


MARKETING

A close-up of a hand holding a blue eraser, positioned as if erasing the word 'MARKETING' which is written in large, blue, stylized letters at the top of the slide. A blue line, resembling an eraser stroke, curves from the left side of the word down towards the text below.

**Best Practices in
Media Outreach**

*Build Support for
CTE & CTSOs*

Session Objectives

- Identify the key benefits and challenges of engaging others in your Career Education program.
- Differentiate between traditional and social media outreach
- Explore resources available to guide the creation and implementation of an effective career education engagement/outreach plan
- Share best practices for engagement and media outreach

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Why Engage Stakeholders?

- Program Understanding
- Recruitment
- Expertise
- Advocacy
- Resources
 - Equipment
 - Funding



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Challenges

- Time (yours and theirs)
- Competition
- Changing marketplace
- Bombardment of messages
 - Average of \$895 per year per capita spent on advertising (for profits)



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Stakeholders want/demand...

- Skilled workforce
- Current technology
 - Equipment & technology in the classroom
 - Productivity technology skills, not gaming, social media, texting abilities

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World Class Career Technical Education (CTE) Talking Points

1. CTE is critical to ensuring that the U.S. leads in global competitiveness
2. CTE prepares students to succeed in further education & careers
3. CTE is a results-driven system that demonstrates a positive return on investment

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World Class Career Technical Education (CTE) Talking Points

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2. CTE prepares students to succeed in further education and careers
3. CTE is a results-system that demonstrates a positive return on investment
4. CTE actively partners with employers to design and provide high quality, dynamic programs
5. CTE is delivered through comprehensive Programs of Study based on the Nebraska Career Education Model

World Class Career Technical Education (CTE) Talking Points

4. CTE actively partners with employers to design & provide high-quality, dynamic programs
5. CTE is delivered through comprehensive Programs of Study aligned to the Career Clusters Framework

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Marketing CTE

Answer the “So What?” Questions

- **Create Awareness** – be a CTE advocate everywhere you go, giving a consistent, focused message!
- **Features** – be prepared to share actual examples that give CTE an “edge.”
- **Benefits** – tell how CTE improves students’ lives (college **and** career readiness).
- **Value-Added** – tell how CTE enhances your school, community, and state.

YOU HAVE THE ABILITY TO ANSWER THE “SO WHAT?” QUESTIONS.

This is how you can do it:

Create Awareness — be a CTE advocate everywhere you go, giving a consistent, focused message!

Feature — be prepared to share actual examples that give CTE an “edge”.

Benefit — tell how CTE improves students’ lives (college AND career readiness).

Value-Added — tell how CTE enhances your school, community and state.

Brand Promise — focus on a reputation of high performance workers and entrepreneurs (quality, service, image).

Word of Mouth — build an arsenal of high-impact testimonials from respected people and organizations.

Image Projection — visualize the desired image for you and your CTE program(s), then **live it!**

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THE GOLDEN RULE OF MARKETING

Repetition! Repetition! Repetition!

- ① You must repeat your consistent message multiple times for your audience to remember it.
- ② It takes multiple exposures before the consistent message starts to sink in.
- ③ Same message, same message, same message.
- ④ One negative encounter can “kill” your reputation for a lifetime.

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Media Outreach & Brand Promise

- **Brand promise** – the expected tangible benefit that creates desire for a product or service.
 - Can be explicitly articulated
 - Can be subtle delivery of a brand experience
 - Good only if it's ***kept!***



To Motivate Stakeholders (Customers) a Brand Promise Must

- Convey a compelling benefit
- Be authentic & credible
- Must reflect customers' feelings
- Be short, simple, to the point
- Be kept, every time, despite challenges & obstacles

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Examples



- **Apple** - You can own the coolest, easiest-to-use cutting-edge computers and electronics
- **FedEx** - Your package will get there overnight. Guaranteed.



