



The State's Role in Communicating About CTE

September 20, 2018

Bloomberg

INSIDE
HIGHER ED

WAMU, AUG 3

Career and Technical Education Moves Forward, But It's Not Your Father's Woodshop

Jenny Abamu

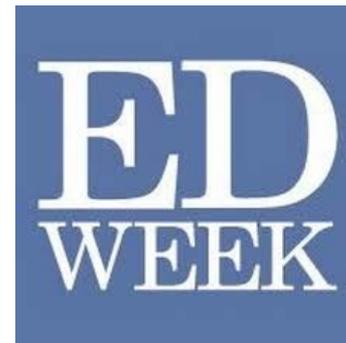


President Trump reauthorized a measure that encourages schools to dedicate resources to programs that prepare students for the workforce.

By Nasir Ahmad / Flickr

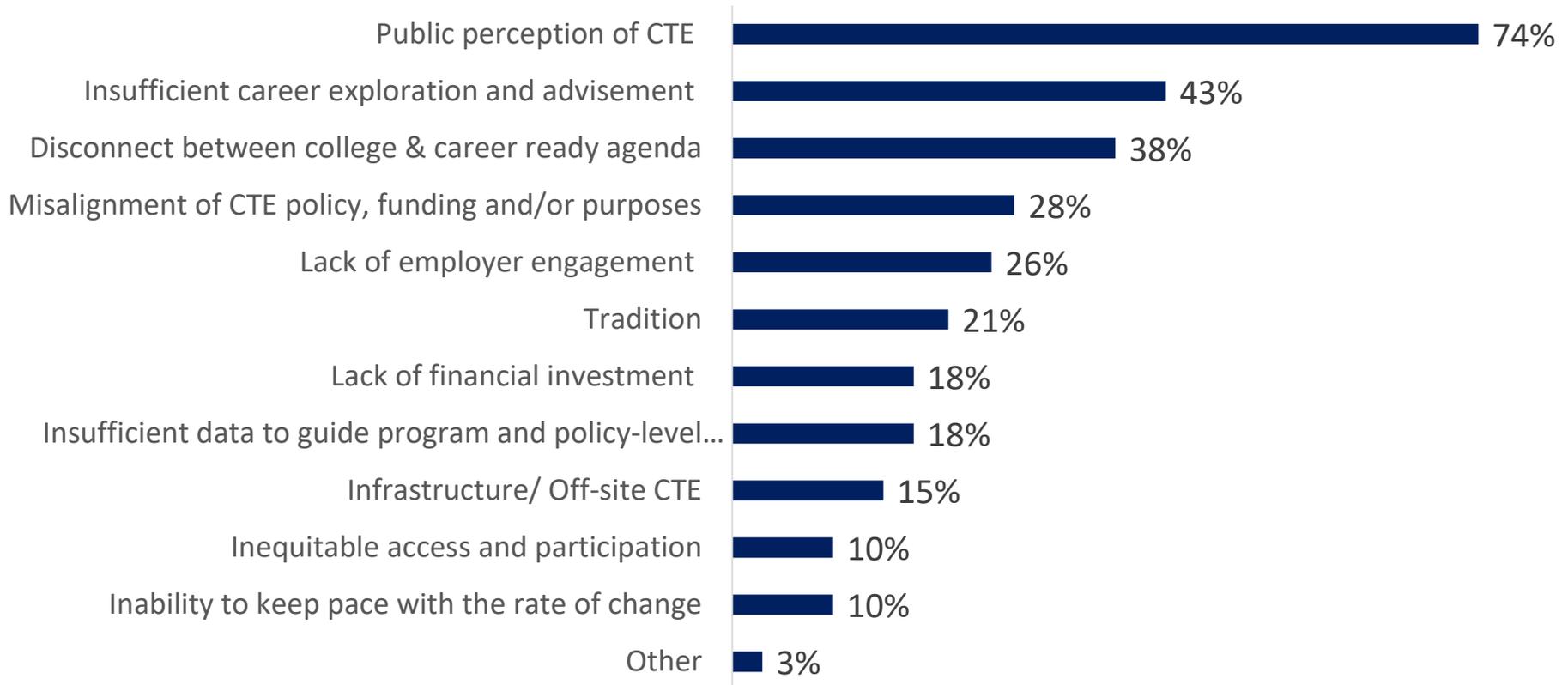


PBS
NEWS
HOUR



CTE's Stigma Issue

CTE's Greatest Challenges



Speakers



- Katie Fitzgerald, Communications Manager, Advance CTE
- Dwight Johnson, CTE State Administrator, Idaho Division of Career & Technical Education
- Caty Solace, Outreach & Communications Manager, Idaho Workforce Development

Agenda



- Key findings from *“The Value and Promise of CTE: Results from a National Survey of Parents and Students”*
- Idaho’s state-wide approach to communicating about CTE

Research Goals



Explore what middle & high school parents and students know and think about CTE

Understand motivators and barriers to enrolling in a CTE program

Determine which messages are most compelling to consider a CTE program and which are not

