



ADVOCACY FOR CTE

CTE Month
February 2012

Career and Technical Education: Preparing Students for College and Career!

The most effective advocacy tool for Career and Technical Education (CTE) is YOU! Becoming an advocate is one of the most important actions you can take to secure the future of CTE. The Association of Career and Technical Education (ACTE) has developed a wide variety of tools to assist you in your advocacy activities, keep you informed and promote ongoing support for CTE. The tools provide step-by-step directions and examples that will help you reach out to policymakers at the local, state and federal levels, as well as your community and the media. From your members of congress to your local mayor, these individuals all make decisions that directly or indirectly impact CTE. With your help, we can ensure the strength and future of CTE!

Using Social Media for Advocacy – <http://www.acteonline.org/smadvocacy.aspx>

There are several ways to communicate your positive CTE story. [Here](#) you will find a list of tweets, Facebook posts, blog and video ideas that ACTE has compiled.

Sample Messages for Twitter

Share your story in 140 characters or less, and be sure to include hashtag #careerteched. Direct to your legislator by adding @ and your legislator's handle before your message; for example, "@Barack_Obama Perkins funding critical to workforce, edu & preparing students to be college & career ready. Maintain funding! #careerteched."

Senator Mike Lee Twitter: mikelee2010	Congressman Rob Bishop Twitter: N/A
Senator Orrin Hatch Twitter: orrinhatch	Congressman Jim Matheson Twitter: repjimmatheson
	Congressman Jason Chaffetz Twitter: jasoninthehouse

Sample Messages for Facebook

Write your story on your legislator's Facebook wall. You can also post it on the [ACTE Facebook wall](#) or post on your own wall/status. Send a link of your post to [UtahCTE@schools.utah.gov](#).

Senator Mike Lee Facebook: http://www.facebook.com/mikelee2010	Congressman Rob Bishop Facebook: http://www.facebook.com/pages/Rep-Rob-Bishop/130802746950682
Senator Orrin Hatch Facebook: http://www.facebook.com/OrrinHatch	Congressman Jim Matheson Facebook: http://www.facebook.com/pages/Rep-Jim-Matheson/131888123517015
	Congressman Jason Chaffetz Facebook: http://www.facebook.com/pages/Jason-Chaffetz/212373730233?ref=ts

Blog Ideas

Share your CTE experiences on your blog and send the link to UtahCTE@schools.utah.gov.

Video Ideas

Post a video showing students working in CTE/CTSO activities to [SchoolTube](#) and send the link to UtahCTE@schools.utah.gov.

Mobile Alerts

Saving CTE is as simple as receiving a text! Sign up to receive text alerts from ACTE when urgent action on CTE issues is needed by [clicking here](#) or texting CTEALERT to 88202. ACTE will only contact you when it is vital that you act.

Student Advocacy for CTE

Encourage your students to advocate for CTE. Send their stories to UtahCTE@schools.utah.gov.

Shannon Earnshaw, a student at Timpview High School, wrote a letter to her district representative during the 2011 legislative session asking that Career and Technical Education funding not be cut. Shannon emphasized the importance of CTE saying, "Taking these classes has helped me to better discover what I want to do with my life and in my professional career. Because of the classes and opportunities that have been offered to me in high school, I will graduate as a endorsed Medical Assistant. Being able to take classes for free in high school is such an incredible opportunity. I am grateful for the career programs that I have been a part of at Timpview."

Utah State Senate

Find your state senator [here](#).

Utah State House of Representatives

Find your representative [here](#).

Sharing positive stories about your students with policy makers, business leaders, and the community is *great* advocacy for CTE. Tell these groups about your students and how CTE is preparing each student for college and career!

*As a CTE Educator, you make a difference!
You make a difference for your students, your community, and your country.
[ACTE](#) is proud to be your voice and support your efforts.*

Jan Bray
ACTE Executive Director

*Your efforts to provide leading edge instruction to
Utah's students are greatly appreciated.*

Mary Shumway
CTE State Director
Utah State Office of Education

