How will you celebrate CTE Month® in your DISTRICT?
As part of your staff and student recognition program, this event can add spirit to your workplace and strengthen school morale.

Goals of CTE Month:
• Inform students about the importance of choosing a CTE Career Pathway.
• Increase student awareness of careers, education, and training.
• Strengthen student engagement through the Plan for College and Career Readiness.
• Increase parent/guardian involvement and awareness of CTE programs.
• Promote discussion of postsecondary options—training, certificates, and degrees.

What Can I Do to Promote CTE Month in My District?
Consider making the following activities part of your celebration:
• **Advocate for CTE** by sharing success stories of CTE teachers and students with your local school board, local community, and legislative representatives.
  o Arrange to make virtual presentations at various organizations on the value of partnerships with CTE.
  o Attach the CTE Month announcement flyer to minutes or newsletters of organizations.
  o Contact the media about the events taking place in your district.
• Distribute copies of public relations materials to your schools.
• Encourage local merchants to announce the CTE Month date and theme on their electronic signs and cash register receipts.
• **News release:** The news release can be “tagged” with your district name as a co-sponsor, creating visibility for your schools. (A sample news release is available online.)
• **Proclamation:** Encourage your local school board, mayor, county commissioners, chamber of commerce, etc. to designate February as CTE Month in your community.
  o A virtual proclamation signing ceremony can serve as a way to advocate for CTE and a way to involve industry and the community. (A sample proclamation is available online.)
• Use a special message promoting CTE Month when you answer your telephones.
• Recognize your CTE teachers and student organizations.
• **Social Media:**
  o Post on Facebook highlights of the CTE Month events in your district.
  o Tweet about the CTE Month events in your district.
  o Write a blog highlighting the CTE programs available in your district. Post the blog on your district website.


Sponsored by the Utah State Board of Education and the Utah Association for Career and Technical Education

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