to facilities in the area whenever possible to introduce students to these businesses, and businesses to their possible future employees.
51. Using the career and college fair. Helping students find mentors.
52. We have a partner lunch each semester. Our teachers go to industry to make contact and invite representatives to visit the school.
53. I get them to speak to the students.
54. Haven't done so.
55. Meeting students at clinical rotations, asking them to serve on my advisory committee, and also inviting them to our career fair.
56. Again, I am using the advisory committee as well as having guest speakers in the classroom.
57. Business and industry personnel provide workshops and various training for our students. They always provide brochures, literature and contact information for students.
58. By begging.
59. I just go out and talk to them and they understand that this class is very important to teach students about children and the importance of education and they just offer to help in any way that they can.
60. Visiting them and explaining how critical they are in the process of CTE.
61. You have to go to them and make requests and they comply.
62. Invite industry leaders (like Yates const. in Gulfport) to come speak to our students about employment opportunities.
63. Guest speakers and career fairs
64. Using local business people to serve as guest speakers and field trip hosts.
65. We are not doing this at this time. Would love to get some advice on how to do this. We have a limited amount of resources available in our area.

Survey Results

Question 7: In what ways can the RCU help you promote CTE in your community?

Promotional Print Collateral Templates	Statewide Publicity	RCU Presentations to Parents & Community	Career Pathways	Counselor Meetings (1)
PowerPoint slides(1)	Campaign (1)	Guest speakers (1)	More money for programs (1)	
Posters (3)	Publicity (1)	Workshops (1)		
Banners (1)	Commercials (2)	Seminars (1)		
Post cards (1)	Advertising (1)	Meetings (1)		
Brochures (1)	Promotions (1)			
Newsletters (3)	Video DVD (2)			
News releases (1)	Media (4)			
	TV commercials (6)			
	Radio (4)			
	Newspaper (4)			
	Success stories (2)			
	CTE Fair/Day (1)			
12	29	4	1	1

1. Provide good, positive public relations and place success stories in newspaper of good students learning. Good teachers that send good reports back to home schools. RECRUIT good students to make a difference. Students that grow to become productive and hardworking with good ethics and employable skills that employers CANNOT FIND. A lot of companies have told me they are lacking SKILLS, from academic to workplace skills! Soft skills. so many students do not know what employers expect. They can get a job and NOT keep it. Attendance, basic reading and math, skills, hardwork, working well with others, and etc.
2. By sending someone to our area to talk with advisory committee members.
3. Professional trainings
4. Offer suggestions of more creative ways to promote each program. Articles in the district newsletter.
5. By letting the school know about new programs and guidelines.
6. Blackboard online test
7. Universal brochures

Survey Results

8. By offering newsletter to the district that helps promote different programs.
9. I don't know.
10. Please bring representatives to come out and speak to our community groups.
11. Be a part of our college and career day
12. You can spread the word throughout the state with just one click.
13. RCU could come and do face-to-face workshops for more hands on experience.
14. Provide professional promotional pieces for recruitment.
15. By advertising CTE statewide.
16. Providing more information regarding the program and guest speakers from RCU.
17. Offer meetings for parents as well.
18. Help us determine how to overcome negative connotation of "vocational" school programs.
19. I'm unsure at this time.
20. Create a media campaign designed to promote the value of CTE.
21. If the RCU could assist in the preparation of some promotional material, that would be a big help.
22. What options do we have?
23. We need public exposure through the media. Paper communications has become obsolete. We don't need exposure to ourselves we need it in the public eye.
24. Thank you so much for doing this survey. I have said this for YEARS that parents are not informed about CTE programs. I think it is awful that students take a 1/2-credit course in technology and that is ALL THAT IS REQUIRED. Come on, people, this is THE technology age. Students NEED more technology!!! Seniors are struggling to format research papers correctly. They don't know the difference in the file extension of wps. or doc!!!!!!!!!!!!!!
25. Provide CDs about CTE and other career programs and handouts that highlight CTE.
26. High quality DVDs might help promote programs.
27. Through news releases and PowerPoint presentations that are program specific.
28. N/A
29. Provide commercials to promote our programs.
30. Posters, PowerPoint presentations
31. Excellent question! I would love to see local papers discuss your survey results and a short debunking article.
32. Host workshops and/or seminars for our district
33. Not sure on how much cost you are talking about. Anything to help us get the word out about our program would be a blessing. Anything to get the word out, get us in the papers, on the news, whatever to keep us in the forefront of the minds of our communities.
34. Provide DVD of program areas that are specific to my location.
35. RCU can help promote CTE by coming into our facility and seeing what we have to offer and taking that information back with them.
36. Brochures, commercials, billboards,
37. We need more money for brochures and posters, as well as TV ads featuring our students on our campus.
38. RCU can publicize vocational education by making it appealing to the masses through radio and TV commercials. The ads will benefit all schools in the state.
39. Offering students more PowerPoint presentations on the various pathways offered in CTE.
40. Submit information to community local newspapers, such as the Panolian and Southern Reporter, and provide TV ads.
41. Help us find free ways to advertise. Provide media spots and etc.
42. Resources
43. Develop a CTE commercial and run it on local networks.