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CTE Brand Promise

(NASDCTEc)

- Continually improve the relevance & value of a student's educational experience.
- Prepare students for success in both careers & college by employing career clusters & their curriculum framework, to ensure contextual learning & academic standards that reflect the goals & interests of all learners

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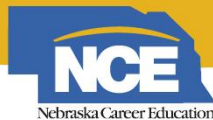
CTE Brand Promise

(NASDCTEc)

- Provide American business & industry with a highly skilled, sustainable workforce
- Provide dynamic, innovative leadership for the nation's educational systems
- Serve as a strategic partner with secondary & postsecondary educators, business and industry to strengthen America's competitive position in the global economy

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Nebraska Highlights — Career Student Organizations — Career Exploration — Economic Development — Gallery



Developing young Nebraskans who are ready for college and career.

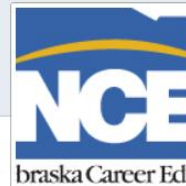
Career Education in Nebraska schools is about real world learning: Business and marketing. Agriculture and health sciences. Technology and skilled trades. Education and community leadership. Career exploration and entrepreneurship. Career Education is all this—and much, much more.



Career Education in Nebraska schools:

- Prepares students for success in career and college
- Provides an engaging educational environment for students
- Helps students connect core academic education with real-life relevance and experience
- Inspires entrepreneurship and innovation to create new businesses in Nebraska
- Encourages partnerships between schools, business and industry, and community
- Develops a sustainable, skilled workforce for Nebraska business and industry
- Inspires students to explore career options, develop good work habits and prepare for life

Career exploration made easier. Many Nebraska schools and students are using a powerful online tool to explore career options within 16 Career Clusters™—and the educational pathways to achieve success in their chosen career. To discover more about this free resource for Nebraska students, visit www.NebraskaCareerConnections.org



Nebraska Career Student Organizations

44 likes

Education

CSOs in Nebraska include: FFA, FBIA, HOSA, Skills USA, DECA, FCCLA, and FEA.

About — Suggest an Edit



Photos



Likes

Highlights ▾

Post Photo / Video

Write something...

Post



Nebraska Career Student Organizations

January 28

State officers of FBIA, FCCLA, FEA, DECA, HOSA, and SkillsUSA were lucky enough to sit in on a legislative bill debate earlier today.



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14

Recent Posts by Others

See All



TJ Lind

Go DECA Inc.! Greetings from Minnesota :)

2 · December 11, 2012 at 10:11pm



Nebraska Career Student Organizations

January 28

Another shot from the Capitol.



