

## **Improving Your Program's Image: A "How To" Guide**

Despite all of the attention that CTE is receiving, our field continues to fight stigmas and misunderstanding. How do you address these issues with specific audiences including parents, policymakers and employers. This session will feature suggestions and tools to help you improve perception and public awareness, including interactive role play to hone your skills.

# Connecting Education and Careers



## Improving Your Programs Image: A “How To” Guide

**ACTE**<sup>®</sup>

# CTE Stigmas

- **CTE is for students who can't perform academically**
  - 80% of students taking a college prep course with rigorous CTE met college and career readiness goals, compared to 63% of those without CTE
- **CTE doesn't lead to high-wage careers**
  - Participation in skills-training programs increases wages and earnings and some CTE graduates who earn postsecondary credentials less than a bachelor's degree out earn 4-year degree holders
- **CTE leads to narrow career options**
  - CTE covers 16 Career Clusters, 79+ pathways, and leads to hundreds of careers, from engineers to medical technicians.
- **CTE is for students who want to work right after high school**
  - 91% of high school graduates who earned 2-3 CTE credits enrolled in college

# Problematic Quotes

“When I was going to school ... there were people in class, one person in particular, who wasn't, like, the greatest student. He just wasn't. And yet I saw him one day and he was able to fix a car engine blindfolded.”

# Problematic Quotes

Regarding the Swiss apprenticeship program,  
"they do something that we don't do. They look  
at it as a white collar program,  
not just blue collar."



# Problematic Quotes

"A teenager would be far better off abandoning the college preparatory, general education track in high school and, instead . . . preparing for trade school after graduation."

# Problematic Quotes

"With society's heavy emphasis on higher education, vocational and technical education is too often undervalued."

# Audience Participation

Speak to your neighbor for 3 minutes about the perception issues in your program.

- What is your most challenging audience?
- What is their perception of CTE?



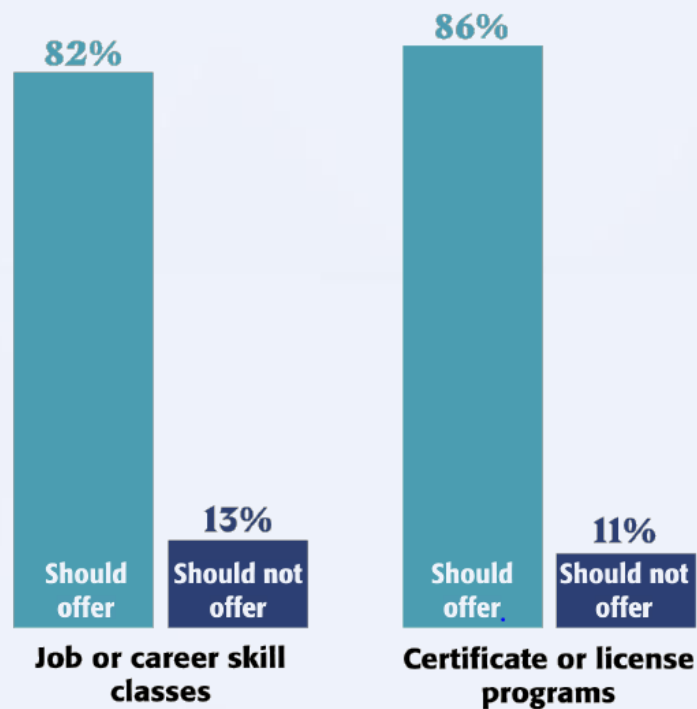
# What does the research say?

- **PDK Poll**
- **Advance CTE/Siemens Foundation Survey**
- **Strada Education Group/Gallup**

# PDK Poll

## Career-related courses in public high schools

National totals, 2017

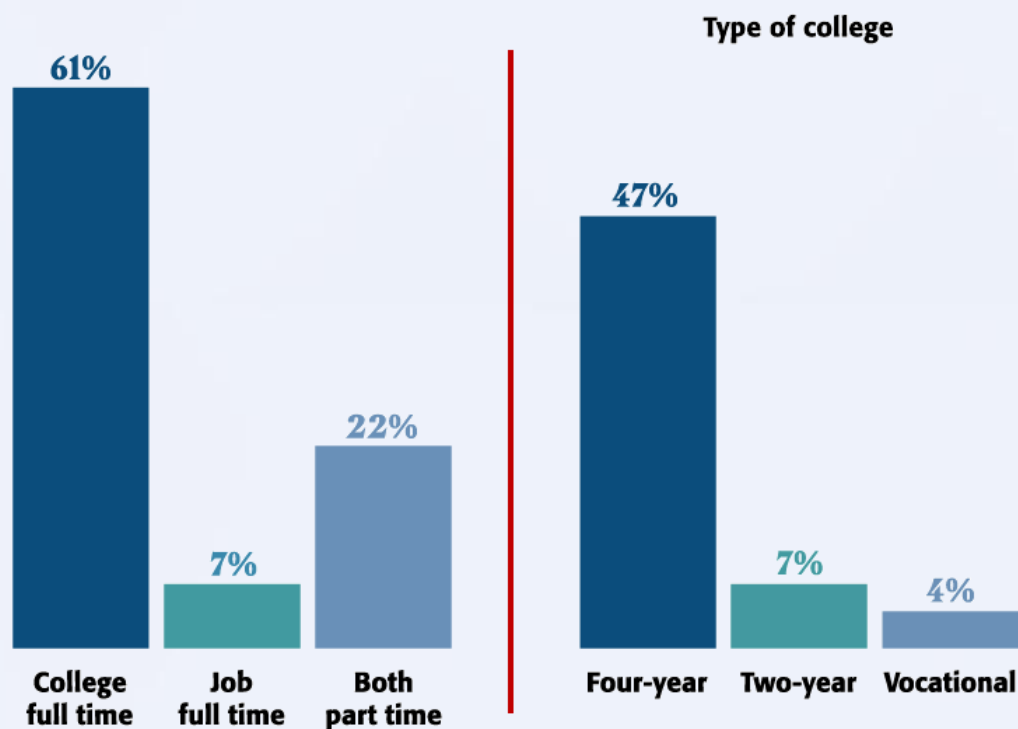


[pdkpoll.org](http://pdkpoll.org)

