Celebrating CTE



Building community support for CTE can improve your Advisory Committee collaboration, increase local business contacts and funding sources, and boost attendance in CTE programs. Celebrating CTE programs can take a variety of forms. Celebrating CTE programs and connecting them to community needs builds student pride, and it’s FUN! Here are a few ideas beyond putting something in a newsletter that some districts are using:

# Logos and Branding:

* Logos – create a name and logo for your program! Students should design it. It should be simple and graphic so you can put it on everything you make!
* Branding – branding is getting your logo and name out there, making it recognizable.
  + Use Pictures – these don’t have to be of students if you don’t have permission – Wrangell uses a student-made boat on their district website. Use photos of student projects.
  + Social Media – create an Instagram account using your shop name. Post project photos to it. Follow local businesses on it.
* Design and production of products – Students can learn valuable business and marketing skills developing products to sell. Students will have ideas! Brand everything with your shop logo! *(Remember that all proceeds must go directly to funding Perkins programs)*
  + stickers, water bottles, key chains, first aid kits, etc.
  + greenhouses, dog houses, meat hanging sheds.
  + snow machine trailers, boats, welded benches or business signs.

# Assemblies and Half-Time:

* Can your graphics/shop programs create awards? Make some just for CTE programs!
* Assembly? Wheel out a snowmachine trailer a welding student made!
* Basketball game? Do a few CTE awards at half time, or a 3-minute presentation of what the Health CTSO group is doing for the community. Or how the Culinary group is preparing for competition or made a meal with traditional foods.

# Trophy Cases and Pictures:

* Trophy cases – sports have trophy cases, why not CTE? We value what we celebrate. Build a case to display projects and photos from CTE programs.
* Photo wall – one district displays photos of students who’ve joined the military. What about students who completed an AVTEC program, Cordon Blue, or are now working on the slope or in a hospital as a CNA? Post and rotate student success stories at school.
* Permanence and perception – Keep in mind that if Basketball trophies are in a nice, locked case, and principal diplomas are framed in the office, having an open shelf for student CTE work or taping student certifications/photos to the wall indicates the relative importance of those things. Build a trophy case for CTE work!

# Community Connections:

* Community Experts – bring in community employers and experts whenever possible.
* Charitable Work (In most cases materials should be purchased by the recipient, check with your Program Manager)
  + Bring students and community together to design ideas
  + Brand this work, and it is a lasting source of pride for students
  + Welded bench
  + School sign or 3-d mascot
  + Organize a blood drive
* Business Ventures – work with local businesses when possible, fill a gap (be careful not to overlap with a local business) or start your own!

# Media:

* Local newspaper, radio, or TV station? Send them a story about a CTE project with pictures of students (with permission) every time something big is completed. Have students create it.
* School or district newsletter? Make sure CTE is represented every so often, set a schedule for yourself (i.e. once a month) so you won’t forget!
* District webpage? Make sure it has engaging descriptions of your programs, and pictures of students doing fun things! Update once or twice a year.