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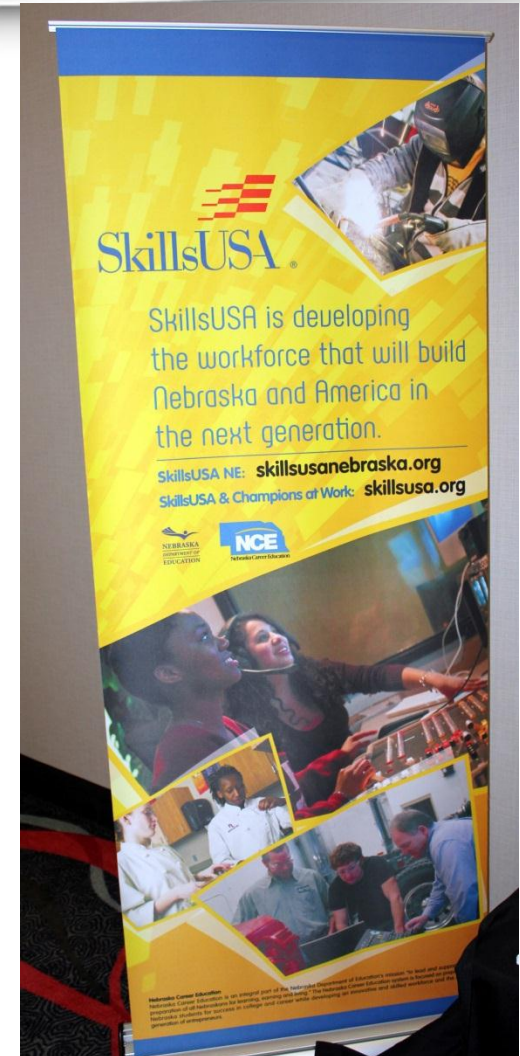
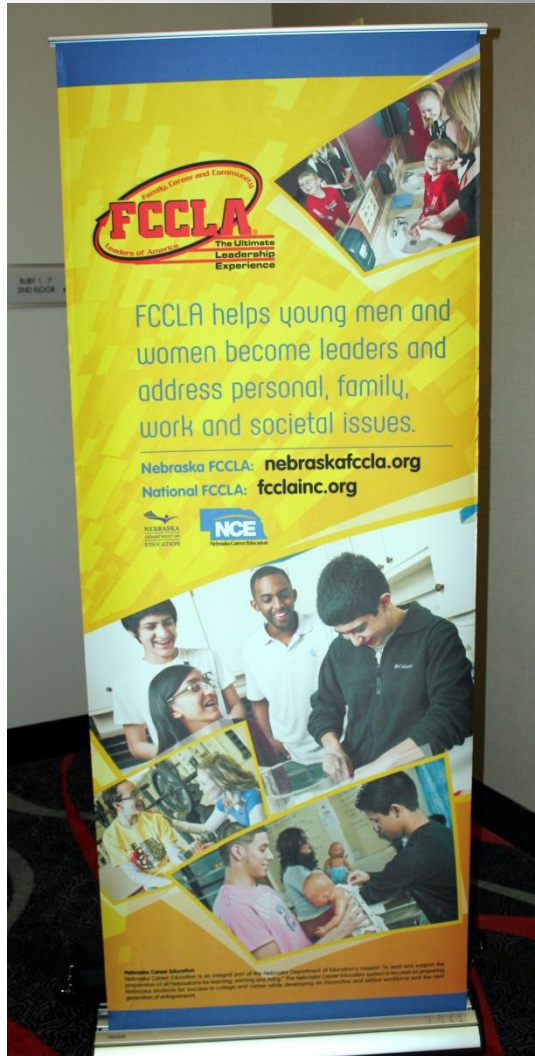


Nebraska Career Student Organizations

January 27 via mobile



Banner Stands



Rack Cards



The Career Student Organization (CSO) focused on marketing, finance, hospitality, management and entrepreneurship.




Products competing in a worldwide marketplace. A highly mobile global society. Emerging media and technologies. Opportunities for entrepreneurs with innovative ideas, products or services.

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. DECA enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition.

DECA is preparing tomorrow's business owners, managers and leaders for Nebraska and America. Learn more about DECA by contacting your local school.

Nebraska DECA Association: nedece.org

DECA, Inc.: deca.org







DECA Members:

- Develop actual marketing campaigns and business plans
- Obtain career experience through business mentorships, partnerships and employment
- Prepare for success in college and career as a result of industry-validated competitive events
- Conduct service projects to better their communities
- Develop skills in leadership, teamwork, entrepreneurship, public speaking and project management
- Discover their unique talents, abilities and interests
- Demonstrate proficiency in state, regional and international competitions
- Benefit from DECA's use of the latest technology and application of cutting edge educational research
- Leverage their DECA experience to become academically prepared, community oriented, professionally responsible, experienced leaders

How you can support DECA in your school:

- Offer to speak to the DECA chapter in your local school
- Provide workplace experiences for DECA students
- Offer your business as a case study or project for DECA students
- Give students a tour of your business
- Serve on an advisory committee to guide curriculum that develops the work skills you need in your employees
- Provide financial or in-kind support for DECA in your school
- Serve as a judge during a DECA competition
- Speak up in support of career education in your local school



Nebraska Career Education
Career Student Organizations (CSOs) are an integral component of the Nebraska Career Education system. Not only do they include career exploration, Career Technical Education (CTE) courses, school counseling, Career Clusters™ and other career-focused initiatives, the Nebraska Career Education system also includes preparing Nebraska students for success in college and career while developing an innovative and skilled workforce and the next generation of entrepreneurs for sustained economic growth in communities all across Nebraska. Not all CSOs are available in all Nebraska schools. Check with your school for availability.

If it is the policy of the Nebraska Department of Education not to discriminate on the basis of sex, disability, race, color, religion, marital status, age or national origin in its education programs, administrative policies, employment or other agency programs.

