



Career Technical Education (CTE) is an educational option that provides learners with the knowledge and skills they need to be prepared for college and careers. Through CTE, learners gain real-world skills to pursue a career that they are passionate about.

CTE *Delivers* FOR FAMILIES

88%

of learners involved in CTE and their parent/guardians are satisfied with their high school experience compared to 75% of those not involved in CTE.

95%

The graduation rate for students who take a concentration of CTE courses is about 95 percent, approximately 10 percent higher than the national average.

85%

of families in CTE are satisfied with their ability to learn real-world skills and explore careers in school, compared to just 54 percent of families not in CTE.

Communicating effectively about CTE is critical to encouraging more learners to experience the value and promise of CTE programs of study. Use the following learner-centered messages to talk about CTE with parents, students and other stakeholders.

PREPARE FOR THE *Real World*

CTE Learners gain real-world skills.

CTE Learners explore careers to find their passion.

CTE Learners have more options for college and career success.

To learn more about the research and messages, including messages tailoring to reach each learner and tips to put this into practice, visit

www.careertech.org/recruitmentstrategies.

