



Happy CTE Month! Without a doubt, this year's planning, celebrations and advocacy looked different compared to years past. From virtual Career Technical Education (CTE) days at the Capitol to video contests to CTE learners and instructors of the weekly, it has been gratifying to see the vital role high-quality CTE programs play in the career ecosystem for each learner from secondary to postsecondary, to the workforce.

Advance CTE has compiled a roundup of CTE Month events [here](#).

## Communicating the Value and Promise of CTE

State and local CTE leaders have spent the month communicating the life-long benefits of CTE to families, learners, policymakers and key stakeholders. As you continue past CTE month in this effort, leverage these communication resources from Advance CTE.

- **Communicating CTE Blog Series** highlights innovative communication efforts by states.
- **Strategic Messaging for Effective Communications** explores research-based state communications and recruitment strategies.
- **Supporting Districts and Schools in their Recruitment Efforts** shares strategies developed by states to connect and support CTE programs at the local level to promote recruitment.
- **A Digital Communications Approach** explores state examples of digital approaches to educating, informing and building relationships with CTE learners.
- Use this **CTE 101 video** to showcase how CTE is working for learners and employers every day.
- **Promote Career Technical Education as Vital to Economic Recovery** with the talking points and resources found in this how-to guide.



More ready-to-use resources, such as messaging cards and brochure templates can be found under the **Promote CTE** section of Advance CTE's website.

Visit the Learning that Works Resource Center

## For Each State, For Each Learner: CTE Works



**Strengthening the Career Readiness Data Ecosystem**  
MARCH 4, 2021

**Virtual Learning Series**

**For Each State, For Each Learner: CTE Works**  
[careertech.org/webinars](https://careertech.org/webinars)

Advance CTE's virtual learning series: For Each State, For Each Learner: CTE Works continues in March with a webinar focused on improving career readiness data quality and use.

### **Strengthening the Career Readiness Data Ecosystem: Introducing A Statewide Framework for Improving Policy and Practice**

Date: Thursday, March 4, 2021

Time: 3 p.m. ET

Data is a powerful tool to strengthen CTE program quality, improve equity, empower stakeholders and enhance storytelling. But all too often, state agencies struggle to connect learner-level data across education levels and coordinate data collection and reporting to ensure all stakeholders have access to the information they need when they need it. In this session, Advance CTE will introduce a new framework to help state leaders strengthen their career readiness data ecosystem.

Register

Virtual Learning Series

For Each State, For Each Learner: CTE Works

CAREERTECH.ORG/WEBINARS



**Research Update: Results of a National Survey on How to Communicate the Value of CTE with Families**

Date: Thursday, April 29, 2021

Time: 3 p.m. ET

Despite the many benefits for learners, CTE is still often seen as a program that is ‘less than’ a more traditional academic experience. Advance CTE is hosting a webinar to share new research on how to communicate with learners and their guardians about CTE programs to combat long-held misconceptions on CTE. Building on research released in 2017, Advance CTE conducted a series of focus groups and a national survey of nearly 2,000 learners and guardians to understand their motivations and barriers to enrolling in CTE programs.

Register

All webinar recordings and presentation material will be uploaded and made available [here](#).

Get to Know Advance CTE!



**Meet Stacy Whitehouse, Senior Associate for Communications and State Engagement at Advance CTE. Stacy helps states and local communities communicate about the value and benefit of CTE to learners and families, supporting media engagement efforts and leading components of Advance CTE’s communications strategy to advance its mission and vision. Read more [here](#).**

Stacy leads the Communicating CTE [blog series](#), where she highlights best practices from states as they strategize and implement state-wide communication campaigns to communicate the value of CTE.

To have your state featured, contact Stacy Whitehouse at [swhitehouse@careertech.org](mailto:swhitehouse@careertech.org).



# SAVE THE DATE!

2021 SPRING MEETING  
APRIL 14-15

A circular graphic composed of three overlapping arrows in teal, green, and orange, forming a clockwise cycle. The text "REGISTRATION ENDS MARCH 19, 2021" is centered within the circle.

REGISTRATION  
ENDS  
MARCH 19, 2021

Advance CTE's 2021 Spring Meeting is an event you won't want to miss to apply the lessons learned from this past year and make transformative plans for the future. Join Advance CTE and CTE leaders from across the country to Reconnect, Reset and Reimagine CTE.

While our Spring Meeting will be virtual, it will still have all features that make our meetings valuable for participants - breakout sessions on top-of-mind topics including a new Vision for CTE, equity and CTE and CTE data; interactive problem-solving sessions, networking opportunities with participants and sponsors and more!

View our [website](#) for a virtual agenda, registration and sponsorship opportunities.



*State Leaders Connecting Learning to Work*