This project was funded through the Carl D. Casey Career and Technical Education Act of 2006, administered through the Nebraska Department of Education. However, the contents do not necessarily represent the policy of the Nebraska Department of Education, and you should not assume endorsement by the federal government.



The Career Student Organization (CSO) focused on industrial, skilled trade and skilled service careers.






The need to rebuild the nation's infrastructure. An aging population of skilled trades people. Development of new technologies and knowledge to solve critical problems and challenges.

SkillsUSA is developing the next generation of Nebraska's high performance workforce—from skilled trades to industrial engineers to licensed and certified service personnel. It is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. SkillsUSA connects students' classroom work in science, social studies, math, English/Language Arts and career education with the real world of skilled and technical sciences.

SkillsUSA's mission is to help its members become world-class workers, leaders and responsible American citizens. The SkillsUSA Championships competitive events program reinforces this mission by rewarding students for excellence, involving industry in directly evaluating student performance and keeping training relevant to employers' needs.



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SkillsUSA Members:

- Obtain real-life, hands-on experience relevant to today's workforce
- Get involved in community service projects
- Interact with industry leaders in their community
- Focus on total quality work performance by exhibiting superior skills and pride in their work in the classroom, laboratory/shop and on the job
- Practice ethical behavior
- Develop skills in leadership, teamwork, citizenship, public speaking, character development and project management
- Discover their unique talents, abilities and interests
- Demonstrate proficiency in state, regional and national competitions
- Are better prepared for success in college and career

How you can support SkillsUSA in your school:

- Offer to speak to the SkillsUSA chapter in your local school
- Provide workplace experiences for SkillsUSA students
- Give students a tour of your business
- Serve on an advisory committee to guide curriculum that develops the work skills you need in your employees
- Provide financial or in-kind support for SkillsUSA in your school
- Serve as a judge for a SkillsUSA competition
- Speak up in support of career education in your local school

SkillsUSA is developing the workforce that will build Nebraska and America in the next generation. Discover more by contacting your local school.

SkillsUSA Nebraska: skillsusanebraska.org
SkillsUSA and Champions at Work: skillsusa.org

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Career Student Organizations (CSOs) in Nebraska.

Connecting classroom and career.

DECA, FBIA, FEA, FCCLA, HOSA, Skills USA. You've probably seen some of this "alphabet soup" before. And while you may not know what these letters stand for, what they really spell is "student success" for those who become active members.

These organizations are among the Career Student Organizations or CSOs available in Nebraska schools—large and small—spanning the entire state.

Career Student Organizations enrich classroom instruction by giving members opportunities to connect their classroom learning with real-life situations encountered in specific career areas. They see the relevance of what they are learning in their academic and career technical courses to their area of interest. The content becomes meaningful—and education becomes fun!

CSO members discover and explore their skills, talents and interests. They develop career and personal skills crucial for success in the world of work and as productive members of their families and communities. They begin to focus on a path to college and career. They become actively engaged in their education—and that makes a big difference in their long-term success!

CSO members attain skills and experiences that prepare them for college, career and life. Collaboration. Teamwork. Critical thinking. Responsibility. Accountability. Leadership. Ethics. Entrepreneurship. Citizenship. Effective communication.

These are characteristics we want our students—and our future workforce—to have. Through CSOs, Nebraska schools are developing a world-class workforce and the next generation of entrepreneurs vital to our nation's economic growth and vitality.



Career Student Organizations in Nebraska span a wide range of career areas and life roles:



Marketing, finance, hospitality, management and entrepreneurship.



(Future Business Leaders of America) Business management, finance and information technology.



(Family Career and Community Leaders of America) Family member, wage earner and community leader.



(Future Educators Association) Teaching, training and education.



Agriculture, food and natural resources.



(Health Occupations Students of America) Health science, healthcare and wellness.



Industrial, skilled trades and skilled service careers.

Not all CSOs are available at all Nebraska schools. Contact your local school system for more information.

Discover more about Career Student Organizations.



Career Student Organizations are about: Learning. Discovering. Doing. Succeeding.

If you're a student, talk with your career technical education teacher(s) and counselor about the CSO opportunities in your school. Talk with your friends about their CSO experience.

