

The Postsecondary State CTE Leaders Fellowship

-Sponsored by ECMC Foundation



Recruitment Promotional Toolkit

This toolkit is designed to help partners promote [The Postsecondary State CTE Leaders Fellowship at Advance CTE – Sponsored by ECMC Foundation](#). The Fellowship, facilitated by Advance CTE and supported by ECMC Foundation, strives to build a diverse leadership talent pipeline with a core focus on racial equity to expand state-level capacity in postsecondary systems and institutions. The first Fellowship cohort will launch in Fall 2021.

The sample social media posts and email language below can be modified as appropriate.

Resources:

[Promotional Flyer](#)

[Graphics](#)

[Application](#)

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I. Sample Recruitment Email for Potential Applicants

Dear (Applicant Name),

I was made aware of a [new Fellowship](#) that starts this fall for aspiring state postsecondary Career Technical Education (CTE) leaders, and I am reaching out to encourage you to apply as I think you would be a great candidate.

Professionals with substantial experience in administering, supporting and/or designing CTE programs are eligible to apply. You do not have to work currently in a leadership position or in a postsecondary CTE program to apply. The Fellowship begins in Fall 2021 and ends Winter 2023.

The Postsecondary State CTE Leaders Fellowship at Advance CTE—Sponsored by ECMC Foundation (ECMCF) aims to remove barriers to and provide comprehensive support for experienced professionals, particularly professionals of color, to pursue leadership paths in state postsecondary CTE through:

- Eight interactive, in-depth workshops with a curriculum anchored in cultivating strategic leadership rooted in quality, equity, and collaboration to build and lead accessible and racially just state postsecondary CTE systems;
- Individualized coaching;
- Completion of a real-world fellowship project;
- An \$1,800 stipend; and
- Intentional spaces for building national networks and gaining visibility with a small cohort of Fellows and CTE leaders across learning and work

Increasing the pipeline of racially diverse state CTE leaders is a key step towards building systems in which each leader and learner feels welcome, supported and has the means to succeed. **I hope you consider applying to be an Advance CTE ECMCF Fellow.** The application can be found on the [Advance CTE website](#), and the deadline to apply is September 15, 2021.

II. Facebook/LinkedIn Post

Are you an aspiring leader working in education, industry, or workforce development? The Postsecondary State CTE Leaders Fellowship at Advance CTE — Sponsored by ECMC Foundation is now accepting applications for a new Fellowship that aims to remove barriers and provide comprehensive support for experienced professionals, particularly professionals of color, to pursue leadership paths in state postsecondary Career Technical Education (CTE).

The Fellowship will begin in Fall 2021 and strives for most participating Fellows to be professionals of color. Professionals with substantial experience in delivering, supporting or designing CTE programs are eligible to apply.

The Fellowship is designed for each leader to feel welcomed, supported and able to acquire the means for state career advancement through:

- Eight interactive, in-depth workshops with a curriculum anchored in cultivating strategic leadership rooted in quality, equity, and collaboration to build and lead accessible and racially just state postsecondary CTE systems;
- Individualized coaching;
- Completion of a real-world fellowship project;
- An \$1,800 stipend; and
- Intentional spaces for building national networks and gaining visibility with a small cohort of Advance CTE ECMCF Fellows and CTE leaders across learning and work.

Learn more and apply by September 15: bit.ly/3y32GSe

III. Twitter Posts

Graphics

@CTEWorks, @ECMCFoundation, #PSCTEFellows

#1 --- Apply for the inaugural The Postsecondary State CTE Leaders Fellowship at @CTEWorks — Sponsored by ECMC Foundation . Open to professionals with substantial experience delivering, supporting or designing Career Technical Education (CTE) programs. bit.ly/3y32GSe #PSCTEFellows

#2 --- Pursue leadership without limits in Career Technical Education. @CTEWorks and @ECMCFoundation's new Fellowship provides in-depth workshops, individual coaching and more to jumpstart your career as a state postsecondary #CTE leader. Apply today: bit.ly/3y32GSe #PSCTEFellows

#3 --- Pursue leadership without limits in Career Technical Education. @CTEWorks & @ECMCFoundation's new Fellowship equips aspiring leaders, particularly those of color, with skills & networks to jumpstart leadership in state postsecondary CTE. Apply: bit.ly/3y32GSe #PSCTEFellows

#4 --- Voices of color are crucial to building racially just state systems in Career Technical Education. Apply today for @CTEWorks & @ECMCFoundation's new Fellowship to jumpstart your state postsecondary CTE leadership journey. bit.ly/3y32GSe #PSCTEFellows

#6 --- Sonja Wright-McMurray discovered her leadership path through state postsecondary Career Technical Education (CTE) - you can too. Apply to The Postsecondary State CTE Leaders Fellowship at @CTEWorks — Sponsored by @ECMCFoundation today: bit.ly/3y32GSe #PSCTEFellows

IV. Presentation Slide Copy

Purpose: Use this copy in a PowerPoint presentation

The Postsecondary State Career Technical Education (CTE) Leaders Fellowship at Advance CTE — Sponsored by ECMC Foundation

New Fellowship for aspiring leaders aims to remove barriers to and provide comprehensive support for experienced professionals, particularly professionals of color, to pursue leadership paths in state postsecondary CTE.