Identify trusted decision-makers and effective communication channels for CTE

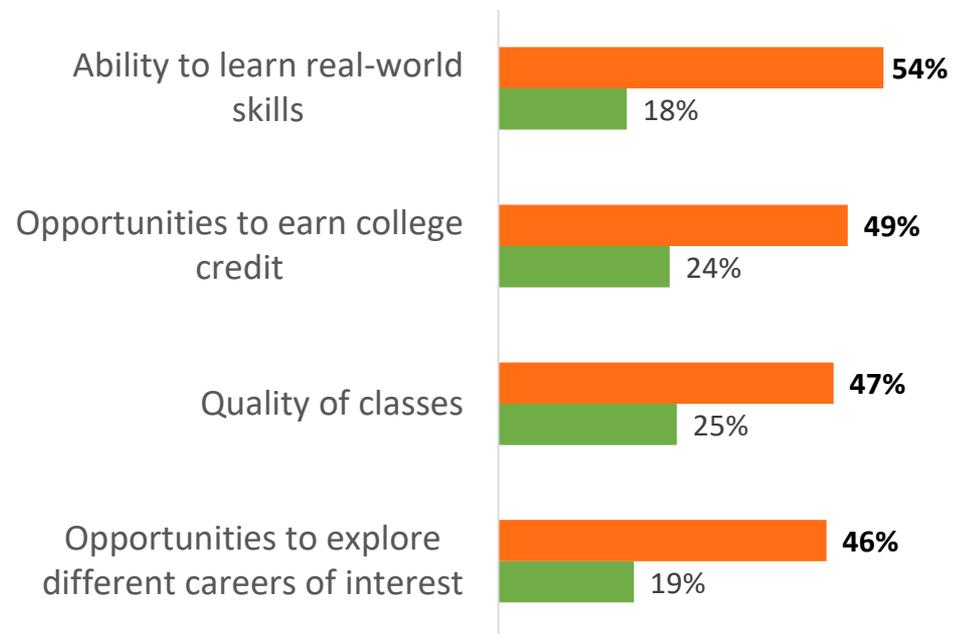
CTE Delivers for Parents & Students

55% of Current CTE

Parents/Students *Very Satisfied* with overall school experience
(92% satisfied)

27% of Prospective Parents/Students *Very Satisfied* with overall school experience
(78% satisfied)

How satisfied are you with...? (Very Satisfied)



Current Prospective

Bold = statistical significance between audiences

CTE Delivers for Parents & Students

Parents and students involved in CTE were **more satisfied** than those not involved in CTE with regards to their:

- ✓ *Overall education experience*
- ✓ *Quality of the classes*
- ✓ *Quality of teachers*
- ✓ ***Ability to begin preparing for and get a leg up on your career***
- ✓ ***Opportunities to explore different careers of interest***
- ✓ ***Opportunities to earn college credit(s)***
- ✓ ***Opportunities to earn credits towards a certification***
- ✓ ***Opportunities for internships***
- ✓ ***Ability to learn real-world skills***
- ✓ ***Opportunities to make connections and network with employers***
- ✓ *Social life opportunities*
- ✓ *Opportunities to take elective courses*

