



10 Things You Can Do To Help Promote CTE

1. Contact NASDCTEc to obtain the national logo for use in your communications. Show your support for CTE by using the national logo in your brochures, newsletters and other communications.
2. Request a copy of the CTE “Web bug” for use on the home page of your organization’s Web site—and link it to www.careertech.org.
3. Add a PDF download of the new CTE brochure to your Web site so it is easily available to your audiences. Order copies for yourself—and distribute them to key audiences.
4. Write a guest editorial for use on the NASDCTEc Web site at: www.careertech.org.
5. Invite NASDCTEc to write a guest editorial for your Web site or newsletter.
6. Offer to make a presentation at an upcoming NASDCTEc conference, meeting or workshop.
7. Invite NASDCTEc to make a presentation at one of your organization’s meetings or conferences.
8. Display the CTE poster in your offices—and promote its availability to your constituents.
9. Ask us about “co-branding” the new CTE brochure or other communication initiative with your organization.
10. Visit www.careertech.org and sign up for the CTE blog to stay current on CTE news, research, data and developments. Ask your employees and professional colleagues to do the same.

Contact Erin Uy, Communications and Marketing Manager, if you are interested in partnering on a guest editorial, presentation, if you have questions or need access to CTE resources. She can be reached at euy@careertech.org or 301-588-9630.

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