The State’s Role in Communicating About CTE

September 20, 2018
Career and Technical Education Moves Forward, But It’s Not Your Father’s Woodshop
CTE’s Stigma Issue

CTE's Greatest Challenges

- Public perception of CTE: 74%
- Insufficient career exploration and advisement: 43%
- Disconnect between college & career ready agenda: 38%
- Misalignment of CTE policy, funding and/or purposes: 28%
- Lack of employer engagement: 26%
- Tradition: 21%
- Lack of financial investment: 18%
- Insufficient data to guide program and policy-level...: 18%
- Infrastructure/ Off-site CTE: 15%
- Inequitable access and participation: 10%
- Inability to keep pace with the rate of change: 10%
- Other: 3%
Speakers

• Katie Fitzgerald, Communications Manager, Advance CTE
• Dwight Johnson, CTE State Administrator, Idaho Division of Career & Technical Education
• Caty Solace, Outreach & Communications Manager, Idaho Workforce Development
Agenda

- Key findings from “The Value and Promise of CTE: Results from a National Survey of Parents and Students”
- Idaho’s state-wide approach to communicating about CTE
Research Goals

- Explore what middle & high school parents and students know and think about CTE
- Understand motivators and barriers to enrolling in a CTE program
- Determine which messages are most compelling to consider a CTE program and which are not
- Identify trusted decision-makers and effective communication channels for CTE
CTE Delivers for Parents & Students

55% of Current CTE Parents/Students Very Satisfied with overall school experience (92% satisfied)

27% of Prospective Parents/Students Very Satisfied with overall school experience (78% satisfied)

How satisfied are you with…? (Very Satisfied)

- Ability to learn real-world skills: Current 18%, Prospective 54%
- Opportunities to earn college credit: Current 24%, Prospective 49%
- Quality of classes: Current 25%, Prospective 47%
- Opportunities to explore different careers of interest: Current 19%, Prospective 46%

Bold = statistical significance between audiences
CTE Delivers for Parents & Students

Parents and students involved in CTE were more satisfied than those not involved in CTE with regards to their:

- Overall education experience
- Quality of the classes
- Quality of teachers
- Ability to begin preparing for and get a leg up on your career
- Opportunities to explore different careers of interest
- Opportunities to earn college credit(s)
- Opportunities to earn credits towards a certification
- Opportunities for internships
- Ability to learn real-world skills
- Opportunities to make connections and network with employers
- Social life opportunities
- Opportunities to take elective courses
College and Career Success
Are Both Important for Parents & Students

70% of Parents & Students strongly agree:
finding a career that I/my child feels passionate about is important
93% agree in total

“The goal is not just to have a good job but to be happy in what they do.” – MD prospective parent

60% of Parents & Students strongly agree:
getting a college degree is important
85% agree in total

“High school is something we need to get through to get to college.” – MS prospective student

56% of Parents & Students strongly agree:
it’s important that I/my child has a job that pays well
87% agree in total

“I want to make stable living and want to have a good job that pays well.”
– OH prospective student
## Educators and Students Are Best Messengers

**How much do you trust each for learning more information about CTE?**

<table>
<thead>
<tr>
<th>Institution</th>
<th>Trust Completely</th>
<th>Trust Somewhat</th>
</tr>
</thead>
<tbody>
<tr>
<td>School counselor</td>
<td>38%</td>
<td>83%</td>
</tr>
<tr>
<td>Teacher(s)</td>
<td>33%</td>
<td>81%</td>
</tr>
<tr>
<td>CTE students or alumni</td>
<td>32%</td>
<td>77%</td>
</tr>
<tr>
<td>College/university reps</td>
<td>29%</td>
<td>74%</td>
</tr>
<tr>
<td>Principal</td>
<td>27%</td>
<td>71%</td>
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<tr>
<td>State Department of Education</td>
<td>22%</td>
<td>59%</td>
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<tr>
<td>Superintendent</td>
<td>18%</td>
<td>58%</td>
</tr>
</tbody>
</table>

- **48%** of prospects want to hear information about CTE from their **school counselor**
- Educational website (46%); Open house at CTE school /program (44%)
- High school career fair (40%); Brochure/pamphlet mailed (40%)
- E-mail school/principal (23%); A school assembly (22%); Social media (21%)
Prospective Parents and Students Attracted to “Real World” Benefits of CTE

Focus groups say “real world” skills is unmet need

“In school we learn certain things but not all the necessities to be responsible adults.”
–MS focus group prospective student

86% of prospective parents & students surveyed wish they/their child could get more real world knowledge and skills during high school

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CTE Awareness Is Moderate

Just 47% of prospective parents and students have heard of “Career Technical Education” compared to…

- 68% Vocational Education
- 54% Career Center
- 45% Career Education
- 30% Career Academy
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. They also learn how to develop a resume and interview for a job.

