MARYLAND CTE

Marketing CTE in Maryland

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Division of Career and College Readiness
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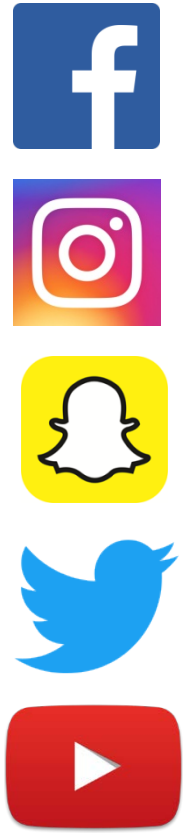
Maryland State Department of Education
Preparing World Class Students

Learning that works for Maryland CTE®

@Maryland_CTE

It All Started With a Grant……

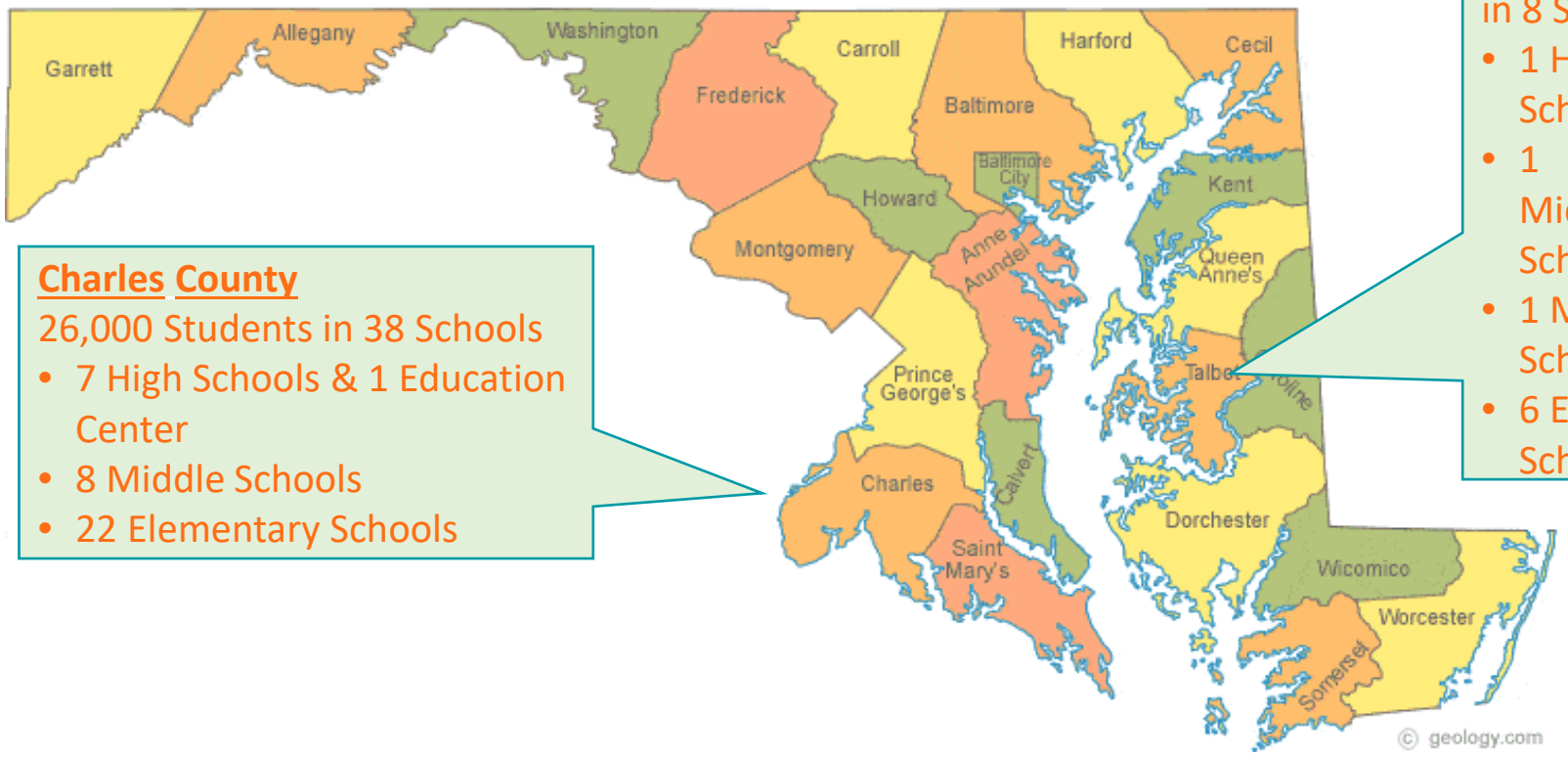


- Pilot a CTE Social Media Campaign in Two School systems (Charles and Talbot Counties)
- Develop Messages for Counselors, Parents, and Students Using Various Media
- Develop a "How To Guide"
- Branding of MSDE Publications

