Designing CTE Recruitment Practices to Reach Each Learner

May 24, 2022
Agenda

- Communications Research Overview
- Panel Discussion
- Q&A
- Resource Review and Wrap-up

Ask questions in chat anytime!
Speakers

Alaska

Sheila Box
CTE Program Manager
Alaska Department of Education and Early Development

Minnesota

Yingfah Thao
Director of Professional Development
Career and Technical Education
Minnesota State

Brian Cashman
Coordinator of Alternative Programs
Goodhue County Education District
Communications Research
Research Methodology

10 Virtual Focus Groups
- 2 Current Learners & Parents/Guardians
- 8 Prospective Learners & Parents/Guardians
- 1 Universal Prospective group, 7 disaggregated by income, race and ethnicity
- Oversample of Black, Latinx, and low-income families

National Online Survey
1,098 parents/guardians
- 255 Current adults
- 843 Prospective adults

1,058 learners
- 256 current learners (9-12th)
- 802 prospective learners (6-11th)

Oversample of Black, Latinx, and low-income families

Qualitative

Quantitative
Key Findings

- CTE Still Delivers for Families
- ‘Preparing for the Real World’ a Proven Message for Recruitment
- CTE Priorities vary on exposure, but finding passion is consistent priority
- CTE Prepares Learners for College and Career Success
- Informed and Diverse school leaders are critical for CTE Recruitment and Retention
YOU Matter in Communicating CTE

Sources named by families as Top 2 Sources for information about CTE:

- Teachers: Prospective Parent/Guardian (69%), Prospective Learners (66%)
- School Counselor: Prospective Parent/Guardian (73%), Prospective Learners (60%)
- College representative: Prospective Parent/Guardian (66%), Prospective Learners (62%)
- CTE Learners/Alumni: Prospective Parent/Guardian (66%), Prospective Learners (57%)
- Google search: Prospective Parent/Guardian (68%), Prospective Learners (60%)
- School Website: Prospective Parent/Guardian (69%), Prospective Learners (61%)
- State Dept of Education: Prospective Parent/Guardian (47%), Prospective Learners (59%)
CTE Benefits and Outcomes: Finding Passion A Top Priority

- Prospective and current parent/guardians and learner placed finding a career passion in their top two outcomes and benefits of CTE out of 22 options.

- Finding a career passion was ranked above finding a well-paying job, earning college credit, and having experiences that stand out on college and job applications.

Top CTE Benefits and Outcomes for Prospective Families
- Preparing for the Real World
- Getting hands-on experience
- Discovering “right fit” for career
- Finding career passion
- Learning life skills
Message Testing Choice

Which does the best job of making Career Technical Education (CTE) sound like a good option for you/your child?

- Prepare for the Real World: 62%
- Making Connections: 20%
- Safe Bet in This Economy: 18%

www.careertech.org
@CTEWorks
Most Effective Message: Preparing for the Real World

✓ Continues top message from 2017 research
✓ Top message across participation, race, and income
✓ Reinforces top outcomes/benefits desired from CTE

Gives purpose to learning by emphasizing real-world skills and practical knowledge

Students receive hands-on training, mentoring, and internships from employers in their community.

Help students explore different options before they start college or a career, and get them ready for the real world.
TRACCS – Training for Rural Staff to Activate Career Counseling in Schools

Alaska – 504 Schools

- 28.5% - no counselor
- 29.86% - itinerant counselor

36,577 students affected

- 35.3% Alaska Native
- 47.4% economically disadvantaged
Rural Career Counseling

Welcome to Class!

Welcome!

This course was created as part of a grant from the Center to Advance CTE, in order to support the recruitment of students into high-quality career and technical education positions, by increasing the number of schools that have career counselors. The course aligns with the mission and vision of the Department of Education and Early Development and the Alaska Education Challenge trajectory, striving to increase career, technical, and culturally relevant education to meet student and workforce needs.
Minnesota Ambassador Program

- Pool of regional professionals representing multiple CTE Career Fields
- High School Students – Rural Minnesota
- 1:1 Meetings via Zoom with Preset Framework
- Late Fall to Late Winter
- Positive Feedback from Mentees and Mentors
- Continue and build in 2022-2023

“My mentor was very good about answering my questions, and I think I got a lot of good answers. It was nice to talk to someone actually working in the field.” - Mentee
Photo and Video Campaign

• Learner-driven by CTE students in the Photography Program
• Speakers are individuals who represent a demographic historically marginalized in their field.
• Diversity and Inclusion staff provided guidance to teachers and learners.
• 12 students involved in driving the project, including developing interview questions for the speakers, filming, and graphic design/layout.
PHOTO & VIDEO PATHWAYS

Do you have a passion for movies, photography, or online media? Have you ever wondered what it would be like to work at a major event like a concert? The Photo and Video pathways at SouthWest Metro were designed to help you build the skills you need to turn that passion into a career.

GAINING REAL WORLD SKILLS
- Hands-on projects using industry-standard gear
- Take classes in a professional production studio
- Learn how to use Adobe™ software like Photoshop, Lightroom, and Premiere Pro

EXPLORING PASSIONS
- Explore a variety of career paths through guest speakers and company visits
- Build your network by meeting local industry members
- Work with real clients while completing your coursework

FINDING COLLEGE & CAREER SUCCESS
- Earn college credits while still in high school
- Build a competitive portfolio
- Work towards internships, job shadowing, and employment with some of the most creative companies in Minnesota

LEARNING MORE ABOUT CAREER & TECHNICAL EDUCATION PATHWAYS IS EASY ONLINE

Meet Miles:
An operations manager at Hitlist Productions in Bloomington, MN. He works providing video, lighting, and sound equipment for some of the biggest events to pass through Minnesota.

Scan this QR code to see Miles presentation when he came to speak to one of our classes.
Messaging Triangle

Explore careers to find their passion

CTE Learners...

Have more options for career and college success

Gain real-world skills
Resources

https://careertech.org/recruitmentstrategies

- **Core Messages** resource with the messaging triangle and key supporting messages for historically marginalized populations
- **Dos and Don’ts** which detail how to use the messages and how not to use them
- **Fact Sheet** with key statistics that reinforce CTE’s value and benefits
- Updated **message card** and other printed material templates,
- Updated **social media guide** with tips and example on how to reach audiences effectively and equitably
- **CTE 101 Video** - effective at improving perceptions of CTE
Resources

https://careertech.org/recruitmentstrategies
Implement in Your Work

- Share with stakeholders who communicate with families about work-based learning and career pathways
- Elevate equity in evaluation of recruitment and satisfaction for work-based learning opportunities
- Review and refresh your communication materials and recruitment processes, and leverage regional and state resources where possible
- Consider ways to receive feedback from families and elevate the learner voice in your recruitment process
- Create recruitment communications strategy
Go to www.menti.com and use the code 3733 8437

How will you apply the recruitment resources and pilots shared today?

Menti Code: 3733 8437