# PDK Poll

## Expectations for oldest child after high school

Public school parents, 2017



[pdkpoll.org](http://pdkpoll.org)

# PDK Poll

## Expectations for college and desire for more CTE courses

Public school parents, 2017

52%

Parents who expect their child to attend college full time respond that schools should offer more job/career skills courses

62%

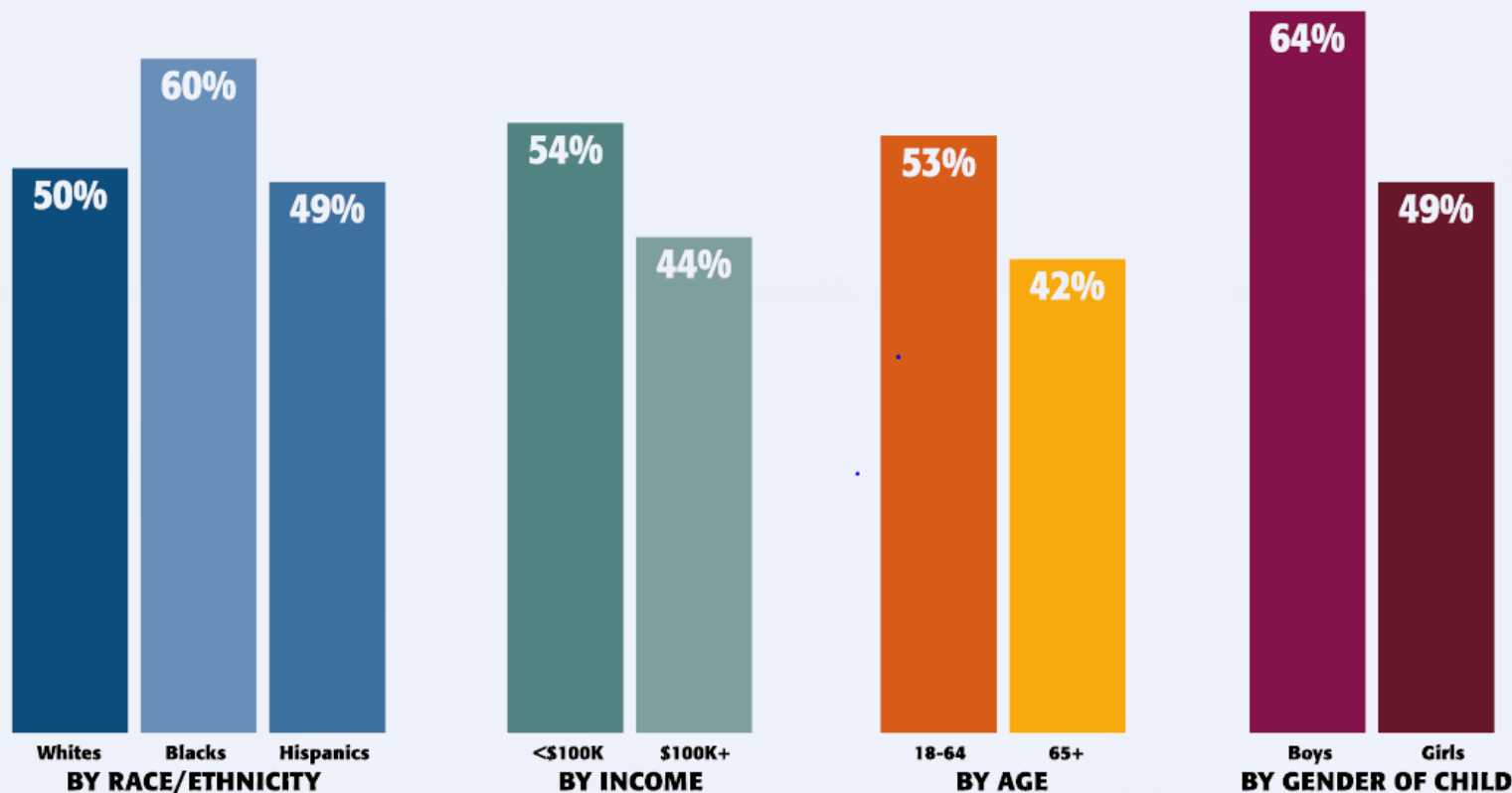
Parents who expect their child to work part or full time respond that schools should offer more job/career skills courses

# PDK Poll



## Attitudes About CTE

Percentage who think public high schools should offer more job or career skills classes, 2017



# PDK Poll



## The Value of Career Skills Development

National totals, 2017

More than half of parents surveyed say public high schools in their community **should provide more career skills classes than they do now**. Less than 5% say schools should offer fewer such classes.