College and Career Success

Are Both Important for Parents & Students

70% of Parents & Students
strongly agree:
**finding a career that I/ my
child feels passionate
about is important**
93% agree in total

*"The goal is not just to have
a good job but to be **happy**
in what they do." – MD
prospective parent*

60% of Parents & Students
strongly agree:
**getting a college degree is
important**
85% agree in total

*"High school is
something we need to
get through to **get to**
college." – MS
prospective student*

56% of Parents & Students
strongly agree:
**it's important that I/
my child has a job that
pays well**
87% agree in total

*"I want to make stable
living and want to have a
good **job that pays well.**"
– OH prospective student*

Educators and Students Are Best Messengers



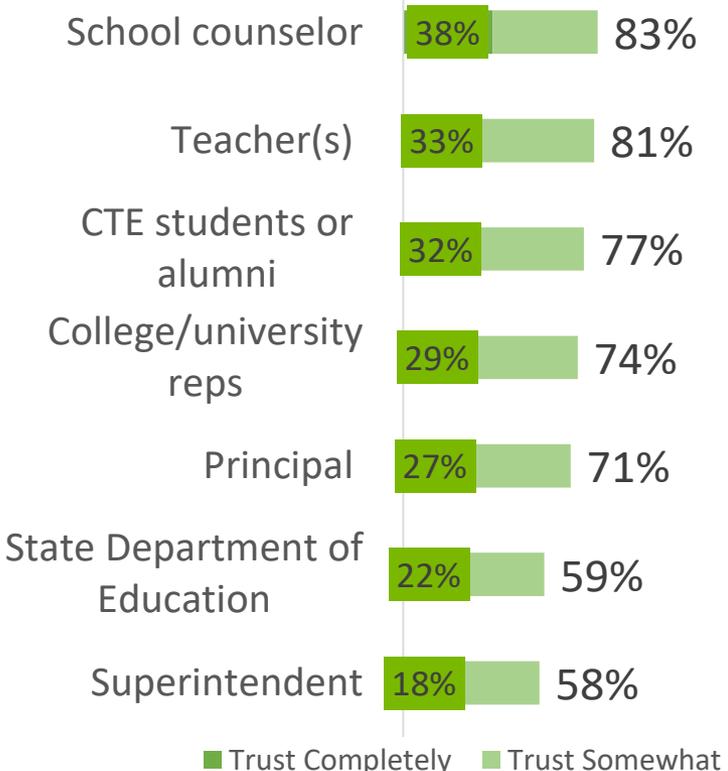
48% of prospects want to hear information about CTE from their **school counselor**

Educational website (46%);
Open house at CTE school /program (44%)

High school career fair (40%);
Brochure/pamphlet mailed (40%)

E-mail school/principal (23%);
A school assembly (22%);
Social media (21%)

How much do you trust each for learning more information about CTE?



Prospective Parents and Students Attracted to “**Real World**” Benefits of CTE

Focus groups say “real world” skills is unmet need

“In school we learn certain things but not all the necessities to be responsible adults.”

–MS focus group prospective student

86% of prospective parents & students surveyed **wish they/their child could get more real world knowledge and skills during high school**

CTE Awareness Is Moderate

Just **47%** of prospective parents and students have heard of “Career Technical Education” compared to...

- 68% *Vocational Education*
- 54% *Career Center*
- 45% *Career Education*
- 30% *Career Academy*

Most Effective Message: Preparation for the Real World



CTE gives purpose to learning by emphasizing **real-world skills and practical knowledge**.

Students receive **hands-on training, mentoring, and internships** from employers in their community. They also learn how to develop a resume and interview for a job.

These additional tools and experiences make school **more relevant**, and **ensure students are ready** for the real world.

Real World Message Entices Everyone

- Top-ranked message across ALL audiences, by race, ethnicity, education level, income level and geographic distribution
- All subpopulations selected CTE's ability to offer students real-world skills as one of the three most important elements of their education.

