

KEY MESSAGES:

Communicating the Value of **CAREER TECHNICAL EDUCATION TO EMPLOYERS**

Employer-focused messages about Career Technical Education (CTE) should clearly demonstrate that learners participating in these programs gain real-world skills that strongly align with the skills most valued by employers. Additionally, communications should emphasize the direct benefits employers receive from investing their time in advocating for CTE partnerships.

The following messages and supporting data are based on a national survey of more than 300 professionals directly involved in hiring decisions in in-demand fields on attitudes towards and outcomes of CTE.

By recruiting and hiring through CTE, employers can improve their bottom line and address skills gaps.

83% OF EMPLOYERS, including 90 percent of respondents of color, **AGREED** that hiring employees with CTE experience would improve their bottom line.

84% OF EMPLOYERS that reported it was **"EASY"** to find qualified applicants had hired a candidate based on CTE experience compared to 67 percent that found it "difficult" to find qualified applicants.

Learners with CTE experience provide employers with a trusted talent pipeline of employees who are equipped with in-demand skills.

Flexibility and adaptability, lifelong learning mentality, and soft and hard job-specific skills were identified as the **MOST IMPORTANT QUALITIES** for potential entry-level job candidates.

Over 90% of employers **AGREE** that expanding CTE will provide a larger talent pool, employees with more adaptable and real-world skill sets, and younger employees better prepared for the workplace.



CTE programs and student organizations provide direct access to job-ready candidates that are a value-add for employers.

77% OF EMPLOYERS reported hiring an employee in part because of their CTE experience.

MORE THAN 50% OF EMPLOYERS REPORTED actively recruiting entry-level candidates through CTE channels, including high school and college CTE programs, and Career Technical Student Organizations (CTSOs).

93% OF EMPLOYERS already recruiting from CTE saw the programs as beneficial to their bottom line compared to 76 percent of employers not doing so.

Employers can support CTE programs in a variety of ways to establish early connections to skilled talent and ensure that CTE programs are responsive to their needs.

98% OF THOSE NOT CURRENTLY INVOLVED in CTE partnerships are interested in working with CTE programs.

NEARLY 75% OF INTERESTED EMPLOYERS want to use CTE partnerships to provide input on CTE programs, offer mentorship to CTE learners, conduct advocacy to promote CTE programs and funding and participate in CTSO events.

Increased public funding for CTE will benefit individual businesses and the overall economy, and employers have a key role to play in advocacy efforts.

92% OF EMPLOYERS favored increased public funding for CTE.

90% OF EMPLOYERS believe an increased investment in CTE would have a positive impact on their business, their industry and the economy overall.

Visit Advance CTE's [**ENGAGING WITH POLICYMAKERS PAGE**](#) to access the full report and other advocacy resources.

