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Agenda

- CTE Month Basics
- Engaging Traditional and Social Media
 - ❖ Ashley Parker, ACTE Media Manager, and Catherine Imperatore, ACTE E-Media Manager
- Case Study: Local Legislator Involvement
 - ❖ Mitchell Shron, Principal - Career & Technical Education, Dutchess BOCES Career & Technical Institute
- Case Study: Career and College Fair
 - ❖ Michelle Todoroff, Career Advisor, Lakewood Ranch High School
- Discussion





CTE Month 2012

www.ctemonth.com

- Month-long celebration in February
- 2012 logo and theme, *CTE: Careers Through Education*
- Products: Pens, pencils, mousepads/notepads, sticky notes, highlighters, balloons
- Student-produced video PSAs
- National events: Job Shadow Day, CTSO Activities, National Entrepreneurship Week, CTE Social Media Advocacy Day
- Plan your own!





Host Your Own

- Career fair
- Legislator tour
- CTE demonstration
- Contest
- Webinar or conference call
- Student leadership conference
- Banquet





Engaging Traditional Media

- CTE Month is a great time to reach out to news media to promote your program
 - ❖ Timeliness of CTE Month, link to CTE Month events happening across country
 - ❖ Opportunity to invite media to event or tour your programs.
 - ❖ Great catalyst for building relationships with local and state media.





Engaging Traditional Media

- Call your local newspaper NOW to schedule an editorial board meeting to begin developing relationships.
- Create a press release announcing CTE Month and your program's celebration plans.
- Develop and distribute a program press kit with CTE Month press release as centerpiece.
- Pitch a student success story to local media with a tie-in to CTE Month.
- Encourage program leadership to write op-eds



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Engage Traditional Media

Not a lot of time? How to do “Guerilla” PR:

- ❖ Post your CTE Month activities on the community calendar of your local newspaper and TV news networks.
- ❖ Don’t forget hyperlocal online media- Patch.com and blogs
- ❖ Hold a “Letter to the Editor” drive
- ❖ Utilize CTE Month promotional tools: PSAs, social media advocacy day, etc. to engage media and community.

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Tools to use for traditional media engagement

- CTE Month Web page
- Links to traditional media example
- Look out for “Tools You Can Use” section of Press Center with downloadable templates, including a downloadable CTE Month press release.
- Feel free to contact me with your questions, suggestions, etc. – also look for “What Others are Doing” section of CTE Month page for ideas.



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Engaging Online Media

- Whether on your Web site, blog, Twitter, Facebook or other social network, you can ...
 - ❖ Post links to news coverage of your events
 - ❖ Post CTE facts and trivia
 - ❖ Share our video PSAs or your program’s video
 - ❖ Participate in ACTE’s CTE Social Media Advocacy Day
 - ❖ Host your own Social Media Advocacy Day

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CTE Social Media Advocacy Day 2011

- Twitter: 461 total tweets using #CareerTechEd
- Facebook: 31 participants on Facebook
- Blogs: 12 blogs posted during the week

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Create Your Own

- Pick a date
- Locate specific legislators, media outlets or others you want to get your message
- Create short, direct sample messages
- Promote
- Thank participants for commenting or passing on your updates and reciprocate
- Twitter-specific:
 - ❖ 140 characters
 - ❖ Shorten links through bit.ly
 - ❖ Use Twitter hashtags (#CareerTechEd, #WkDev)

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Sample Updates

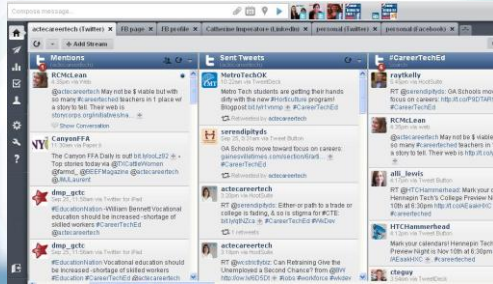
- Facebook
 - ❖ Cutting important education and training at a time when many adults are trying to recover and reemploy after the economic downturn is unacceptable. The cuts to these programs are the wrong move at the wrong time!
- Twitter
 - ❖ Perkins funding critical to #workforce, #education & preparing students to be college & career ready. #CareerTechEd #WkDev

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Managing and Tracking

- HootSuite



Questions?

- Type your question or comment into the Chat box at the lower left and click "Send."



CTI Real World Learning



Planning and Promoting CTE Month Celebrations – Local Politicians



The Community Leadership Connection

- Chamber of Commerce
- Economic Development Council
- Workforce Investment Board



Get Students Involved



Get your Local Media Involved



DutchessBOCES
CAREER AND TECHNICAL EDUCATION

Serve Food



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Thank You

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Questions?

DutchessBOCES
CAREER AND TECHNICAL EDUCATION

Case Study 2

- Lakewood Ranch High School Career and College Fair
 - ❖ Held annually in mid-February from 7:45-10:45am
 - ❖ For sophomores, juniors and seniors
 - ❖ Provides information on careers, programs, admissions and scholarships
 - ❖ Participants include local businesses, state and private colleges, and CTSO students giving demonstrations

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Smart Questions

- Provide students with smart questions to ask career representatives:
 - ❖ What interests and skills are needed for work in this field?
 - ❖ What are the main responsibilities associated with your work?
 - ❖ What do you like most about your job?
 - ❖ In the future, do you think your organization will need more employees in this field?
 - ❖ What kind of salary and benefits can I expect?
- Smart questions to ask college representatives:
 - ❖ Is your school especially well-known for any of its academic programs?
 - ❖ What are the most popular majors at your school?
 - ❖ What kind of academic advising does your college provide?

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Discussion

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