



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 local ads and other communications.
2. Request a copy of the CTE “Web bug” for use on the home page of your company Web site—and link it to www.careertech.org.
3. Get to know who your state director of CTE is and discuss ways your business can get involved in statewide CTE activities.
4. Contact your local secondary or postsecondary school to discuss ways your business can get involved with and support CTE programs that affect your business and the training of potential employees. Volunteer to serve on a technical or program advisory committee.
5. Write a guest editorial for use on the NASDCTEc Web site at: www.careertech.org. Invite NASDCTEc to write a guest editorial for your Web site or newsletter. Write an op-ed or story in your industry’s trade journal to share your perspective and support of CTE. Ask us about contributing to our series of white papers.
6. Offer to make a presentation at an upcoming CTE-related conference, meeting or workshop. Invite NASDCTEc or one of your local CTE leaders to make a presentation at one of your organization’s meetings or conferences.
7. Talk with your local, state and federal policy makers about the value of CTE in developing a sustainable workforce for your business—and the importance of funding CTE programs.
8. Offer to share a success story involving your company, CTE graduates or partnerships with CTE programs. Post it on your Web site—and send it to us so we can post it, too.
9. 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.
10. Get involved with Career Technical Student Organizations related to your industry—and work with them to promote CTE in your community and your business.

Contact Erin Uy, Communications and Marketing Manager, for any questions, story ideas or resources. She can be reached at euy@careertech.org or 301-588-9630.

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