**82%**  
support job or  
career skills classes  
even if that means  
students might  
spend less time in  
academic classes

**86%**  
say schools in their  
community should  
offer certificate or  
licensing programs  
that qualify students  
for employment in  
a given field

**80%**  
see technology and  
engineering classes  
as an Extremely  
Important or Very  
Important element  
of school quality

**82%**  
say schools in their  
community should  
offer certificate or  
licensing programs  
that qualify students  
for employment in  
a given field

[pdkpoll.org](http://pdkpoll.org)



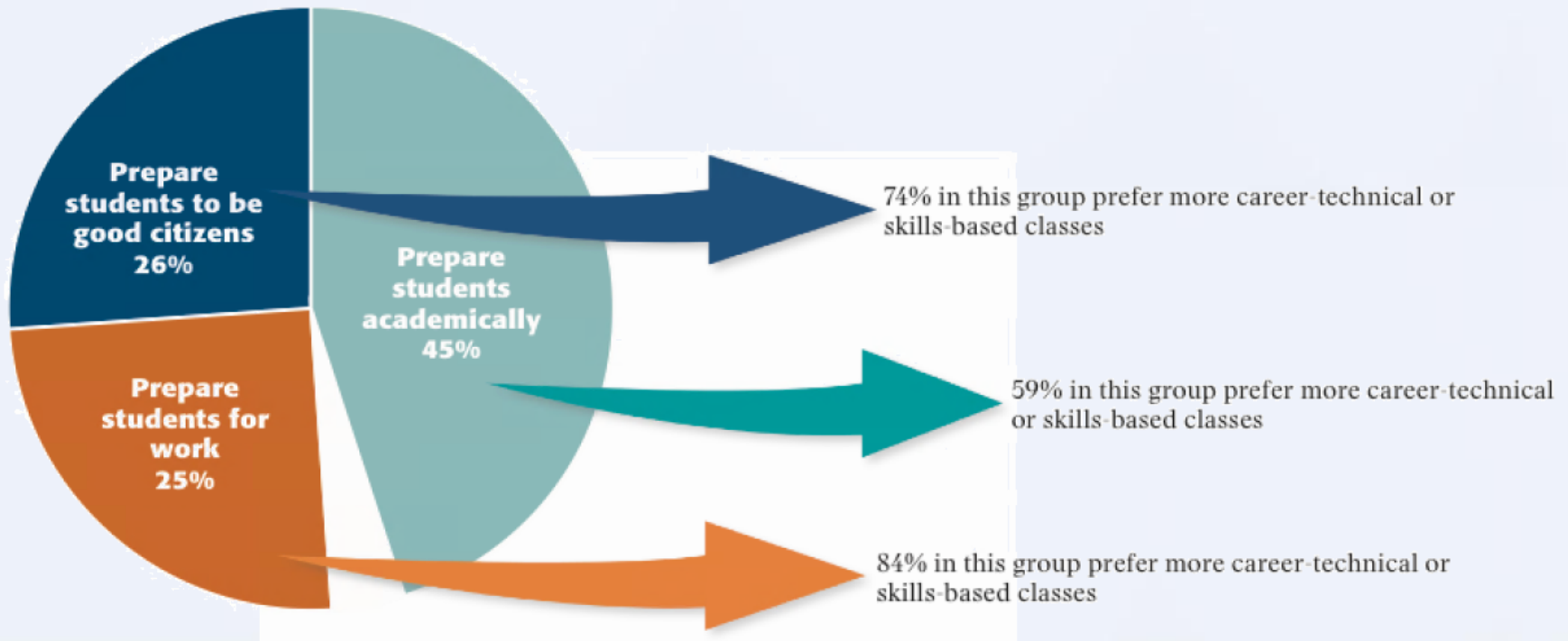
# PDK Poll



## Views on Career & Technical Education

National totals, 2016

MAIN GOAL OF PUBLIC EDUCATION



[pdkpoll.org](http://pdkpoll.org)

# Advance CTE/Siemens Survey

## How Satisfied Are You With Your/Your child's Overall School Experience?



<https://careertech.org/resource/value-and-promise-of-cte-results-from-a-national-survey>

**ADVANCE** > CTE

# Advance CTE/Siemens Survey

Agree Strongly/ Agree Somewhat	All	Current CTE Parents	Prospective Parents	Current CTE Students	Prospective Students
<i>Finding a career that I feel/my child feels passionate about is important to me</i>	93%	94%	93%	92%	94%
<i>The more job experience I gain/my child gains increases chances of success</i>	88%	92%	85%	90%	89%
<i>It's important to me that I have/my child has a job that pays well</i>	87%	87%	82%	90%	91%
<i>Today's job market is much more competitive</i>	86%	91%	88%	86%	79%
<i>I wish I/my child could get more real world knowledge and skills during high school</i>	86%	90%	89%	83%	84%
<i>Getting a college degree is important</i>	85%	88%	84%	84%	85%
<i>I have/My child already has a specific career path in mind</i>	63%	82%	49%	76%	62%

<https://careertech.org/resource/value-and-promise-of-cte-results-from-a-national-survey>

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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

<https://careertech.org/resource/value-and-promise-of-cte-results-from-a-national-survey>

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# Advance CTE/Siemens Survey

## Key Words and Phrases to Use with Parents and Students

- “Real world skills”
- “Hands-on experiences”
- “Explore career options and what you are passionate about”
- “Fulfilling, rewarding careers”
- “Career” and “career-focused”
- “Extra advantage for both college and careers”
- “Leadership” and “confidence”
- “Enhanced high school experience”



<https://careertech.org/resource/value-and-promise-of-cte-results-from-a-national-survey>

**ADVANCE** > CTE



# Advance CTE/Siemens Survey

- Finding a career passion was the most important critical selling point for parents and students (over 90 percent)
- The vast majority of parents and students (85 percent) continue to value college as the post-high school aspiration
- Across the board, CTE programs are most valued for their ability to provide real-world skills within the education system
- Findings consistent across all socio-economic groups
- Counselors, teachers and CTE students and alumni are among the most trusted sources of information for students/parents

<https://careertech.org/resource/value-and-promise-of-cte-results-from-a-national-survey>

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# Relevance Matters!