Initial Preparation

- Both School Systems Conducted Focus Groups
- Parents
- Students (grade 8 and above)
- Teachers
- Counselors

Charles and Talbot Counties



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 Schools
- 1 Middle/High School
- 1 Middle School
- 6 Elementary Schools

Focus Group Results

Message	Students		Parents		Counselors/Teachers	
	Charles	Talbot	Charles	Talbot	Charles	Talbot
1. Prepare for the Real World	Second Choice	First Choice	*	First Choice		
2. Get More From High School			*		First Choice	
3. A Smart Investment			Misleading		Second Choice	Most Appealing to Parents
4. Exploring Possibilities	First Choice	Second Choice	*	Second Choice		Most Appealing to Students
5. Giving Students a Leg Up			*			

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

Sample Messages

CTE Charles County @CTE... · 9/26/17
Worried about your child's future? #CTE helps them decide what to do after high school. Graphic Communication students #explorepossiblities

1 7 13

You Retweeted
CTE Charles County @CTECharles · Sep 1
We know the #challenge of choosing a career path. Talk to your counselor about #CTE so they can #explorepossibilities early!

CTE Charles County @CTE... · 9/27/17
Robert D. Stethem Pharmacy Tech students begin their senior year internships! Explore your #career and #college possibilities with #CTE

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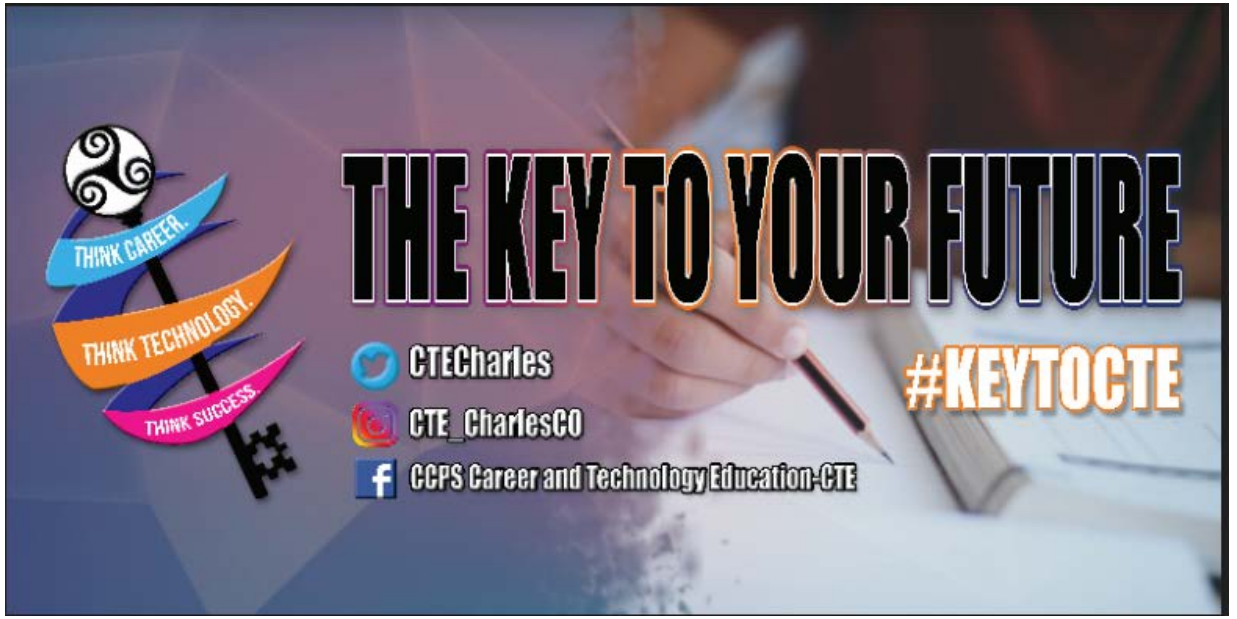
Up to 256 Followers!