These additional tools and experiences make school more relevant, and ensure students are ready for the real world.
Real World Message Entices Everyone

• Top-ranked message across ALL audiences, by race, ethnicity, education level, income level and geographic distribution

• All subpopulations selected CTE’s ability to offer students real-world skills as one of the three most important elements of their education.
<table>
<thead>
<tr>
<th>Audience</th>
<th>Prepare for the Real World</th>
<th>Get More from High School</th>
<th>A Smart Investment</th>
<th>Giving Students a Leg Up</th>
<th>Exploring Possibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Prospects</td>
<td>Total Prospects 34%</td>
<td>20%</td>
<td>16%</td>
<td>15%</td>
<td>16%</td>
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<tr>
<td>Prospective Parents</td>
<td>35%</td>
<td>20%</td>
<td>14%</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Prospective Students</td>
<td>34%</td>
<td>19%</td>
<td>17%</td>
<td>14%</td>
<td>16%</td>
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<tr>
<td>Race</td>
<td>White 35%</td>
<td>19%</td>
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<td>15%</td>
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<td></td>
<td>Black 34%</td>
<td>18%</td>
<td>11%</td>
<td>19%</td>
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<td></td>
<td>Hispanic 34%</td>
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<td>17%</td>
<td>19%</td>
<td>14%</td>
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<tr>
<td>Grade</td>
<td>Middle School 30%</td>
<td>21%</td>
<td>18%</td>
<td>15%</td>
<td>15%</td>
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<td></td>
<td>High School 39%</td>
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<td>13%</td>
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<td>17%</td>
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<tr>
<td>Location</td>
<td>Urban 33%</td>
<td>20%</td>
<td>17%</td>
<td>11%</td>
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<td>Suburban 35%</td>
<td>21%</td>
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<td>Rural 37%</td>
<td>19%</td>
<td>13%</td>
<td>18%</td>
<td>13%</td>
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<tr>
<td>Education</td>
<td>HS grad or below 30%</td>
<td>17%</td>
<td>14%</td>
<td>19%</td>
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<td></td>
<td>Less than college 42%</td>
<td>18%</td>
<td>13%</td>
<td>15%</td>
<td>12%</td>
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<td></td>
<td>4-year college 31%</td>
<td>23%</td>
<td>13%</td>
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<td>Post grad degree 28%</td>
<td>24%</td>
<td>19%</td>
<td>16%</td>
<td>12%</td>
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<tr>
<td>Income</td>
<td>&lt;$50k 35%</td>
<td>17%</td>
<td>10%</td>
<td>17%</td>
<td>22%</td>
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<td>$50-100k 37%</td>
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<td>&gt;$100k 38%</td>
<td>19%</td>
<td>17%</td>
<td>17%</td>
<td>11%</td>
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Which does the best job of making CTE sound like a good option for you/your child?
What works?

Language that works

- “Real world skills” and “practical knowledge”
- “Hands-on experience” (training)
- “Mentoring”
- “Internships”
- “Explore career options and what you are passionate about”
- “Career” and “career-focused”
- “Extra advantage for both college and careers”
- “Leadership” and “confidence”

Language that doesn’t work

- High-quality
- Workforce
- In-demand careers - students
- Putting down high school
- Investment
Insights & Recommendations

• Be consistent in your messages
• Communicate the success of your program through current and past student success stories
• Localize your examples, and make it relevant. Don’t forget the details
• Emphasize that CTE is a pathway towards college and a career
• Share tangible benefits of CTE – networking, internships, college credit, certifications, etc.
• Engage educators, counselors, the business community and postsecondary partners as your messengers.
• Keep it positive!
Gain real-world skills

Network with Employers

Opportunities For Internships

Talk to your School Counselor to help guide you on your CAREER PATH

www.careertech.org
The State’s Role in Communicating About CTE:
Dwight Johnson, Idaho State Administrator
Caty Solace, Communications Manager
Why invest in communications?
Project Objective: Improve statewide perceptions and understanding of career and technical education to ensure that both career and technical education programs and careers will be valued by Idaho’s students, families and educators, leading to a talent pipeline that supports Idaho’s business & industry.
Target Audiences/Focus Areas
Physical Deliverables
We prepare Idaho’s youth and adults for high-skill, in-demand careers.
Questions?

Please write your questions or comments in the chat box and we will answer them in the order we receive them.
Resources You Can Use

- Core Messages for Attracting Students to Career Technical Education
- Dos and Don'ts for Engaging Students and Parents around CTE
- The Value and Promise of Career Technical Education Fact Sheet
- Summary of Messages to Engage Parents & Students
- Making a Winning Case for CTE: How Local Leaders Can Put this Research to Work
- PPT Slides and Talking Points
- How Local Leaders Can Put This Research to Work
- Advocacy 101
- Parent & Guardian Engagement Tool
- An Employer Guide for Making the Case for CTE

careertech.org/recruitmentstrategies
Thank you!

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Caty Solace, caty.solace@wdc.idaho.gov

Save the date:
• October 10: Engaging the Media
• December 12: How to Use Social Media in Your Communications Effort
• TBA: Advocating for CTE After the Election