Only 26% of working U.S. adults with college experience strongly agree that their education is relevant to their work and day-to-day life.

Relevance to work and relevance to day-to-day life go hand in hand.

[stradaeducation.gallup.com](http://stradaeducation.gallup.com)



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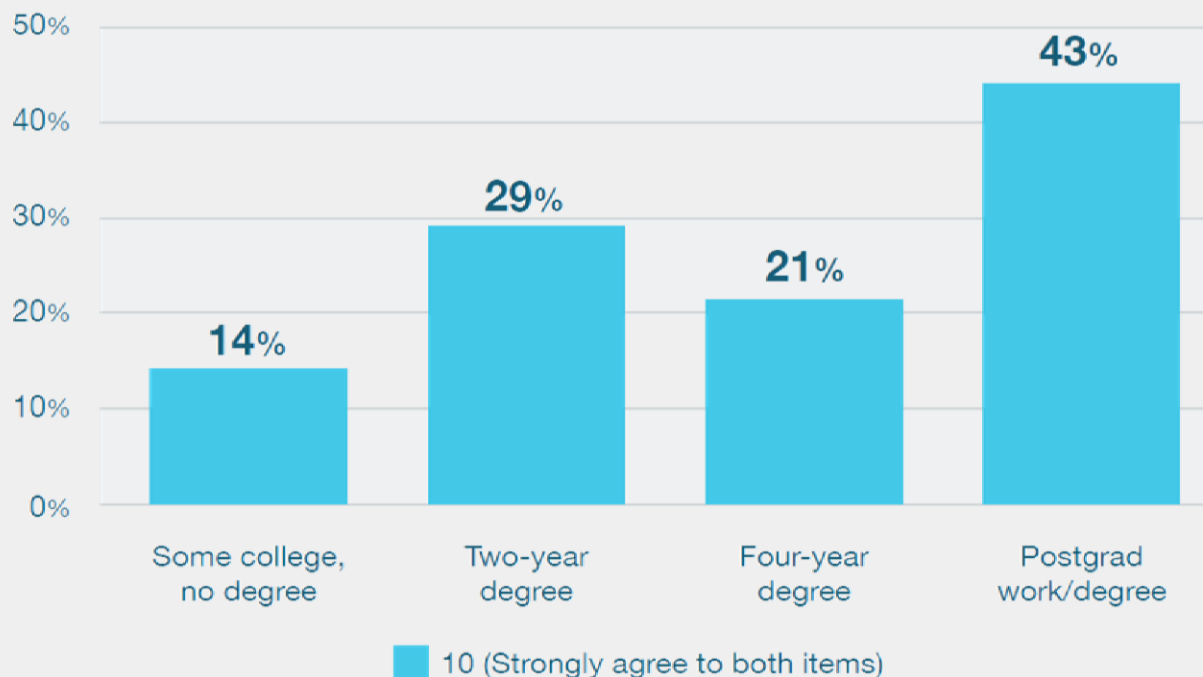
# Completion Matters



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## Highest Relevance Scores by Level of Education