Expect increase over the next few months

Other Promotional Items

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



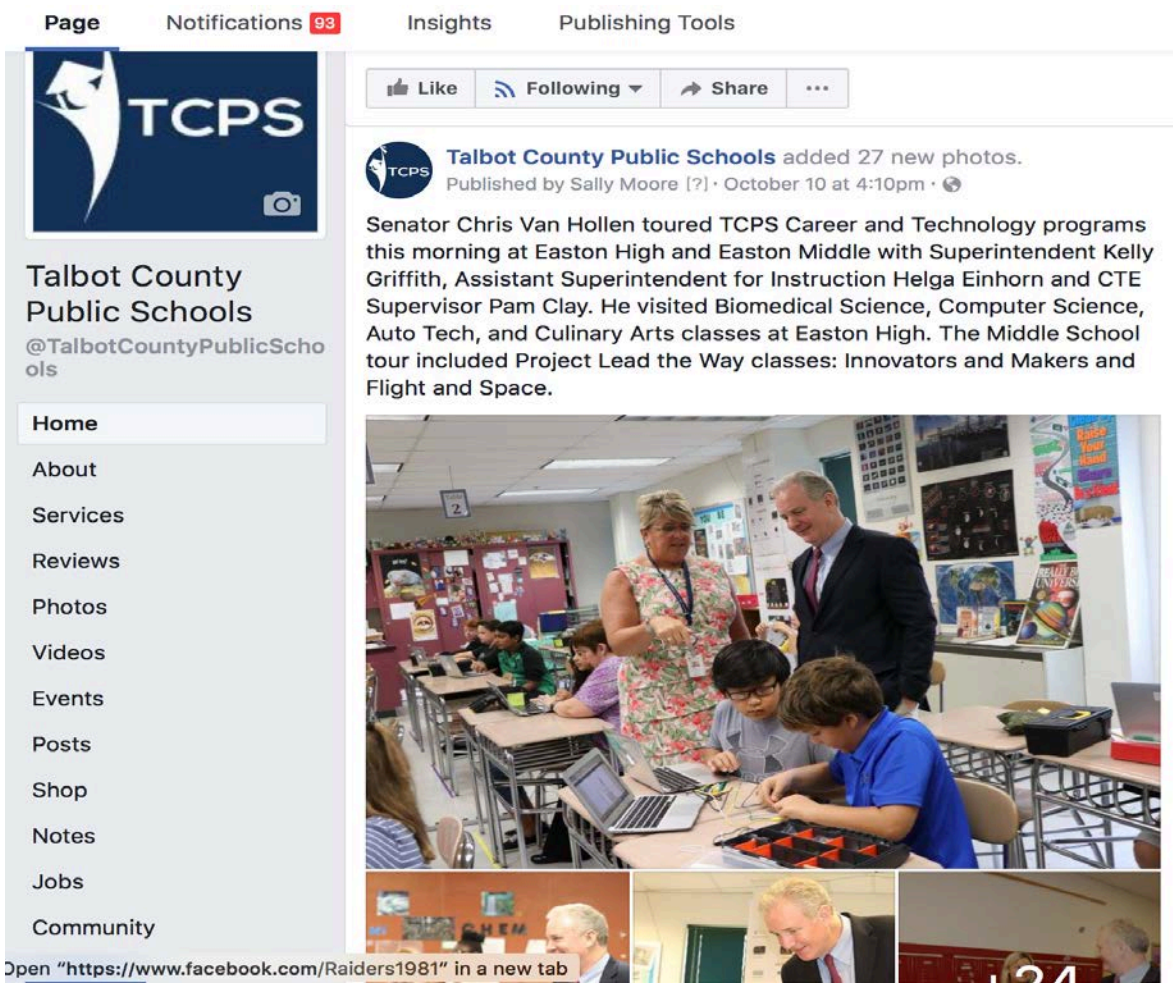
- Lunch Bags with all of our Social Media to Counselors and Principals