Which does the best job of making CTE sound like a good option for you/your child?		Prepare for the Real World	Get More from High School	A Smart Investment	Giving Students a Leg Up	Exploring Possibilities
Total Prospects	Total Prospects	34%	20%	16%	15%	16%
Audience	Prospective Parents	35%	20%	14%	15%	16%
	Prospective Students	34%	19%	17%	14%	16%
Race	White	35%	19%	16%	15%	15%
	Black	34%	18%	11%	19%	19%
	Hispanic	34%	17%	17%	19%	14%
Grade	Middle School	30%	21%	18%	15%	15%
	High School	39%	18%	13%	14%	17%
Location	Urban	33%	20%	17%	11%	19%
	Suburban	35%	21%	13%	15%	16%
	Rural	37%	19%	13%	18%	13%
Education	HS grad or below	30%	17%	14%	19%	21%
	Less than college	42%	18%	13%	15%	12%
	4-year college	31%	23%	13%	13%	20%
	Post grad degree	28%	24%	19%	16%	12%
Income	<\$50k	35%	17%	10%	17%	22%
	\$50-100k	37%	17%	17%	14%	14%
	\$100k+	32%	20%	15%	13%	11%

What works?

Language that works

- ✓ “Real world skills” and “practical knowledge”
- ✓ “Hands-on experience” (training)
- ✓ “Mentoring”
- ✓ “Internships”
- ✓ “Explore career options and what you are passionate about”
- ✓ “Career” and “career-focused”
- ✓ “Extra advantage for both college and careers”
- ✓ “Leadership” and “confidence”

Language that doesn't work

- High-quality
- Workforce
- In-demand careers - students
- Putting down high school
- Investment

Insights & Recommendations



- Be consistent in your messages
- Communicate the success of your program through current and past student success stories
- Localize your examples, and make it relevant. Don't forget the details
- Emphasize that CTE is a pathway towards college and a career
- Share tangible benefits of CTE – networking, internships, college credit, certifications, etc.
- Engage educators, counselors, the business community and postsecondary partners as your messengers.
- Keep it positive!



Talk to your School Counselor
to help guide you on your

CAREER PATH

We prepare Idaho's youth and adults for high-skill, in-demand careers.

IDAHO

Career & Technical
Education



The State's Role in Communicating About CTE:

Dwight Johnson, Idaho State Administrator

Caty Solace, Communications Manager



Why invest in communications?





Project Objective: *Improve statewide perceptions and understanding of career and technical education to ensure that both career and technical education programs and careers will be valued by Idaho's students, families and educators, leading to a talent pipeline that supports Idaho's business & industry.*





Target Audiences/Focus Areas Physical Deliverables



We prepare Idaho's youth and adults for high-skill, in-demand careers.

IDAHO

Career & Technical
Education



IDAHO

Division of
Professional-Technical Education

IDAHO

Career & Technical
Education





Telling the Story



Outreach

Questions?



Please write your questions or comments in the chat box and we will answer them in the order we receive them.

Resources You Can Use



- Core Messages for Attracting Students to Career Technical Education
- Dos and Don'ts for Engaging Students and Parents around CTE
- The Value and Promise of Career Technical Education Fact Sheet
- Summary of Messages to Engage Parents & Students
- Making a Winning Case for CTE: How Local Leaders Can Put this Research to Work
- PPT Slides and Talking Points
- How Local Leaders Can Put This Research to Work
- Advocacy 101
- Parent & Guardian Engagement Tool
- An Employer Guide for Making the Case for CTE

careertech.org/recruitmentstrategies

Thank you!

Katie Fitzgerald, kfitzgerald@careertech.org

Dwight Johnson, dwight.johnson@cte.idaho.gov

Caty Solace, caty.solace@wdc.idaho.gov

Save the date:

- October 10: Engaging the Media
- December 12: How to Use Social Media in Your Communications Effort
- TBA: Advocating for CTE After the Election