*% Strongly agree to both items*

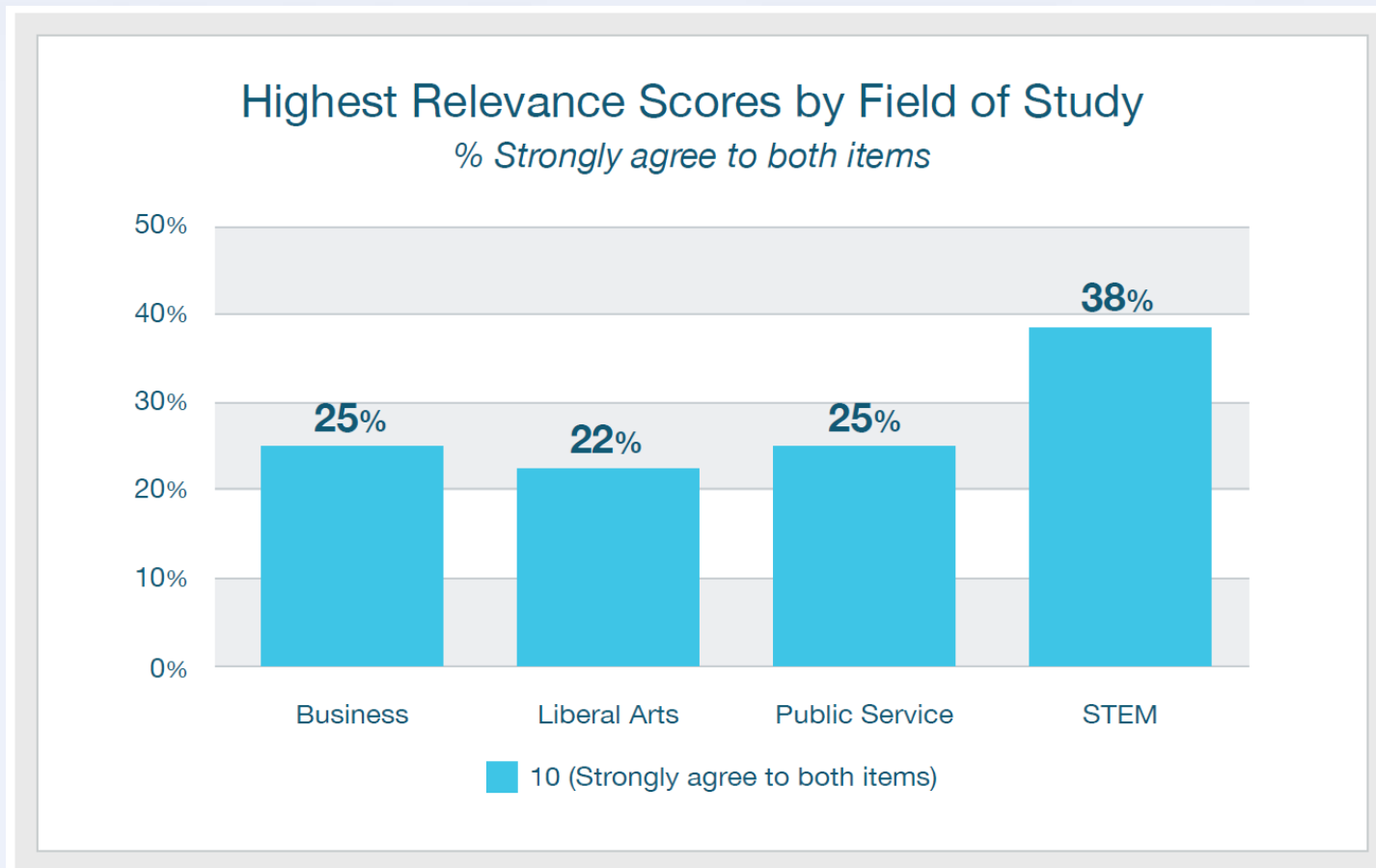


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# Relevance by Field of Study



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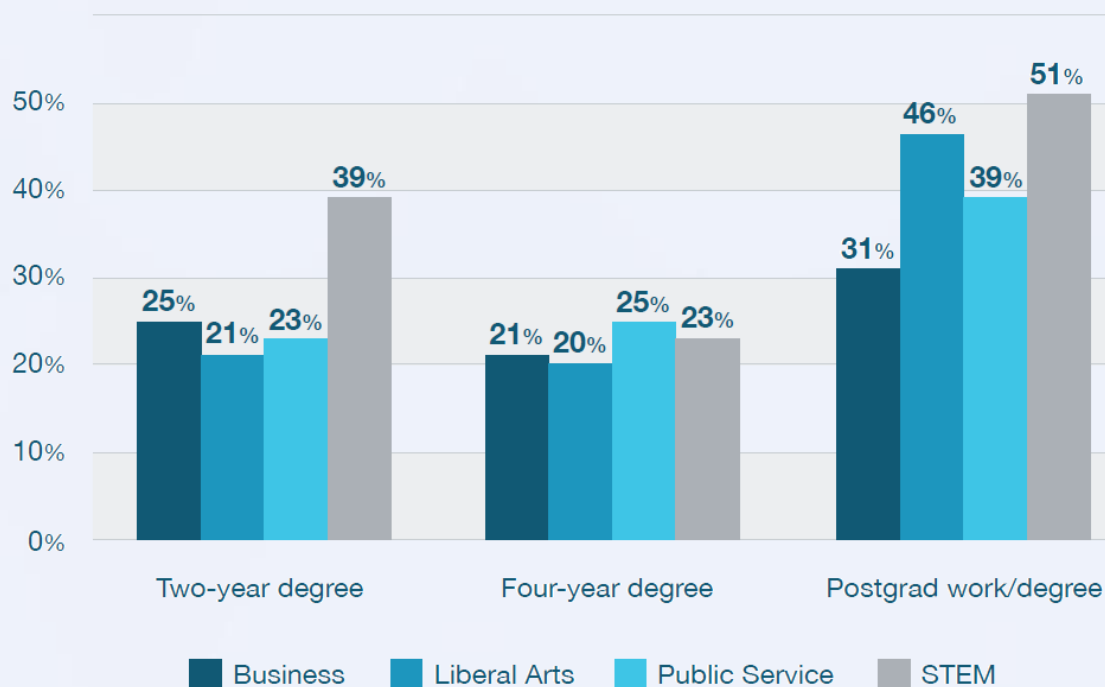
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# Relevance of Field of Study