- **Date:** Fall 2021 - Winter 2023
- Intensive curriculum of eight interactive, equity-centered workshops to cultivate strategic leadership skills to advance high-quality state CTE systems
- \$1800 stipend, individualized coaching, and real-world fellowship project
- **Eligibility:** Professionals in education, industry, workforce development at all levels with substantial experience in delivering, supporting, or designing CTE programs. Previous postsecondary experience not required.
- **Apply:** bit.ly/3y32GSe
- **Deadline:** September 15, 2021

V. FAQs

Audience: This would be posted on the Fellowship web page.

1. How many candidates will be selected for the Fellowship?

Up to 15 Advance CTE ECMCF Fellows will be selected for the first cohort. Applications will reopen in 2022 for the second cohort. Our goal is for most participating Fellows to be professionals of color.

2. Do applicants need previous experience in postsecondary Career Technical Education (CTE)?

No. Experience in *postsecondary* CTE is not required. However, this Fellowship is not designed for those who are newly entering the CTE profession. A strong background in delivering, supporting, or designing CTE programs is required to be eligible to apply. This experience can cover a broad range of fields and institutions:

- State education, labor and workforce agencies;
- K-12 institutions, four-year colleges, community colleges and area technical centers;
- Non-profits and Career Technical Student Organizations (CTSOs); and
- Industry.

3. Is previous leadership experience required to apply?

This Fellowship is for both current and aspiring leaders, but it is not designed for those who are new to CTE or have limited years of service in CTE.

4. When does the Fellowship begin and end?

The Fellowship will begin in Fall 2021 and end in Winter 2023.

5. In what format will Fellowship events be held?

Workshops and coaching will be conducted virtually. Fellows will be offered the opportunity to meet in-person in spring 2022 at Advance CTE's bi-annual meeting, and a required in-person, ECMC convening of Fellows will be held annually. Partial or full compensation for travel will be provided for all in-person events.

6. How much time will the Fellowship take?

Advance CTE anticipates that Fellows will spend up to 10 hours per month working on Fellowship-related responsibilities. The Fellowship will include a robust curriculum including eight, half-day virtual workshops with pre- and post- work for each workshop. Fellows will be expected to work on a real-world project throughout the Fellowship. Additionally, Fellows will be offered monthly coaching sessions and have access to a network of national leaders.

7. Who is providing input on the curriculum?

The curriculum is informed by a National Advisory Committee consisting of national organizations and state-level institutions and eight CTE leaders of color. The committee members provide input on the Fellowship curriculum, promotion and recruitment, and the evaluation of outcomes. The Fellowship is designed and facilitated by Advance CTE with support from Education Strategy Group and draws upon national partners to enhance and support the curriculum design, content and delivery.

8. How long are the workshops?

Each workshop will be conducted virtually and last three to four hours. Applicants will need to receive approval from their supervisor to participate in this Fellowship during work hours.

9. I am interested in this Fellowship but have some questions. How can I receive more information?

Potential applicants are encouraged to contact Stacy Whitehouse, Senior Associate for Communications and State Engagement at swhitehouse@careertech.org.

VI. Sample Recruitment Email for Partners

Audience: The intent right now is for this sample email to go just to advisory members and organization staff instead of the full toolkit.

I am reaching out to ask for your help in recruiting applicants for a new fellowship for aspiring state postsecondary Career Technical Education (CTE) leaders.

Advance CTE, with support from ECMC Foundation, is launching a new Fellowship dedicated to addressing a shortage of state postsecondary CTE leaders and equity barriers to leadership advancement for populations historically underrepresented in postsecondary CTE, particularly leaders of color.

Every learner deserves to feel welcome in, and have the supports and means to be successful in their journey to career and college success. To achieve this goal, learners need to see themselves in the educators and leaders that surround them. Yet, according to a 2020 membership survey, 93 percent of responding State CTE Directors identified as White. **The Postsecondary State CTE Leaders Fellowship at Advance CTE — Sponsored by ECMC Foundation** (ECMCF) aims to remove barriers and provide comprehensive support for experienced professionals, particularly professionals of color, to pursue leadership paths in state postsecondary CTE.

Additional details about the Fellowship structure and eligibility can be found in the attached informational flyer. Our goal is to have a racially diverse applicant pool and for most of participating Advance CTE ECMCF Fellows to be professionals of color.

[Applications](#) will be received through September 15, 2021, and the first cohort will be announced in Fall 2021.

Would you be willing to share information about this Fellowship with your members/network?

Advance CTE's [Fellowship web page](#) contains additional information and a list of frequently asked questions as well as a promotional toolkit with an informational flier, ready-to-use social media language and graphics.

Thank you for your commitment to expanding and advancing diverse, equitable and inclusive state leadership in CTE. Please do not hesitate to reach out with any questions or concerns.