Survey Results

44. Not sure.
45. Prepare me, I guess, to teach at the best of my ability.
46. Provide more newspaper ads and TV commercials.
47. Provide information on successful CTE students statewide for students to connect with.
48. Providing brochures that show how vocational classes can be used to help students be successful, not only in vocational areas, but in general fields of study.
49. Provide more public display of the positive results of CTE.
50. CTE fairs with practical and interactive demonstrations and participation could possibly further interest the community in our positive educational and beneficial roles.
51. Providing the newspaper ads, success stories, brochures, posters, direct mail postcards, radio and TV public service announcements.
52. N/A
53. Newsletters
54. Provide templates, promotional materials, and fresh ideas.
55. Positive publicity
56. Counselor meetings. Most of the feelings that the career and technical programs being for those who don't go to college are from the counselors. Also, after meeting with the legislative members, their reasoning for funding the programs according to those members are to help those students who don't go to college and need a job.
57. Brochures, literature and media coverage from RCU. A voice other than the local voice is always helpful.
58. Encourage my district to offer more career pathways by giving them money to hire the teachers and get what they need.
59. Not sure.
60. Provide resources and more ideas for us.
61. Actually, after participating in the webinar today, I am going to go to the website to use some of materials offered.
62. Suggest more creative ways to sell CTE to parents. Many parents still have the 1970's view of CTE as "vocational—being terminal," regarding opportunity.
63. The webinar this morning was great and we got lots of ideas of ways we will begin to help improve the image of CTE in our school and community. Unfortunately, we have not been doing a very good job of that.
64. Printing high-quality promotional materials, providing public service announcements to local radio stations.
65. We need to take out the stigma that is associated with career and technical education and let parents and students know that our programs can lead to better careers for two-year graduates than there are available for most four year graduates.

Survey Results

Question 8: What two types of promotional collateral are you most likely to use that would help promote CTE?

Brochure template	<div></div>	81.5%	53
Newsletter template	<div></div>	60.0%	39
PowerPoint template	<div></div>	43.1%	28
Post card template	<div></div>	16.9%	11
Poster template	<div></div>	30.8%	20
Scripts for audio & video podcasts	<div></div>	23.1%	15
		Other	5
			Answered question 65

Other
Web site creation (1) Public workshops (1) Marquee (1) Public broadcasting (1) Post cards (1)
5

Survey Results

Question 9: How do you communicate the impact your CTE program has on placing students in jobs and in college after graduation?

