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

PROMOTE your CTE program using resources available on UtahCTE.org:
> Brochures
> Posters
> Flyers
> Videos

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.