Marketing CTE in Maryland

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Division of Career and College Readiness
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@Maryland_CTE
It All Started With a Grant…….

- Pilot a CTE Social Media Campaign in Two School systems (Charles and Talbot Counties)
- Develop Messages for Counselors, Parents, and Students Using Various Media
- Develop a “How To Guide”
- Branding of MSDE Publications
Initial Preparation

• Both School Systems Conducted Focus Groups

• Parents

• Students (grade 8 and above)

• Teachers

• Counselors
Charles County
26,000 Students in 38 Schools
• 7 High Schools & 1 Education Center
• 8 Middle Schools
• 22 Elementary Schools

Talbot County
4,600 Students in 8 Schools
• 1 High School
• 1 Middle/High School
• 1 Middle School
• 6 Elementary Schools
## Focus Group Results

<table>
<thead>
<tr>
<th>Message</th>
<th>Students</th>
<th>Parents</th>
<th>Counselors/Teachers</th>
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<tbody>
<tr>
<td></td>
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<tr>
<td>1. Prepare for the Real World</td>
<td>Second Choice</td>
<td>First Choice</td>
<td>First Choice</td>
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<tr>
<td>2. Get More From High School</td>
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<td>*</td>
<td>First Choice</td>
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<tr>
<td>3. A Smart Investment</td>
<td></td>
<td>Misleading</td>
<td>Second Choice</td>
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<tr>
<td>4. Exploring Possibilities</td>
<td>First Choice</td>
<td>Second Choice</td>
<td>Second Choice</td>
</tr>
<tr>
<td>5. Giving Students a Leg Up</td>
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Focus Groups – General Observations

- Parents and Students were Very Positive About CTE
- Parents and Students were not Familiar with CTE Programs at the Home High Schools (Charles)
- Disconnect between Specific Programs and CTE
- Introduce CTE in Middle Schools
- Simplify the Names of Programs and Use Fewer Acronyms for Better Parent Understanding
Up to 256 Followers!
Expect increase over the next few months
Other Promotional Items

• Banner with all of our Social Media in EVERY middle and high school!

• Lunch Bags with all of our Social Media to Counselors and Principals
Just The Facts – Charles County

• Uses Twitter, Facebook, Instagram and has updated their webpage.

• Since September 2017 - Twitter
  • Have had close to 100 retweets
  • Over 250 likes

• Since November 2017 - Twitter
  • Added 40+ followers

Data collected January 2018
Sample Messages

To qualify as an ACFE Exemplary Program, a program must be confirmed in full compliance with ACFE Exemplary standards on two consecutive Team Reports. Those programs received a grant of Accreditation and the Exemplary status. The Easton High School program is one of only four in the country to be deemed “Exemplary” and the only one in the State of Maryland. Congratulations to Mrs. Linda Brown and Mr. Joseph Candel, Culinary Arts Teachers and all of the students whose hard work and commitment helped make this happen.

Senator Chris Van Hollen toured TCPS Career and Technology programs this morning at Easton High and Easton Middle with Superintendent Kelly Griffith, Assistant Superintendent for Instruction Helga Einhorn and CTE Supervisor Pam Clay. He visited Biomedical Science, Computer Science, Auto Tech, and Culinary Arts classes at Easton High. The Middle School tour included Project Lead the Way classes: Innovators and Makers and Flight and Space.
Facebook

• Followers - Increase of 272
• Reach - 31,182 (+262% compared to prior 30 days)
• Engagements - 18,778 (+108% compared to prior 30 days)

• Several posts specific to CTE have reached nearly 6000 Facebook Users in total. Total Facebook page followers have increased from 3245 - 3792 since July 2017.

Data collected January 2018
Social Media Guide

- Introduction to Social Media
- Terminology
- Target Audience
- How often to post
- Best type of content
- How to set up an account
- Examples
Continued Progress

Top 10 Things Parents Should Know about Career and Technology Education

1. Career and Technology Education (CTE) is more than just courses or career pathways. It’s about the skills, knowledge, and competencies needed to succeed in today’s workforce.

2. CTE is for the career and non-career student. It’s high school, college, and work-based opportunities that prepare students for today’s workforce.

3. CTE programs are designed to prepare students for college and career success. They provide the skills and knowledge needed for success in both.

4. CTE programs are approved by the state and federal governments, ensuring that students receive high-quality instruction.

5. CTE programs are designed to be flexible, allowing students to choose the path that best suits their interests and abilities.

6. CTE programs are designed to be accessible, ensuring that students of all backgrounds and abilities have the opportunity to succeed.

7. CTE programs are designed to be effective, ensuring that students acquire the skills and knowledge needed for success.

8. CTE programs are designed to be sustainable, ensuring that students are prepared for the future and can meet the needs of the economy.

9. CTE programs are designed to be collaborative, ensuring that students receive a well-rounded education that prepares them for success.

10. CTE programs are designed to be innovative, ensuring that students are prepared for the changing workforce.

Your Future is Here...

Career and Technology Education

Career and Technology Education (CTE) is designed to help students prepare for college and career success. CTE programs are designed to prepare students for success in both areas.

CTE programs are designed to:

- Prepare students for college and career success.
- Provide students with the skills and knowledge needed for success.
- Be flexible, allowing students to choose the path that best suits their interests and abilities.
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Social Media Banner

@Maryland_CTE

#PrepareForTheRealWorld
#DreamActPlan
#ExplorePossibilities

Long Reach HS @hcpss_lrhs · 31 Oct 2017
LRHS students & staff had the opportunity to present at the @Maryland_CTE
Conference @mjmsuper @hcpss_smil lrhspride
Since June 2017

• Added 60+ new Twitter followers

• Were mentioned in over 140 tweets

• Updating the MSDE CTE Program's website

• Added an option in Reserve Grant Funds for local school systems to start their own marketing campaign.

Data collected January 2018
Questions

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