



In honor of Manufacturing Day this October, we're excited to highlight the importance of Career Technical Education (CTE) to preparing a skilled manufacturing workforce. Brought to you by the Association for Career and Technical Education (ACTE) and Advance CTE, this newsletter is designed for congressional staff who are interested in CTE and related issues. If you have any questions about anything in this newsletter or about CTE in general, please don't hesitate to contact [Jarrod Nagurka](#), ACTE or [Kathryn Zekus](#), Advance CTE. If you no longer wish to receive this email, please unsubscribe below.

What We're Reading

[Manufacturing's Big Challenge: Finding skilled and interested workers,](#)
Chicago Tribune

[Report Urges Major Changes in Career Education at Maryland School System,](#)
Washington Post

[Career Center Students Explore Advanced Manufacturing,](#) *Pharos-Tribune*

Communicating the Value and Promise of CTE

Earlier this year, Advance CTE, with support from the Siemens Foundation, conducted national research on the most effective ways to communicate with parents and students so that they would choose CTE as an option for their education. CTE provides students with the skills they need to succeed in college and career, yet the skills gap continues to grow, and employers struggle to find skilled and talented employees for in-demand, high-wage careers. It is critical to our nation's economy that more students enroll in high-quality CTE programs of study. As such, how we communicate about CTE is now more important than ever.

Panelists including David Etwiler, the CEO of the Siemens Foundation, will share key findings from the research, including the messages that CTE advocates at all levels can use to highlight the many benefits of CTE. Panelists will also discuss how they see CTE's value and promise in their own communities, work and lives.

[Register Here](#)



CTE Fact

More than **80 percent of manufacturers** report that talent shortages will impact their ability to meet customer demand.

[Read more](#)

CTE and Advanced Manufacturing

Manufacturing is the largest industry in the United States, accounting for 12 percent of the U.S. GDP. Learn more about the importance of CTE in preparing the advanced manufacturing workforce with skilled and talented employees.

[Read more](#)



CTE Program Spotlight

Launched in 2013 and located in suburban Tennessee, the Mechatronics program prepares students for high-demand careers through hands-on experiences, rigorous academic coursework, nationally recognized certifications and dual enrollment opportunities. Beginning through a partnership with Oakland High School, Bridgestone and the Manufacturing Leadership Council, industry led the charge to build a talent pipeline of qualified employees in a highly in-demand sector. Upon completion of this program, students are armed with credits and certifications and poised to enter postsecondary education and the workforce.

[Read More](#)

[Advance CTE & The Association for Career and Technical Education](#)
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