Presentations	Social Media	Word of Mouth	Nothing	Counselors	Promotional Print Collateral	Media
Showing the data to new students (3)	Twitter (1)				Brochures (1)	Newspaper (2)
Showing the data to parents (1)	Facebook (1)				E-mail (1)	Website (1)
Showing the data to businesses (1)					Newsletters (1)	
Weekly meetings (1)						
Graduate testimonials of success to students (4)						
Graduate testimonials of success to craft committee (1)						
Graduate testimonials of success to chamber of commerce (1)						
Graduate testimonials of success to advisory committee (1)						
Open house (1)						
14	2	2	14	2	3	3

Survey Results

1. Counselor, most attend community college, others go to work, and others do nothing!
2. When I make my presentations to the new students, I tell about the success stories of students as a result of being in a CTE program. One example is I had a student who was very smart but extremely shy. Would not say a word to you if you didn't say anything to her. I practiced with her in the classroom about the importance of using eye contact. I had a personnel director from industry to come in and interview her. Between the two of us, we were able to get her to talking and she went on to become a spokesperson for one of the administrators who would often make presentations to different groups. She has now graduated college and is a licensed practical nurse.
3. I communicate with parents, co-workers, and various businesses.
4. Presentations and district newsletter
5. By helping with job placement.
6. Good!
7. I inform my students of the success of the ones who have been in the class.
8. By going by and visiting different businesses and by talking with parents.
9. By word-of-mouth.
10. By providing placement numbers to RCU.
11. Prospectus
12. I feel that after learning just the basic common knowledge in the CTE course they will want to further themselves and learn more and perfect the craft.
13. We have weekly meetings and we communicate.
14. We can place a follow up section in monthly newsletter
15. Tell them they will know the fundamentals to enter the job force after completing the course.
16. Placement Data
17. By contacting them after they have finished my program.
18. Publish a prospectus of completers each May.
19. Through presentations
20. I like to invite former students back to share with current students
21. I have not done much with this area yet. My program is relatively new.
22. We don't that I know of.
23. Verbally during recruiting times.
24. That IS my curriculum!! Everything I do in my classroom is to prepare my students to be successful business people!
25. We use data that reflect job placement to encourage new and current students to stay with CTE and help us recruit other students.
26. We publish the number of students that attend here and go on to colleges compared to regular academic education students.
27. News release
28. Great, I have students that complete my program and pursue a college major in the related major.
29. Our students are ready for the workplace and college.
30. I try to follow up on my students when they graduate.
31. Newspaper, Facebook, and Twitter, advisory committee updates each nine-weeks
32. We need job placement for our students, I haven't witnessed that at our building.
33. Most of the time our students that are in the field working are our best advertisement. We have many employees that call us because of the employees we have placed previously. Again, we are constantly talking to potential or previous employers and asking them to consider us when they think of hiring.

Survey Results

34. I haven't done so.
35. We communicate the impact CTE has in placing students in jobs and in college after graduation through the use of our Open House as well as beginning to establish a relationship with local news media.
36. N/A
37. I speak at meetings every opportunity I get.
38. We do follow-ups on completers to see if they are continuing in the program at the postsecondary level or employed in a field related to the program.
39. Publishing student success in each published newsletter.
40. Career and guidance counselors, former students, follow-ups
41. We do not do a very good job with this...the individual teachers keep up with it, but it is not publicized.
42. Big impact.
43. I need improvement in this area.
44. Invite former students back to talk to students and have them speak at craft committee meetings.
45. Health Care--always be a job in health care
46. N/A
47. Not very well.
48. We have not done a good job with this. We could use your help
49. Email, brochures, announcements
50. We fill out a required survey our director gives us. When students visit they keep us apprised of their endeavors and we share those with our current students and colleagues.
51. Share in the classrooms and through publicity
52. N/A
53. I tell present & future students about careers that former students have obtained because of the CTE programs they had while in school.
54. Word-of-mouth
55. Bulletin board, newsletter, website, newspaper
56. I really don't do this as well as I should other than completing the report that is handed in to the state department. I do use my former students as judges and guest speakers from time-to-time.
57. School newsletter and chamber of commerce are avenues we use to communicate the impact of our CTE programs' success.
58. Through reports and Internet posts.
59. I talk to them about scholarships, joining clubs that can help with scholarships, and how learning the things they have in class could help them get a part time job while in college and great experience toward their college degree.
60. We need ideas here.
61. The fact that the top 10 students that graduated last year were CTE students says a lot. Many of our students have entered in apprenticeship programs and are working. They start on higher levels instead of entry levels.
62. Get former students to come speak to our present students.
63. Tell success stories of former students. Invite former students to talk to classes.
64. N/A
65. N/A