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



Just The Facts – Talbot County

Facebook

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

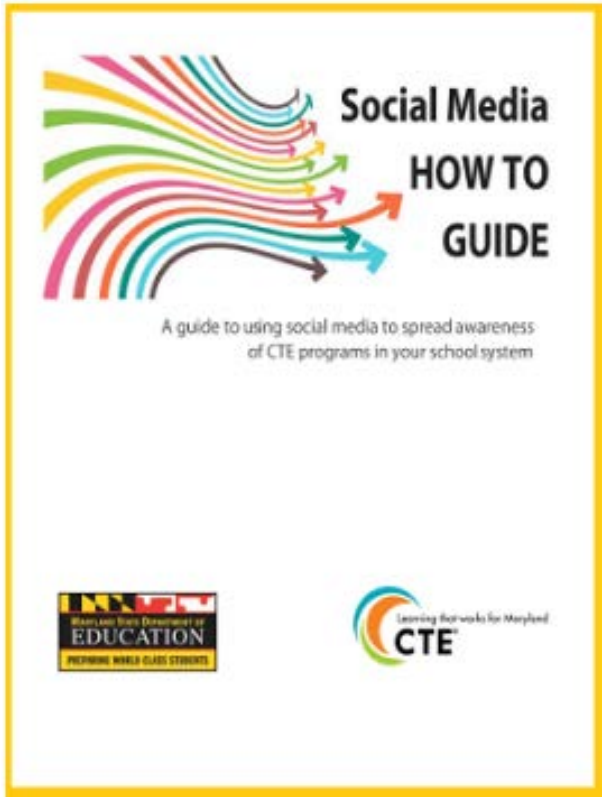
- Several posts specific to CTE have reached nearly 6000 Facebook Users in total. Total Facebook page followers have increased from 3245 - 3792 since July 2017.

Data collected January 2018

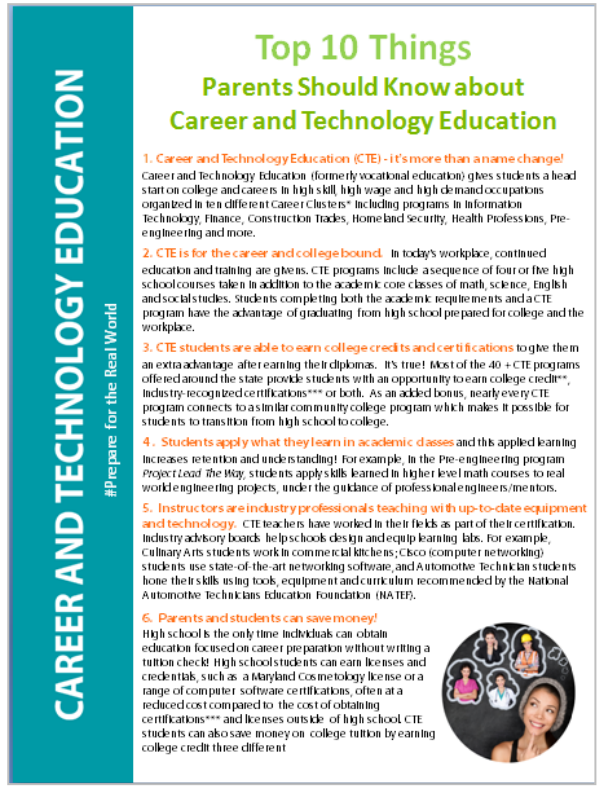
Social Media Guide

Facebook Snapchat Instagram Twitter YouTube

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



Continued Progress



CAREER AND TECHNOLOGY EDUCATION

#Prepare for the Real World

Top 10 Things

Parents Should Know about Career and Technology Education

1. Career and Technology Education (CTE) - it's more than a name change!
Career and Technology Education (formerly vocational education) gives students a head start on college and careers in high skill, high wage and high demand occupations organized in ten different Career Clusters* including programs in Information Technology, Finance, Construction Trades, Homeland Security, Health Professions, Pre-engineering and more.

2. CTE is for the career and college bound. In today's workplace, continued education and training are givens. CTE programs include a sequence of four or five high school courses taken in addition to the academic core classes of math, science, English and social studies. Students completing both the academic requirements and a CTE program have the advantage of graduating from high school prepared for college and the workplace.

3. CTE students are able to earn college credits and certifications to give them an extra advantage after earning their diplomas. It's true! Most of the 40 + CTE programs offered around the state provide students with an opportunity to earn college credit**, industry-recognized certifications*** or both. As an added bonus, nearly every CTE program connects to a similar community college program which makes it possible for students to transition from high school to college.

4. Students apply what they learn in academic classes and this applied learning increases retention and understanding! For example, in the Pre-engineering program *Project Lead The Way*, students apply skills learned in higher level math courses to real world engineering projects, under the guidance of professional engineers/mentors.

5. Instructors are industry professionals teaching with up-to-date equipment and technology. CTE teachers have worked in their fields as part of their certification. Industry advisory boards help schools design and equip learning labs. For example, Culinary Arts students work in commercial kitchens; Cisco (computer networking) students use state-of-the-art networking software; and Automotive Technician students hone their skills using tools, equipment and curriculum recommended by the National Automotive Technicians Education Foundation (NATEF).