If you're a parent, learn more about CSOs from your school—and talk with your student about getting involved in a CSO in his/her areas of interest. CSOs are a great resumé builder for college and career.

If you're a business owner, connect with the CSO in your school that aligns with your business. You may find ways to provide great experiences for students—and you may find some potential future employees in the process.

Nebraska Career Education Career Student Organizations (CSOs) are an integral component of the Nebraska Career Education system that also includes career exploration, Career Technical Education (CTE) courses, school counseling, Career Cluster™ and other career-based initiatives. The Nebraska Career Education system is focused on preparing Nebraska students for success in college and career while developing an innovative and skilled workforce and the next generation of entrepreneurs for sustained economic success in communities all across Nebraska. Not all CSOs are available in all Nebraska schools. Check with your school for availability.



301 Centennial Mall South
Lincoln, NE 68509
402.471.2295
nce-nebraska.org

It is the policy of the Nebraska Department of Education not to discriminate on the basis of race, disability, race, color, religion, marital status, age, or national origin in its education programs, admission policies, employment, or other agency programs.

Career Student Organizations

Connecting Classroom & Career



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Enhancing student success.

CSOs are an integral part of career technical education because they allow members to experience and develop characteristics they need for success including:

- ◆ Teamwork by being an active member in the local chapter
- ◆ A sense of belonging and "connectedness"
- ◆ Pride in personal and chapter accomplishments
- ◆ Ethical decision-making
- ◆ Leadership skill development
- ◆ Refining communication skills in formal and informal settings
- ◆ Earning success—and learning from failure

Learning becomes real because the challenges and opportunities in a CSO chapter's program of work are directly connected to the community and to business/industry.

CSO competitive events take place at the state, regional, national and international levels. These competitions are validated by business and industry—and judged by experienced professionals. Members must apply what they have mastered in the classroom and in work-based learning experiences to solve problems in business and in interpersonal relationships.

Students involved in Career Student Organizations and career education are more likely to graduate from high school—and tend to perform better academically than students who are not.

CSO members begin to connect the dots between school and life after graduation. They gain knowledge, insight, experience and self-awareness that allow them to make better decisions in their education and career choices. Members reflect on whether a career area truly is the correct path for them—an understanding that can help save time and money in college.

CSO members begin to see possibilities and potential. They discover and develop their skills, talents and interests. They start to focus on a path to college and career. They become actively engaged in their education—and that makes a big difference in terms of their success.

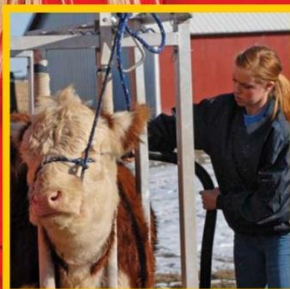


Connecting with the Community

CSOs members take what they learn in the classroom and apply it in their communities. They play a vital role in their local communities by:

- ◆ Identifying and leading community projects
- ◆ Working with community members—from elementary students to senior citizens
- ◆ Raising awareness of community challenges—and helping find solutions

CSO members put their skills to work to build, improve, create and innovate—making their community even better. In the process, they gain confidence and experience that can translate into career and personal success.



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Nebraska Career Education is in sync with Nebraska's economic future.

In 2010, the Nebraska departments of Economic Development and Labor commissioned a detailed assessment of Nebraska's economic drivers. This report, commonly called the Battelle Study, identified twelve primary industry clusters driving the state's economy. From those twelve, the Department of Economic Development has targeted five primary industry clusters that build on Nebraska's fundamental strengths for sustained economic vitality:

- Agriculture and Food Processing
- Financial Services and Insurance
- Information Technology
- Precision Manufacturing
- Transportation, Warehousing and Distribution Logistics

These five business/industry clusters are well aligned with the primary focus of many Career Education programs in Nebraska—preparing Nebraska students for the Nebraska careers of today and tomorrow.

Discover how Nebraska Career Education is encouraging student success, inspiring student achievement and creating economic vitality in Nebraska at www.NCENebraska.com.



