

## Without Limits: A Shared Vision for the Future of Career Technical Education Promotional Toolkit- Members

This toolkit is designed to help Advance CTE members promote Without Limits: A Shared Vision for the Future of Career Technical Education (CTE Without Limits) and provide initial supports for understanding the vision:

- Initial Release Resources
- Social Media Posts
- Professional Learning Opportunities
- Future Resources and Supports

The sample social media posts below can be modified as appropriate.

### **Resource Link(s):**

This vision cannot be realized through our members alone. Our resources are designed to be utilized to educate and connect with your partners in industry, government, philanthropy, and at the community level to bring this vision to life.

[Vision Web Page](#) : View the full vision, communication resources, short thought pieces for targeted audiences, vision supporters and more (**NOTE: Live on March 11 at 9 am ET**)

[Vision Executive Summary](#): A two-page overview of the vision and its five principles and related actions.

[Vision Video](#): A brief video on the new vision and its principles.

[Graphics](#): Utilize these graphics on social media platforms, in presentation slide decks and on the web, including a vision graphics with the Learning that Works for America logo (for state use) and individual principle graphics that can be customized with your own state or organizational logo.

## How to Talk about CTE Without Limits on Social Media

*For use on LinkedIn and/or Facebook, @Advance CTE*

Last fall, Advance CTE co-hosted the CTE Forward Summit in partnership with nine national organizations to set a new vision for the future of Career Technical Education (CTE). What emerged was a clear message that now is the time to craft a bold vision that envisions a world where each learner can access and be successful in high-quality CTE programs without any limitations or barriers.

Without Limits: A Shared Vision for the Future of Career Technical Education (CTE Without Limits) lays out five inter-connected and equally critical principles, foundational commitments and a call to action for national, state and local CTE leaders.

[State agency or organization] is proud to support this vision, but it cannot be realized alone. Only through a shared commitment and action at all levels can we realize the possibility and aspiration of a new career preparation ecosystem that provides each learner with limitless opportunity.

View CTE Without Limits: [careertech.org/without-limits](http://careertech.org/without-limits) [[Supporting graphic](#)]

*For use on Twitter, #CTEWithoutLimits*

*Initial Release on March 11*

#1---Developed with input from nearly 200 national, state and local education and workforce development leaders and supported by 38 national organizations, #CTEWithoutLimits provides the framework for a new career preparation ecosystem. [careertech.org/without-limits](http://careertech.org/without-limits) [[Supporting graphic](#)]

#2---Without Limits: A Shared Vision for the Future of Career Technical Education: [careertech.org/without-limits](http://careertech.org/without-limits) #CTEWithoutLimits [[Supporting graphic](#)]

#3--- [Member Name] is committed to the hard and intentional work to break barriers to achieve #CTEWithoutLimits. Join us: [careertech.org/without-limits](http://careertech.org/without-limits) [[Supporting graphic](#)- Principle graphic with option for state logo (available March 11)]

*For use on Twitter, #CTEWithoutLimits*

*Five Principles*

#1--- #CTEWithoutLimits envisions a future where the career preparation ecosystem allows each learner to gain the skills and support they need, when they need them, and without redundancy or limitations. Read the vision: [careertech.org/without-limits](http://careertech.org/without-limits) [[Supporting graphic](#)]

#2---As society breaks down barriers to achieve racial and economic justice, #CTEWithoutLimits applies an equity lens to all aspects of #CTE so each learner is welcome, heard and supported on a path to success. Learn more and read the vision: [careertech.org/without-limits](http://careertech.org/without-limits) [[Supporting graphic](#)]

#3--- Every learner should be empowered to navigate their own career journey at every stage. #CTEWithoutLimits is a vision for how #CTE can build systems that put learners in the driver seat. Will you join the movement? [careertech.org/without-limits](http://careertech.org/without-limits) [[Supporting graphic](#)]

#4-- We need systems that recognize the skills and competencies learners gain throughout their lifetimes. #CTEWithoutLimits envisions a world where each learner's skills are counted, valued and portable. Learn more: [careertech.org/without-limits](http://careertech.org/without-limits) [[Supporting graphic](#)]

#5-- It is time for #CTE without borders. CTE policies and programs should enable, not limit, mobility and access within and across state lines. Read more about #CTEWithoutLimits: [careertech.org/without-limits](http://careertech.org/without-limits) [[Supporting graphic](#)]

*For use on Twitter, #CTEWithoutLimits  
Call to Action*

#1--- Only through shared commitment and shared ownership among leaders and practitioners at all levels can we provide each learner with limitless opportunity. Sign on to #CTEWithoutLimits: [careertech.org/without-limits](http://careertech.org/without-limits) [[Supporting graphic](#)]

## **Professional Learning Opportunities**

### [Vision Celebration March 18](#)

Invite others to celebrate this new vision with us on Thursday, March 18 at 2:00 pm ET. Hear a panel of leaders across workforce, philanthropy, education administration, and higher education share their perspective on the vision's impact: [Sara Allan](#), Director of Early Learning and Education Pathways at the Bill & Melinda Gates Foundation; [Dr. Adrienne Battle](#), director of the Metro Nashville Public Schools; [Emily Fabiano](#), Director of Strategy and Operations, Ohio Governor's Office of Workforce Transformation; and [Dr. Nicole Smith](#), Chief Economist, Georgetown University Center on Education and the Workforce.

*Share out on Twitter:*

#1--- Join @CTEWorks and leading education voices on March 18 (2 pm ET) for an event to celebrate and discuss the future of #CTE! <http://bit.ly/2NFSOeX> #CTEWorks [[Supporting graphic](#)]

### [Twitter Chat March 25](#)

We invite all members to participate in our Twitter chat on Thursday, March 25 at 4:00 pm ET to share why you support #CTEWithoutLimits, what areas of action align with your organization's current and future work, and what success could mean for the future of learning and work as we continue to build momentum for this new vision. Please RSVP [here](#). Send any questions to Brittany Cannady, [bcannady@careertech.org](mailto:bcannady@careertech.org).

### [Spring Meeting Breakout Sessions](#)

Our virtual Spring Meeting on April 14 and 15 will feature a deep dive on the vision as well as breakout sessions on each principle to allow members to collaborate on initial ideation for vision implementation. Registration closes March 19, 2021.

*Share out on Twitter:*

#1--- Numerous breakout sessions and professional learning opportunities with national, state and local leaders around #CTEWithoutLimits at @CTEWorks' 2021 Spring Meeting. View the agenda here: [careertech.org/spring-meeting](https://careertech.org/spring-meeting) #CTEWorks [[Supporting graphic](#)]

### [Vision Lunch and Learn Series](#)

Starting in May, our new virtual learning series will feature leading voices on key vision themes and action areas to help members unpack the work ahead. Registration for all sessions is open now.

## **Future Member Supports**

### [Vision Kitchen Cabinet](#)

This advisory committee will be composed of Advance CTE members to provide guidance and feedback on vision implementation support and resources. Additional information about the cabinet and the nomination process will be provided in April.

[Spring Blog Series](#) that will elevate key themes across the vision principles featuring video interviews with key partner organizations.

[Session in a Box](#) with customizable tools to help members conduct presentations or work sessions on the vision.

A [Repository](#) to capture major national investments, initiatives and promising practices aligned with the vision's principles and actions.

A [Vision Roadmap](#) with tangible steps for vision and principle implementation that can be tailored to meet member capacity.