GALLUP®

Highest Relevance Scores by Field of Study  
*% Strongly agree to both items*

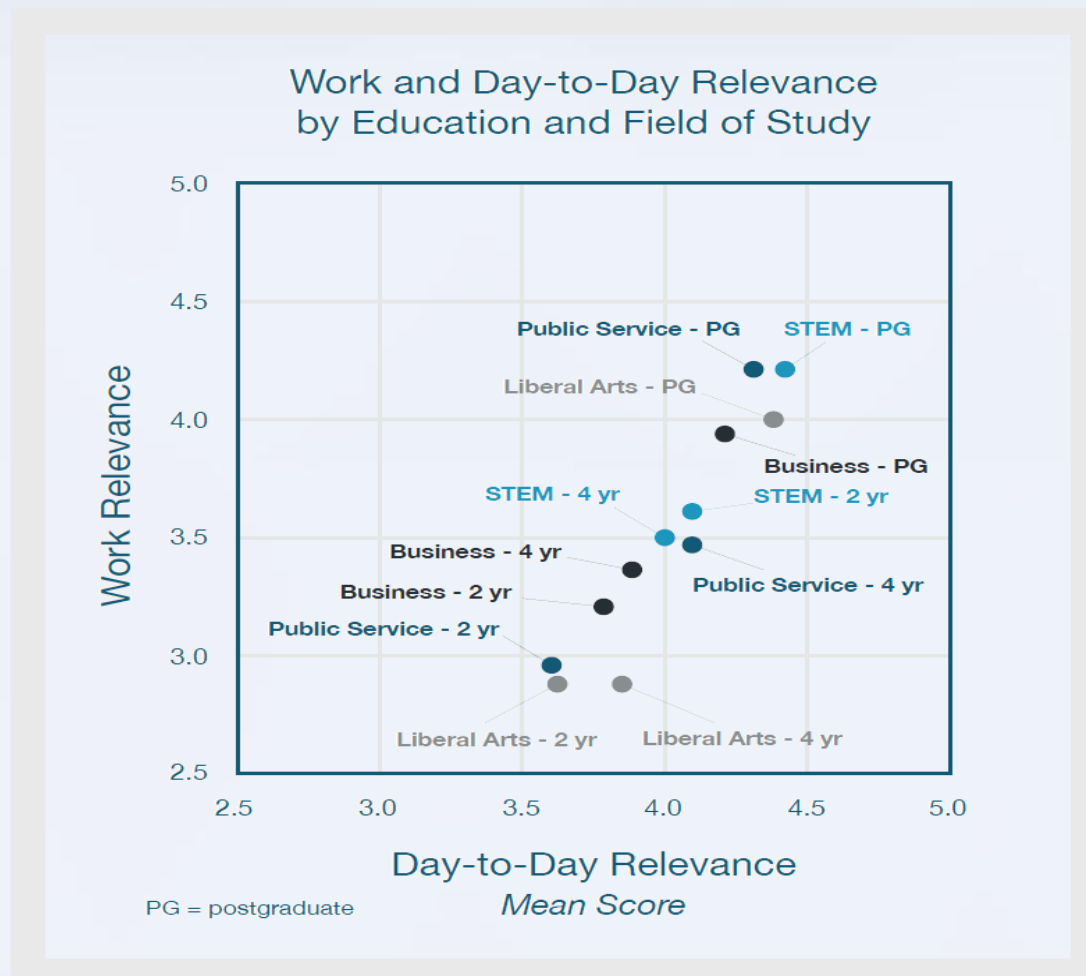


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# Relevance of Field of Study



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# Discussion Questions

- What, if any, myths or stigmas still exist around CTE in your community?
- Have you engaged in any unique or creative activities to raise awareness about your programs in your community?
- Do you find that your messaging to prospective CTE students is different than your messaging to prospective CTE parents? If so, how and why?
- If you were giving someone a 20-second “elevator pitch” about today’s CTE and the programs your district/school has to offer, what keywords/buzzwords would you use to describe CTE?



## 5 Questions to Ask

- What is the Problem We're Seeking to Solve?
- Who is the Audience?
- What is the Message?
- What Are the Best Ways to Promote the Message?
- Who is the Messenger?

## Effective CTE Messengers

Who Trust for Information on CTE?	Prospective Parents	Prospective Students
<i>Guidance Counselor</i>	82%	84%
<i>Teacher(s)</i>	79%	83%
<i>CTE students or alumni</i>	77%	77%
<i>College partners</i>	75%	73%
<i>Principal</i>	71%	72%
<i>Employer partners</i>	69%	67%
<i>Superintendent</i>	59%	58%
<i>State Department of Education</i>	59%	59%

<https://careertech.org/resource/value-and-promise-of-cte-results-from-a-national-survey>

**ADVANCE**  **CTE**



Finding a **career passion** was the most important critical selling point for parents and students



The majority of parents and students continue to **value college** as the post-high school aspiration;



CTE programs are most valued for their ability to provide **real-world skills** within the education system

<https://careertech.org/recruitmentstrategies>

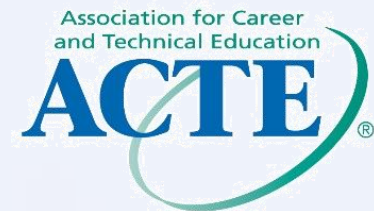
# **ADVANCE** **CTE**

*State Leaders Connecting Learning to Work*

<https://bit.ly/2IF1MBS> Advance CTE Video Here

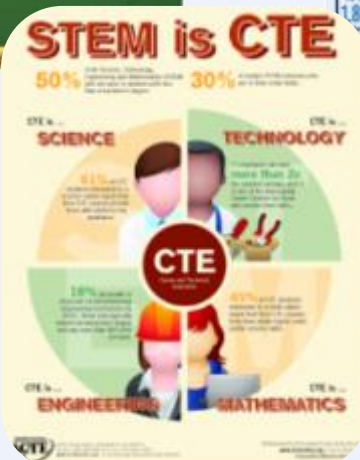
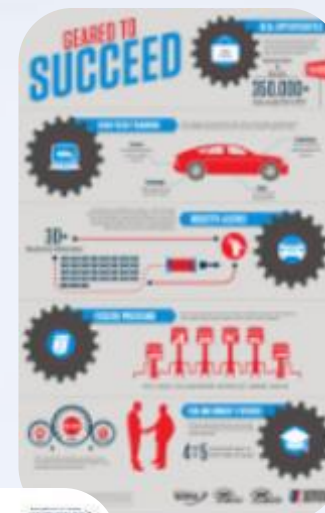
## New School Counselor workshops

- Via Advance CTE and in partnership with American School Counselor Association
- Free full-day workshop to address CTE image
- CareerTech VISION workshop sold out but additional dates to be announced soon