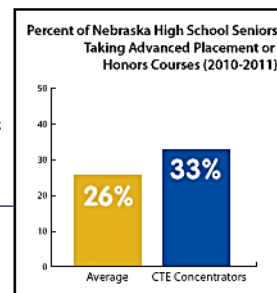
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Career Technical Education (CTE) concentrators are 1.4 times more likely than non-concentrators to take advanced placement or honors courses.

Using 2010-11 data, 26% of Nebraska high school seniors take advanced placement or honors courses.

When we look at CTE concentrators in Nebraska (those taking at least three CTE courses in their academic career within a particular Career Education program of study) that number jumps to 33%!



That's a 27% increase over the average, which counters stereotypes that CTE students take less rigorous courses or are not high achievers in academic subjects.

In fact, high performing CTE students learn academic content in real-world contexts—and can effectively apply this knowledge in both academic **and** technical settings.

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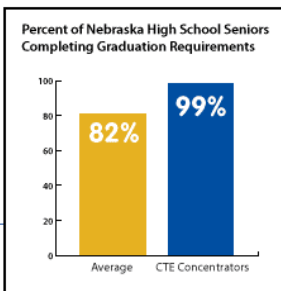




The odds of completing graduation requirements are 25.6 times greater for Career Technical Education (CTE) concentrators than non-concentrators.

Statewide, 82% of Nebraska high school seniors complete an approved program of study and meet requirements for a high school diploma.

But when we look at CTE concentrators in Nebraska (those taking at least three CTE courses in their academic career within a particular Career Education program of study) that number jumps to 99%!



That's a 21% increase over the average!

As policymakers nationwide express concern about dropout prevention and high school graduation rates, Nebraska Career Education is proving that students enrolled in rigorous, relevant programs of study focused on careers of interest to them remain in school—and graduate successfully.

Discover how Nebraska Career Education is encouraging student success, inspiring student achievement and creating economic vitality in Nebraska at www.NCENebraska.com.



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Public Radio Sponsor Tags/REVISED

CLIENT: Nebraska Department of Education/Career Education
JOB: 11NCE-023
TITLE: 2012 Public Radio Sponsorships
DATE: January 30, 2012

NCE NET Sponsorship

Program support comes from Career Education programs in Nebraska schools. Combining career information, counseling, technical education, academics and real-world experience to prepare Nebraska students for success in college and career. On the web at NCE Nebraska dot org.

Program support comes from Career Education programs in Nebraska schools and colleges. Creating opportunities for students to discover the college and career paths that lead to Nebraska's jobs of tomorrow. On the web at NCE Nebraska dot org.

Program support comes from Career Education programs in Nebraska schools. Providing leadership, learning and personal growth through career student organizations such as DECA (*DECK-uh*), F-B-L-A, F-F-A, Skills USA and more. On the web at NCE Nebraska dot org.

Program support comes from Career Education programs in Nebraska schools. Providing leadership, learning and personal growth through career student organizations such as F-E-A, HOSA (*HOE-suh*), F-C-C-L-A and more. On the web at NCE Nebraska dot org.

Program support comes from Career Education programs in Nebraska schools. Nearly 90,000 Nebraska high school students are enrolled in programs in business, agriculture, manufacturing and other disciplines—getting prepared for college and for Nebraska's jobs of tomorrow. On the web at NCE Nebraska dot org.

Program support comes from Career Education programs in Nebraska community colleges. Over 52,000 Nebraskans are enrolled in business, information technology, skilled trades, healthcare and other disciplines—getting prepared for Nebraska's careers of tomorrow. On the web at NCE Nebraska dot org.



Career Technical Education (CTE)

is changing the face
of Nebraska schools.

Tens of thousands of enthusiastic, engaged students preparing for a career, for college, for life. It's happening in Career Technical Education (CTE) courses all across Nebraska.

From business to marketing. From agriculture to health sciences. Technology and skilled trades to education and community leadership.

CTE brings real-world relevance to students' education—and that's great news for Nebraska's schools, Nebraska's economy and Nebraska's future.

