Elevating Community Voices to Increase CTE Program Enrollment

July 7, 2022
Agenda

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

Ask questions in chat anytime!
Speakers

Maryland

Marquita Friday
Director of Career Programs
Maryland State Department of Education Division of Career and College Readiness & Office of Leadership Development and School Improvement

New Hampshire

Jeffry Beard
Deputy State Director of Career and Technical Education and Bureau Administrator
Bureau of Career Development, New Hampshire Department of Education
Communications Research
Partner with Siemens Foundation to address stagnant recruitment into Career Technical Education (CTE) programs that are vital to a skilled workforce.

**Goals:** Develop effective, equitable recruitment practices that frame CTE as meeting the needs and goals of families and empower stakeholders to put research into action.

2 rounds of research: 2017 and 2020
Research Methodology

Qualitative

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

Quantitative

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
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
Top Messengers to Communicate CTE

Sources named by families as Top 2 Sources for information about CTE
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%
- Safe Bet in This Economy: 18%
- Making Connections: 20%
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.
Let’s Engage!
Maryland Business Roundtable Partnership and Outcomes

- Tap into MBRT partnerships to provide guidance through a CTE Advisory Committee
- Support CTE Marketing and Communications Efforts
  - Help Establish a CTE Brand Identity
Maryland: Elevating Learner Talent

- 60 Entries from students across the state
  - Logo Design
  - Brief Narrative & Video about How Logo Reflects the New CTE

- 3 Finalists
  - Work-based Learning Experience with a Marketing Company, Conceptual Geniuses, to Refine Logos

- The Winner - Tehya Poole
  - CTE Student from Washington County Technical High School
  - $1,000 Cash Prize
Next Project - “See Yourself in CTE” Video

Ahmila Marion, James Plaskon, Culinary Arts

The Apprentice Maryland program offers students paid opportunities to join the workforce while in school, pursue their interests, and is the adult apprentice program, even help with college tuition. Here’s a look.

Riley Bates, Manufacturing Engineering and Technology

Theo Jack-Monroe - Interactive Media Production

Senior Ahmila Marion and graduate James Plaskon talk about their experiences in Easton High’s Culinary Arts program in Talbot County.

Apprentice Maryland

Theo Jack-Monroe, a senior at the Applications and Research Laboratory in Howard County, talks about his animation class in the Interactive Media Production program. It is one of many courses offered in Career and Technology Education.

Elizabeth Hartman, Construction Professions, Electrical

Skylar Jones, Automotive Technology

Senior Riley Bates talks about the benefits of the Manufacturing Engineering Technologies program at Carroll County’s Career and Technology.

Elizabeth Hartman talks about her courses in Construction Professions - Electrical at the Cecil County School of Technology. She’s joined by her classmates and instructor. Vic Voshell. Skylar Jones, a junior at Parkside CTE in Salisbury, talks about her choice of career, and the program of Automotive Technology.

www.careertech.org

State Leaders Connecting Learning to Work

@CTEWorks
See Yourself in CTE Video – Project Overview

- Highlight Current and Former CTE/CTSO students who represent **Special Populations**.

- Students, in their own words, describe why they chose their respective program, activities they are working on, and an CTSO as a value-added component.
CTE Alumni Ambassadors and CTE Stories

- Former students from NH High School CTE programs
- Now working in the industry they studied while in HS
- Represent a wide range of occupations and careers
CTE Stories

● Thirty Second Elevator Speech
● Incorporates three key CTE messages, drawn from Advance CTE research:
  1.) CTE offers a real world experience
  2.) CTE provides learners with an advantage, a “leg up”
  3.) CTE enhances a high school experience, providing a deeper and more rich learning experience
Outreach Events and CTE Story Materials

- Two events, in very different parts of the State
- Middle School students main audience
- Alumni shared their CTE story with groups of middle school students, who rotated through the 6 alumni present
- Students also had a chance to ask questions of the alumni, about their time in High School CTE and their current work/job
- One pager planned for each ambassador
CTE Learners...

Explore careers to find their passion

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
Let’s Engage!