# ACTE Infographics Help Tell Your CTE Story





# ACTE Fact Sheets



## CTE TODAY!



### What is Career and Technical Education?

- Encompasses 94 percent of high school students and 8.4 million individuals seeking postsecondary certificates and associate degrees in CTE fields<sup>1</sup>
- Is delivered flexibly through high schools, area career centers, career academies, community and technical colleges, four-year universities and more
- Educates students for a range of career options through 16 Career Clusters<sup>®</sup> and 79+ pathways
- Offers clear pathways to industry certifications, postsecondary certificates and degrees
- Partners with businesses to prepare students for tomorrow's workforce
- Fulfills employer needs in high-skill, high-wage, high-demand areas
- Prepares students to be college- and career-ready by providing core academic skills, employability skills and technical, job-specific skills

Today's cutting-edge, rigorous and relevant career and technical education (CTE) prepares youth and adults for high-wage, high-skill, high-demand careers in established and emerging industries.

### CTE Works for High School Students

High school students involved in CTE are more engaged, graduate at higher rates and typically go on to postsecondary education.

- Taking one CTE class for every two academic classes minimizes the risk of students dropping out of high school.<sup>2</sup>
- The average high school graduation rate for students concentrating in CTE programs is 93 percent, compared to an average national freshman graduation rate of 80 percent.<sup>3</sup>
- 91 percent of high school graduates who earned 2-3 CTE credits enrolled in college.<sup>4</sup>

### CTE Works for College Students and Adults

Postsecondary CTE prepares students and adults for in-demand careers, and allows them to take on less debt.

- Students can attend public community and technical colleges for a fraction of the cost of tuition at other institutions: \$3,520, on average, in 2016-2017.<sup>5</sup>
- According to research in Texas, Colorado and Virginia, graduates with technical or applied science associate degrees out-earn bachelor's degree holders by \$2,000 to \$11,000.<sup>6</sup>
- 27 percent of people with less than an associate degree, including licenses and certificates, earn more than the average bachelor's degree recipient.<sup>7</sup>

### CTE Works for Business

CTE addresses the needs of industries and helps close the skills gap.

- Half of all STEM jobs call for workers with less than a bachelor's degree.<sup>8</sup>
- Health care occupations are projected to grow 18 percent by 2026, adding more than 2 million new jobs.<sup>9</sup>
- 3 million workers will be needed for the nation's infrastructure in the next decade, including designing, building and operating transportation, housing, utilities and telecommunications.<sup>10</sup>
- Almost half of the energy workforce may need to be replaced by 2024, and demand for solar and wind energy technicians will double.<sup>11</sup>
- More than 80 percent of manufacturers report that talent shortages will impact their ability to meet customer demand.<sup>12</sup>

### CTE Works for the Economy

Investing in CTE yields big returns for state economies.

- In Wisconsin, taxpayers receive \$12.20 in benefits for every dollar invested in the technical college system.<sup>13</sup>
- Oklahoma's economy reaps a net benefit of \$3.5 billion annually from graduates of the CareerTech System.<sup>14</sup>
- Colorado Community College System alumni in the workforce contribute \$5.1 billion annually to the state economy.<sup>15</sup>



## CTE WORKS!



### CTE Works for High School Students

- CTE reduces dropout and increases on-time graduation, particularly CTE courses taken in 11th and 12th grades. (Gottfried and Plasman, "Linking the Timing of CTE Course-taking With High School Dropout and College-going Behavior," *American Educational Research Journal*, 2017)
- The more students participate in career and technical student organizations, the higher their academic motivation, academic engagement, grades, career self-efficacy, college aspirations and employability skills. (Alfeld et al., *Looking Inside the Black Box: The Value Added by Career and Technical Student Organizations to Students' High School Experience*, National Research Center for CTE, 2007)
- Students attending CTE high schools have demonstrated higher rates of on-time graduation and credit accumulation and a greater likelihood of successfully finishing a college preparatory mathematics sequence. (Neild et al., *The Academic Impacts of Career and Technical Schools: A Case Study of a Large Urban School District*, 2013)
- Eighty percent of students taking a college preparatory academic curriculum with rigorous CTE met college and career readiness goals, compared to only 63 percent of students taking the same academic core who did not experience rigorous CTE. (Southern Regional Education Board, *High Schools That Work 2012 Assessment*)
- CTE students were significantly more likely than their non-CTE counterparts to report developing problem-solving, project completion, research, math, college application, work-related, communication, time

management and critical-thinking skills during high school. The Society for Human Resource Management (SHRM) has identified employer demand for many of these skills. (Lekes et al., *CTE Pathway Programs, Academic Performance and the Transition to College and Career*, National Research Center for CTE, 2007); SHRM and WSJ.com/Careers, *Critical Skills Needs and Resources for the Changing Workforce*, 2008)

- The average high school graduation rate in 2012 for CTE concentrators was 93 percent, compared to the national adjusted cohort graduation rate of 80 percent. (Office of Career, Technical and Adult Education data; Civic Enterprises et al., *Building a Grad Nation: Progress and Challenge in Ending the High School Dropout Epidemic: Annual Update*, 2014)
- Work-based learning helps students apply and extend classroom learning, gain motivation and understanding, explore careers and develop critical understanding of the work environment. (Alfeld et al., *Work-Based Learning Opportunities for High School Students*, National Research Center for CTE, 2013)
- Students who take advanced CTE courses in high school see higher earnings, including a 3.2 percent wage increase for CTE concentrators. (Kreisman and Stange, *Vocational and Career Tech Education in American High Schools: The Value of Depth Over Breadth*, National Bureau of Economic Research, 2017)

### CTE Works for Postsecondary Students and Adults

- Students in programs that blend basic skills and occupational training are far more likely than similar adult students to improve basic skills and earn college-level credits. (Jenkins et al., *Educational*

<https://www.acteonline.org/why-cte/what-is-cte/basic-facts/>

# Sector Sheets and MicroDocs

**SECTOR SHEET MAY 2018**

**CTE: THE KEY TO ECONOMIC DEVELOPMENT**

## Biosciences

**Biosciences:** Improve human, animal and plant life

Generate **\$370 billion** in U.S. revenue\*

Pay almost **\$95,000** annually, on average\*

What is the pathway to these fulfilling and essential careers?  
Career and Technical Education!