Discover more about today's CTE in Nebraska. Talk with your local school or visit:

www.ctenebraska.org



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Spotify?**

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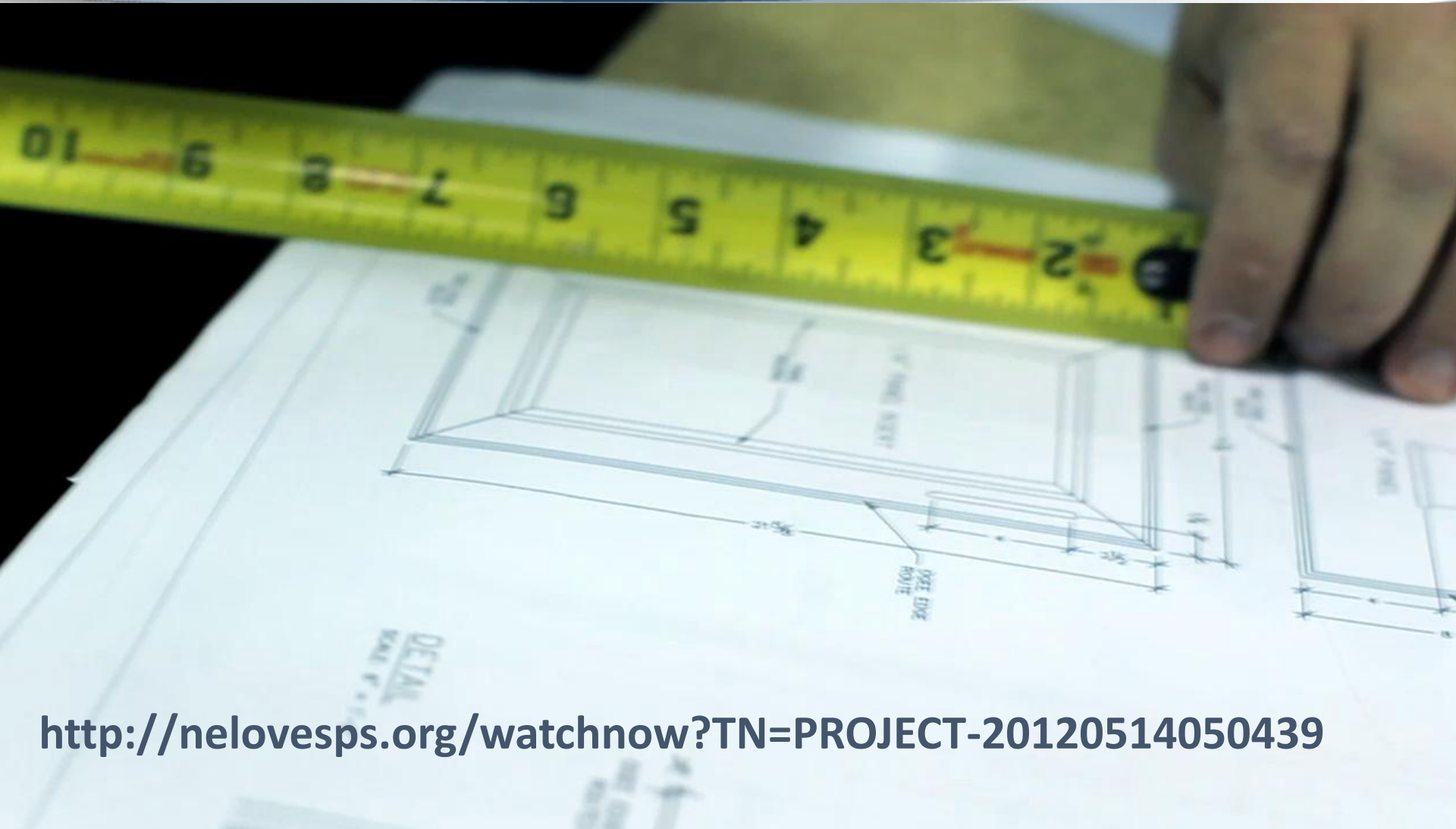
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- Best marketing campaigns of 2013 so far

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SkillsUSA: Working to Ensure America Has a Skilled Workforce



<http://nelovesps.org/watchnow?TN=PROJECT-20120514050439>