



February 2020 Career and Technical Education Month Resource Guide

CTE Month is a great time to showcase and raise awareness of the role that CTE has in preparing our students for careers and college. CTE Month is also a great opportunity to celebrate and recognize CTE community members' achievements and successes.

There are some great resources available to help you get the message out there in your community. To save you time, they have been pulled together in this handout.

CTE Month Logo - Click [HERE](#) to access this free resource.

Proclaim It! – On page 4 you will find a sample proclamation that could be used on the county/school district/town level to let everyone officially know that February is CTE Month

Get the Facts Out There - Click the links below to access fact sheets and infographics that do a good job of relaying important information about the impact of CTE.

[ACTE FACT SHEETS](#)

[ADVANCE CTE FACT SHEETS](#)

Picture It! – Posters are a simple and easy way to share the CTE message. This [LINK](#) will take you some free printable ones.





Stay on Message - A [messaging card](#) from Advance CTE that can show people the numbers behind CTE.

Don't Forget the Employers - This [handout](#) is a great resource to share with business community members and employers, so they can talk about the importance of a strong CTE program.

Just the Facts!- This [website](#) is packed full of facts, graphics and videos related to CTE.

CTE is NOT an Alternative to College – A great [article](#) that discusses the need to de-stigmatize career and technical education.

CTE 101 Video – this [video](#) provides an overview of how CTE prepares students for their futures. This would be a great resource to share with feeder schools that have a morning TV program.

A Picture is Worth a Thousand Words – This idea is an adaptation of the I Support CTE campaign and makes for great images to use on social media. On page 3 you will find a fillable graphic that you can use to take pictures with CTE students, teachers, administrators and business/community partners.

Podcasts- These have grown tremendously in popularity and Henrico County's Career and Technical Education office in Virginia has a 28 episodes [podcast](#) dedicated to CTE. This might also be a great spark for students to make their own podcast about their career choices.



I SUPPORT CTE BECAUSE...



Sample Proclamation

Office of the [Governor/Mayor] [State/City]

Proclamation

WHEREAS: February 1-29, 2020, has been designated Career and Technical Education Month® by the Association for Career and Technical Education; and

WHEREAS: career and technical education offers students the opportunity to gain the academic, technical and employability skills necessary for true career readiness

WHEREAS: students in career and technical education programs participate in authentic, meaningful experiences that improve the quality of their education and increase their engagement and achievement; and

WHEREAS: career and technical education provides students with career exploration opportunities earlier in their educational experience, which enables them to make informed and beneficial decisions about their academic coursework and pursue established programs of study and career pathways; and

WHEREAS: leaders from business and industry nationwide report increasing challenges related to addressing the skills gap and connecting qualified professionals with available careers in critical and growing CTE-related fields, including healthcare, energy, advanced manufacturing, cybersecurity and information technology; and

WHEREAS: career and technical education prepares students for these and other fulfilling careers by offering integrated programs of study that link secondary and postsecondary education and lead to the attainment of industry-recognized credentials; and

WHEREAS: career and technical education programs ensure that employers have access to a qualified and thriving workforce, ensuring America is a strong and competitive economy;

NOW THEREFORE, I, (_____, _____) of _____
name title town/county

do hereby proclaim February 1-29, 2020, as

Career and Technical Education Month

in _____ and urge all citizens to become familiar with the services and benefits offered by the career and technical education programs in this community and to support and participate in these programs to enhance their individual skills and productivity.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the (City/County) of _____ this _____ day of _____, 2020.