6. Parents and students can save money!
High school is the only time individuals can obtain education focused on career preparation without writing a tuition check! High school students can earn licenses and credentials, such as a Maryland Cosmetology license or a range of computer software certifications, often at a reduced cost compared to the cost of obtaining certifications*** and licenses outside of high school. CTE students can also save money on college tuition by earning college credit three different

YOUR FUTURE IS HERE…

CAREER & TECHNOLOGY EDUCATION

Career & Technology Education (CTE) in Maryland has evolved into a broad system of programs spanning a variety of challenging fields. Each CTE program of study is designed for students to gain skills and knowledge that will give them a jump start on future career and college success.

Today's CTE prepares students for the 21st Century by offering:

- Programs of study that allow them to earn college credit while in high school
- Opportunities to earn industry-recognized credentials, certificates and licenses
- Academic subject matter and employability skills taught by solving real-world problems
- College and career readiness skills that prepare them for employment and further education

CareerClusters

Maryland educators and employers have partnered to develop ten career clusters based on Maryland's unique employment needs. A Career Cluster represents a segment of the economy where industries and occupations share similar skill requirements.

- Art, Media and Communication
- Business Management & Finance
- Construction and Development
- Consumer Services, Hospitality, and Tourism
- Environmental, Agricultural, and Natural Resources Systems
- Health and Biosciences
- Human Resource Services
- Information Technology
- Manufacturing, Engineering, and Technology
- Transportation Technologies

Maryland's CTE system has long been recognized as a national model that provides a diverse array of programs organized within 10 career clusters. The clusters help connect education to employment and provide a framework to make the high school experience more meaningful for students. Not unlike choosing a major in college, the career clusters provide students an opportunity to select a field of interest to focus on while still in high school.

CTE programs typically begin in high school, and virtually all allow students to participate in internships and other forms of work-based learning, adding value to their education and giving them a head-start on further education and careers. Through career development and exploration activities, students have access to resources to help them advance toward a rewarding career.

For more information about the specific programs and resources available in your area, contact your school principal or your local school system's CTE director.

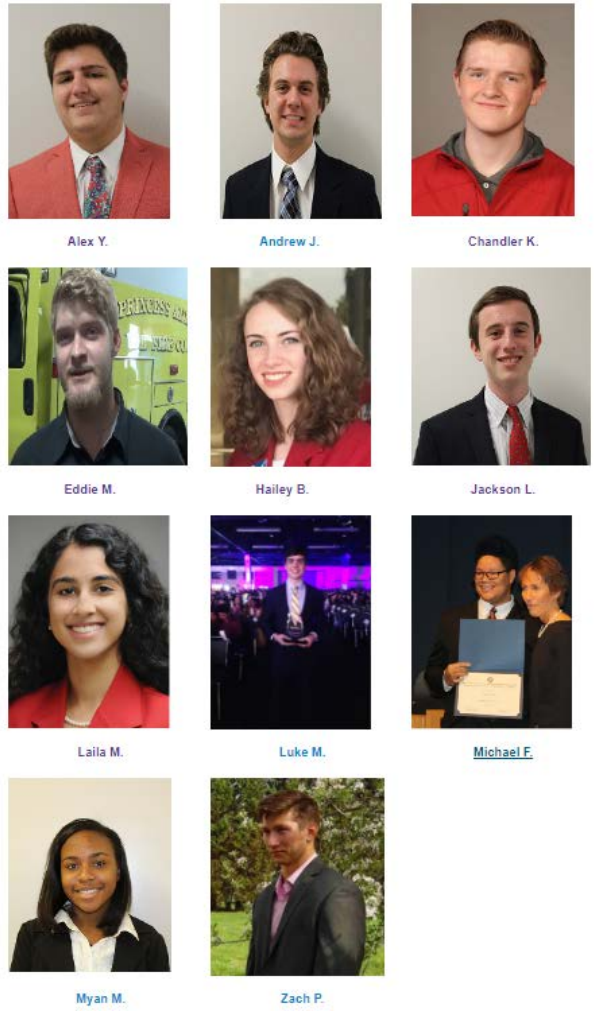
Social Media Banner

Continued Progress

Since June 2017

- Added 60+ new Twitter followers
- Were mentioned in over 140 tweets
- Updating the MSDE CTE Programs 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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