

## Core Messages for Attracting Students to Career Technical Education

The message triangle below is a visual depiction of the core message framework, which should be the starting point for any and all CTE conversations related to the engagement of parents and students. The heart of the triangle is your central theme or value proposition, which is reinforced by your three supporting messages, which are the three points of the triangle.

As a whole, these are the messages about the value of CTE that you should repeat each and every time you engage with parents and students – or related groups or organizations – on the benefits of CTE.

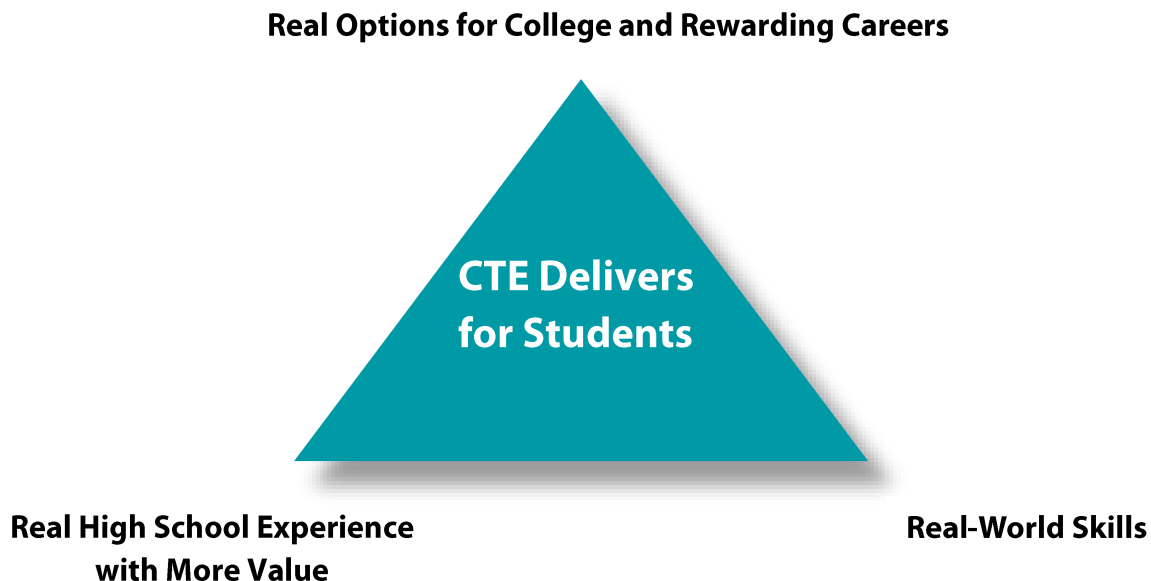
This kind of message discipline is foundational to changing the narrative on what CTE is and the benefits it delivers for students. In fact, to encourage CTE advocates to stick to this core script, you can create small notecards with these messages on one side and your organization's logo and contact information on the other if they want to learn more.

### Core Messages

*CTE Delivers for Students...*

- CTE Delivers Real Options for Students for College and Rewarding Careers
- CTE Delivers Real-World Skills for Students
- CTE Delivers a Real High School Experience with More Value for Students

### Triangle Format



## Key Messages and Supportive Statements

These supportive statements translate the core messages into practical guidance for spokespersons. They provide support for the core message framework and can be used in whole or in part, depending on the audience, to advance your advocacy efforts. Again, these are not the totality of your messaging but should be at the center of it.

### CTE Delivers for Students

#### 1. CTE Delivers Real Options for College and Rewarding Careers

- CTE programs allow students to explore a range of options for their future – inside and outside the classroom.
- Through CTE, students can start their path toward a career that they are passionate about, while earning valuable experience, college credits and more.
- CTE students are more likely to have a post-high school plan – including college – than other students; just two percent of CTE students say they “don’t know” what they will do after high school.

#### 2. CTE Delivers Real-World Skills

- CTE is a unique opportunity for hands-on learning – putting students at the center of the action.
- CTE provides the skills and confidence students need to pursue career options, discover their passions and get on a path to success.
- Students in CTE programs and their parents are three times as likely to report they are “very satisfied” with their and their children’s ability to learn real-world skills as part of their current education compared to parents and students not involved in CTE.

#### 3. CTE Delivers a Real High School Experience with More Value

- CTE programs are a part of high school – students can participate in CTE and the other activities they enjoy, such as sports, the arts or whatever else their friends are doing.
- CTE takes students even further during their high school experience – providing opportunities for specialized classes, internships, and networking with members of their community.
- Students in CTE programs and their parents are twice as likely to report they are “very satisfied” with their high school education experience compared to prospective CTE students and their parents.