February 2022

This month has already been filled with many celebrations of our achievements and accomplishments within the Career Technical Education (CTE) field. Stakeholders from all sectors are recognizing February as CTE Month®; a time of increased advocacy and awareness of the role that CTE has in ensuring each learner, no matter their age, their race, or where they live, can be successful in the career preparation ecosystem that leads to success in a career of their choice.

Below are resources, tools and guides from the Learning that Works Resource Center for you to make the most of the remainder of CTE Month while being intentional about advocacy for high-quality and equitable career programs in the months ahead.

Communicating the Value and Promise of CTE

- Communicating Career Technical Education: Learner-centered Messages for Effective Program Recruitment
- Promoting Career Technical Education: Social Media Guide
- The Shifting American Economy: Key Messages & Strategy Considerations
Did you know? Advance CTE has published fact sheets on various topics to increase your knowledge on and help communicate key CTE facts and issues.

**Engaging Business and Industry Partners**

**Shifting the Skills Conversation: Employer Attitudes and Outcomes of Career Technical Education**

**Opportunities to Advance Statewide Industry Collaboration and Engagement in Career Technical Education**

**Hiring in the Modern Talent Marketplace**

**Implementing CTE Without Limits**

**Braiding Funding To Support Equitable Career Pathways**

**With Learners, Not for Learners: A Toolkit for Elevating Learner Voice in CTE**

**Creating an Impact with Credential Quality and Transparency: A State Policy Toolkit**

**Webinar: Building the Pipeline of Diverse Educators**

**Date:** Monday, February 28, 2022  
**Time:** 1:00 PM ET

Increasing the racial and cultural diversity of the educator workforce takes a statewide commitment to analyze current educator workforce data and demographics compared to the populations of students being served. State leaders can play a critical role in advancing policies to ensure there is greater alignment between the educators and the learners they teach. Recruitment and retention of a high-quality and diverse educator pool provides many benefits that contribute to learner academic and
Getting to Know Advance CTE

Meet Stacy Whitehouse! Stacy is the Senior Associate for Communications and State Engagement at Advance CTE. Stacy works to develop and implement communications and outreach strategies that support state CTE leaders; most recent initiatives include communications research for recruiting and retaining families and learners, and employer engagement. Stacy also develops and implements strategic communications for *Without Limits: A Shared Vision for the Future of Career Technical Education* (CTE Without Limits).

**Q:** As we approach the one-year celebration of *CTE Without Limits*. How can stakeholders plan to participate?

**A:** The easiest way vision supporters can celebrate is to continue educating stakeholders about *CTE Without Limits* by using Advance CTE’s communication resources. If you’re ready to go to the next level, start your vision assessment journey with *Pushing the Limits: A Roadmap for Advancing CTE Without Limits* that provides a step by step guide for CTE leaders to assess one or more vision principles against existing policy and practice. Read more here.