

# HOW TO PROMOTE YOUR CTE PROGRAM



## CAREER AND TECHNICAL EDUCATION

Use student stories and testimonials to **PROMOTE** your CTE program:

- A. In **PRINT**
- B. On the **WEB**
- C. Via **SOCIAL MEDIA**
- D. Using **CTE FACTS**
- E. At **CTE EVENTS**



**PRINT** > Promote your CTE program by placing an advertisement in your school registration booklet.

- > Put a story about your class in your school newsletter.
- > Contact your local newspaper to highlight an event in your school or classroom.

**WEB** > Email local and state policymakers and share student success stories.

- > Post student success stories and classroom events on your school website.
- > Highlight Career and Technical Student Organization (CTSO) local, regional, state, and national competitions.

**SOCIAL MEDIA** Hashtags: #UtahCTE | #LearningThatWorks | #CTEWorks

- > Twitter — Tweet about your CTE program and student success stories.
- > Facebook — Post information and photos highlighting your program.
- > Instagram — Post photos and videos highlighting your program.
- > Blog — Tell about the benefits of student participation in your program.
- > YouTube — Have your class create a video showing hands-on CTE Career Pathways activities.

## CTE FACTS

- > Use CTE facts to promote and highlight your program.
- > National CTE facts > District facts > Classroom facts
- > Utah CTE facts > School facts

## CTE EVENTS

- > Back-to-school night
- > Career fairs
- > CTE Month

**171,489**

2019-2020

Utah students enrolled in CTE courses

Utah CTE classes are open to all qualified students without regard to race, color, national origin, sex, disability, or age.

PROMOTE your CTE program using resources available on [UtahCTE.org](http://UtahCTE.org):

- > Brochures > Posters
- > Flyers > Videos



UtahCTE.org