

Career Technical Education Talking Points Innovation & Entrepreneurship

As a CTE stakeholder, you are also, inevitably, a CTE advocate. Whether you are an instructor or an administrator, a student or an employer, your passion for the discipline is likely to land you in a conversation with someone who does not know what CTE is, who doesn't understand its value, or who misunderstands what it looks like today.

Below, you'll find short, digestible talking points that you can use in meetings, in conversation or in correspondence to explain and make the case for CTE in the context of *innovation and entrepreneurship*. These talking points are flexible, they can be mixed and matched, or tweaked to fit with your audience's level of understanding and support for CTE. They are also well supported by other talking points and fact sheets, found at <http://careertech.org/fact-sheets>.

- **Technology** is integral to the curriculum in CTE programs, just as it is integral to every career, business and industry in the 21st century.
- CTE programs are using technology to not only deliver content, but also to teach students how to *use* technology to solve problems, communicate and collaborate.
- With opportunities to use technology such as AutoCAD, GIS and 3-D printers, CTE programs help students connect what they learn in their academic subjects with real-world applications and give them a jump start when they enter the workforce.
- **Entrepreneurship** is an important component of many CTE programs, which focus on innovation and helping students gain the know-how needed to start and run a successful business.
 - *NOTE: Add examples of successful entrepreneurial CTE students here.*
- A recent Gallup survey found that nearly half of young people (grades 5-12) have entrepreneurial aspirations, but too few (7 percent) have the opportunity to explore those career aspirations in a meaningful way.¹ Thirty-five percent of CTE students says their courses equip them with creativity and innovation, key to entrepreneurship.²
- CTE helps to close the gap between entrepreneurial aspirations and experience by providing employer-supported work-based learning opportunities and further developing this crucial entrepreneurial talent pipeline through school-based enterprises, such as student-run restaurants, credit unions and TV stations.
 - *NOTE: Discuss an example of a student-run enterprise or successful work-based learning experience*
- These opportunities help CTE programs better understand the expectations and demands of business and industry – and they help employers identify rising stars who may join their ranks.
 - *NOTE: If possible, have a story about a CTE workplace experience that resulted in a student hired.*
- This is where American innovation and creativity begin – with ideas and skills and the knowledge to transform them into businesses of tomorrow.

¹ www.gallup.com/strategicconsulting/159902/2012-gallup-hope-index.aspx

² www.acteonline.org/uploadedFiles/Assets_and_Documents/Global/files/CTE_Info/Research/2014_NRCCUA_ACTE_Research_Report_Final.pdf