##

**Advance CTE Train the Trainer:** *Empowering Students through Career Technical Education and Career Advising*

##

**Module**

Module 6: Effectively Communicating Career Technical Education (CTE) to Learners and Families

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## **Pre-Workshop Survey**

Please complete the Pre-Workshop Survey completely and honestly. These results will provide information on the effectiveness and impact of this workshop.

*[insert link or QR code here]*

**Supplemental Links**

[Handout Hub](https://cte.careertech.org/sites/default/files/Career_Advising_Workshop_Trainer_the_Trainer_Handout_Hub_7_2022.pdf) - this handout provides additional resources that can be utilized beyond this module.

## **NOW NEW NEXT Planning**



**CTE NOW**

**In 1 minute Identify the things you are doing NOW in your CTE offerings. What does CTE mean in your district? What place does CTE have in your learners’ academic path?**



**CTE NEW**

**Based on information supporting high quality CTE programming: what is new to you today? Reflect for a minute on something new from today’s discussions. What might you want to incorporate or leverage moving forward you did not have before?**



**CTE NEXT**

**What new information will you look to leverage and implement? How does this look in the near future? Write down some areas of interest that need further research or a deeper gathering of resources for use in your school counseling offerings.**

**Key Findings: Communicating Career Technical Education: Learner-centered Messages for Effective Program Recruitment**

**> CTE STILL DELIVERS FOR FAMILIES:**Despite the challenges of program delivery during a global pandemic, CTE is still viewed as an option that meets the broader educational goals of families. CTE learners and families remained more satisfied with their education experiences, particularly the CTE-focused aspects of career exploration and gaining the skills needed for a meaningful career, than those not involved in CTE.

**> “PREPARING FOR THE REAL WORLD” IS A PROVEN MESSAGE FOR CTE RECRUITMENT:** Parents/guardians and learners are most attracted to CTE’s potential to provide learners with real-world skills that will help them succeed in college and a career. This message was consistently effective across race, gender, income, region and geography (urban, suburban, rural) and was especially effective for prospective families.

**> CTE PRIORITIES ARE VALUED DIFFERENTLY DEPENDING ON EXPOSURE, BUT FINDING CAREER PASSION IS A CONSISTENT PRIORITY:**
Opportunities for career exploration resonate more with prospective learners and parents/guardians, while those involved in CTE place more emphasis on skills attainment. However, both groups of families place high priority on leveraging career exploration and skills attainment to find a career their learner is passionate about.

**> CTE PREPARES LEARNERS FOR COLLEGE AND CAREER SUCCESS:**Families are now more open than they were during the previous research to college paths other than a four-year degree, and CTE provides a path to those opportunities. Learners and families engaging in CTE were more confident in future postsecondary degree completion, a finding especially true for Black and Latinx families and families with low income. At the same time, learners and parents/guardians see CTE as offering increased opportunities for learners to jumpstart their postsecondary journey in high school.

**> INFORMED AND DIVERSE SCHOOL LEADERS ARE CRITICAL FOR CTE RECRUITMENT AND RETENTION**

Learners are in the driver’s seat on their education decisions, but they rely on trusted sources for information on education and career paths. Educators and staff closest to learners, particularly teachers and school counselors, must be fully informed about the benefits of CTE and how to effectively communicate those benefits to families. For historically marginalized families, equitable online access to information stood out as important for making decisions about CTE participation.

**Key Words and Phrases to Use**

Gain real-world skills • Explore career options • Find your career passion • Lead to fulfilling, rewarding careers • Get hands-on experience • Be prepared for college • Enhance your high school experience • Make valuable connections • Be prepared for the real world.

## **Core Messages for Learners and Families**

**Gain real-world skills**

* CTE is a unique opportunity for hands-on learning that prepares learners for the real world.
* Eighty-five percent of families participating in CTE are satisfied with opportunities to take courses that help them gain skills in a specific field compared to only 54 percent of families considering CTE.
* Through CTE, learners acquire specific skills to pursue their career passion while also building a foundation for lifelong learning.

**Explore careers to find their passion.**

* CTE programs allow learners to explore a range of options for their future — inside and outside the classroom.
* Through CTE, learners can start their path toward a career that they are passionate about while earning valuable experience, college credits and more.
* Eighty-four percent of families participating in CTE are satisfied with opportunities to explore careers compared to only 54 percent of families considering CTE.

**Have more options for college and career success.**

* CTE families are more confident about their plans immediately after high school and more open to paths outside of a four-year degree to achieve career success.
* More than 80 percent of current families are satisfied with opportunities to jumpstart postsecondary education in high school through earning college credits and taking advanced classes compared to 61 percent of prospective families across race, ethnicity and income.
* CTE Families are more confident about completing postsecondary education - seventy-three percent of current families plan for their learner to complete a postsecondary degree or credential compared to 60 percent of prospective families.

## Small Group Excercise Icon

## **Activity 1: Communicating Career Technical Education: Learner-centered Messages for Effective Program Recruitment**

This data has provided school counselors insight into the attitudes of students and families about CTE and their satisfaction with their current education experience.

1. Which audiences are important to communicate with to address the recruitment challenge you identified at the beginning of the module

2. How do you currently engage directly and indirectly with this specific audience (e.g., social media, website, brochures, partnership with PTA, faculty meetings, community meetings, career day, etc.)?

3. What barriers might this audience face to learning about and participating in CTE?

4. What ‘elevator’ pitch or tool would you create/update to communicate with this audience?

**NOTES:**

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## **Collective Commitment**

Write down your personal commitment to increase CTE knowledge and impact your current program based on today’s session information and action planning.

## **Post-Workshop Survey**

Please complete the Post-Workshop Survey completely and honestly. These results will provide information on the effectiveness and impact of this workshop.

*[insert link or QR code here]*

***Congratulations! You are now ready to be a Career Advising and CTE Champion!***