

LEA CTE WEBSITE CHECKLIST



CTE Directors:

As you advocate for and promote Career and Technical Education (CTE), outlined below is a checklist of items to include on your website to reflect the CTE branding and to align with UtahCTE.org. We encourage you to have a strong presence on each LEA website in your region.

A strong CTE website should provide clear information for students and parents and serve as a resource for administrators, teachers, and industry partners.

ASK YOURSELF

- ☐ Does your LEA have a CTE presence on their district/charter website?
 - ☐ If they do, what do they have on their website about CTE?
 - ☐ Is the information directed to parents and students?
- ☐ Do you know who the webmaster is in each district/charter?

WEBMASTER

Before you talk to the webmaster, in each district/charter, you should have a plan.

- ☐ Find out who the webmaster is.
- ☐ Schedule a time to meet with the webmaster, either in-person or virtually.
 - ☐ Find out the district/charter protocol for creating a CTE website.
 - ☐ Make a list of the restrictions or barriers.
- ☐ Develop a plan for the website.
 - ☐ Determine the look and feel of the CTE website you want to present to parents and students.
 - ☐ Make a list of people who can assist with the plan for the website.
- ☐ Ask the webmaster how much they can help with the design and layout of the website.
- ☐ Coordinate with the webmaster to develop a timeline for completion.
- ☐ Ask the webmaster the protocol to submit changes and new content to the website throughout the year.

CREATE A PLAN

- ☐ Determine who will write the content for the website.
- ☐ Decide who will work with the district/charter webmaster to develop the website.

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PRE-DESIGN PLANNING

- ☐ Focus on your target audience — parents and students.
- ☐ CTE branding and incorporating visual design elements.
 - ☐ Review the [Utah CTE logo and branding letter](#).
 - ☐ Review the [Advance CTE User's Guide](#) outlining the CTE brand guidelines, including colors, typography, and logo usage, ensuring consistency.
 - ☐ Feature the CTE logo — CTE: Learning that works of Utah
The logo is available for download via the CTE Directors SharePoint.
- ☐ CTE brand messaging — CTE mission, vision, and core messages.
- ☐ Gather high-quality images.
- ☐ Request CTE student success stories.

WEBSITE CONTENT

ABOUT CTE

- ☐ A concise, engaging overview of the program's purpose and benefits, including information on how CTE prepares students for in-demand careers and postsecondary education.
 - ☐ Text is available on UtahCTE.org <https://www.schools.utah.gov/cte/about>.

CTE AT-A-GLANCE

On your website, link to the Utah CTE At-A-Glance and to the CTE At-A-Glance for your district/charter and CTE region. Both are located on UtahCTE.org.

- ☐ [Utah CTE At-A-Glance](#)
- ☐ [LEAs and Regions At-A-Glance](#)

CTE CAREER CLUSTERS and CTE CAREER PATHWAYS

The National Career Clusters Framework provides a shared structure and language for CTE program design. In Utah, there are 14 Career Clusters and 32 Career Pathways.

- ☐ Organize the CTE Career Pathways offered in each district/charter by the 14 Career Clusters.
 - ☐ Use the 14 CTE Career Clusters graphic marks located on the CTE Directors SharePoint.
- ☐ Highlight the CTE Career Pathways offered.
 - ☐ List of courses offered in each CTE Career Pathway.
 - ☐ Link to the state website <https://www.schools.utah.gov/cte/pathways/utah>.
 - ☐ Use the Utah CTE Career Pathways graphic marks and icons located on the CTE Directors SharePoint.
- ☐ List CTE contacts — CTE teachers, school counselors, administrators.

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CTSOs: CAREER AND TECHNICAL STUDENT ORGANIZATIONS

Student leadership: Feature details about CTSOs and other leadership opportunities, including competitions and networking events.

- ☐ Showcase the CTSOs offered in each district/charter.
- ☐ Link to the eight CTSO national and state websites.
- ☐ Link to each CTSO flyer on UtahCTE.org <https://www.schools.utah.gov/cte/ctso>.
- ☐ Link to the Utah CTE produced video CTSOs: Making and Impact <https://youtu.be/MHB5xtCT-HA?si=yH58QLzIYvZtkmDU>.

LABOR MARKET INFORMATION

Labor market data: Current data on the local, regional, or state labor market showing in-demand careers and skills.

- ☐ Link to the Department of Workforce Services (DWS) interactive data resources highlighting labor market information, located on UtahCTE.org <https://bit.ly/3PHBP7I>. Additional resources include demographic data, local insight snapshots, industry briefs, and the Utah Occupational Explorer.

NEWS AND EVENTS

- ☐ Feature up-to-date information on program news, awards, upcoming events, and opportunities.

INDUSTRY CERTIFICATIONS

- ☐ List the Industry credentials students can earn before graduating from high school.
 - ☐ Link to the [Utah CTE Credentials of Value](#) chart.

WORK-BASED LEARNING (WBL)

- ☐ Include specific information about WBL experiences such as hands-on learning, internships, youth apprenticeships, and work-based learning opportunities. Showcase local business and employer partners.
- ☐ Student success stories
 - Include quotes, photos, and success stories from current and former students, business and industry partners demonstrating the value of CTE.
 - ☐ Ask students to submit their CTE experience and success story. Their stories can be gathered through CTE classes, CTSOs, school events, and individual requests.

LINK GUIDELINES

IMPORTANT: When featuring a Utah CTE publication, resource, or document on your website, that is located on UtahCTE.org, be sure to link directly to the specific webpage instead of downloading the document from UtahCTE.org and posting the PDF on your website. This method will ensure that your website reflects the most current documents.