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**ACTE**  
Association for Career and Technical Education  
1100 North 17th Street, Suite 100  
Tomball, TX 77375-2202  
www.acteonline.org | 281-291-0110

**SECTOR SHEET FEBRUARY 2018**

**CTE: THE KEY TO ECONOMIC DEVELOPMENT**

## Hospitality and Tourism

**Hospitality & Tourism:** Employs **16 million** workers\*

Contributes sales of **\$1.9 trillion** to the U.S. economy\*

**#1** is the **#1** small business employer in the nation!

What is the pathway to these fulfilling and essential careers?  
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1100 North 17th Street, Suite 100  
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**SECTOR SHEET NOVEMBER 2017**

**CTE: THE KEY TO ECONOMIC DEVELOPMENT**

## Agriculture, Food and Natural Resources

Agriculture and related industries added **\$992 billion** to the U.S. economy in 2017\*

In 2016, **\$126 billion** in American agricultural products were exported globally\*

Farm, forestry, fishing and related occupations account for **3.6 million** U.S. jobs!

What is the pathway to these fulfilling and essential careers?  
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1100 North 17th Street, Suite 100  
Tomball, TX 77375-2202  
www.acteonline.org | 281-291-0110

**SECTOR SHEET AUGUST 2017**

**CTE: THE KEY TO ECONOMIC DEVELOPMENT**

## Information Technology

Accounts for more than **\$1 trillion** in U.S. revenue\*

Includes almost **38,000** businesses, as well as many self-employed individuals\*

Pay a wage more than **2x** the national average\*

What is the pathway to these fulfilling and essential careers?  
Career and Technical Education!

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**ACTE**  
Association for Career and Technical Education  
1100 North 17th Street, Suite 100  
Tomball, TX 77375-2202  
www.acteonline.org | 281-291-0110





# Use Existing Campaigns...or create one



# New Messaging Campaigns: Engagement

## **TRUE** **PURSUIT**

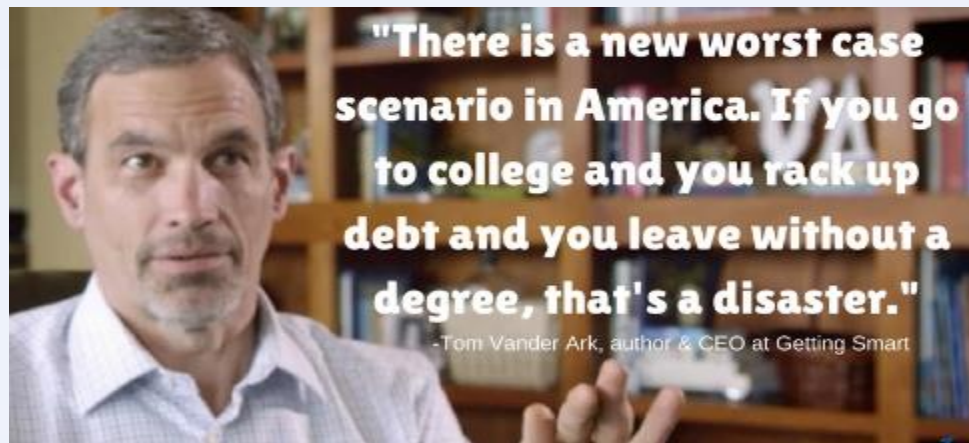
**"As a parent you just want your kids to be happy. I don't particularly care if they get a...bachelor's degree. I want them to do something they like."**

-Bill Phillips, parent of a 2016 high school career-technical graduate



**"There is a new worst case scenario in America. If you go to college and you rack up debt and you leave without a degree, that's a disaster."**

-Tom Vander Ark, author & CEO at Getting Smart



[www.TruePursuit.life](http://www.TruePursuit.life) Video Here

## Tools to Use

- Community Discussion Guide
- Downloadable Videos
- 10 'Starter' Segments
- 26:00 Documentary





**CTE Directors + CTE Educators**

## Change perceptions and captivate audiences.

Events, career fair days, and open houses provide a great way for you to connect with your community and celebrate CTE.

The turnkey CTE STRONG event kit equips you with everything you need to promote an upcoming event, host an engaging stage presentation, spark conversations with students, reach parents, and receive metrics on the impact of your event!



## Most Effective Message: Preparation for the Real World

- 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.

## 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 and the business community as your **messengers**.
- Keep it **positive!**

# Audience Participation

1. Take a few minutes to develop an elevator speech
2. Turn to your neighbor to share your elevator speech
3. Have neighbor critique your elevator speech

**Thank  
You**

Stephen DeWitt  
Deputy Executive Director  
[sdewitt@acteonline.org](mailto:sdewitt@acteonline.org)

Association for Career and Technical Education  
1410 King Street, Alexandria, Virginia 22314  
800-826-9972