HOW TO PROMOTE YOUR CTE PROGRAM

CTE® Learning that works for Utah

CAREER AND TECHNICAL EDUCATION

Use student stories and testimonials to PROMOTE your CTE program:

A. In PRINT
B. On the WEB
C. Via SOCIAL MEDIA
D. Using CTE FACTS
E. At CTE EVENTS

PRINT
> Promote your CTE program in your schools online registration.

> Put a story about your class in your school newsletter.

> Contact your local media to highlight an event in your school or classroom.

WEB
> Email local and state policymakers and share student success stories.

> Post student success stories and classroom events on your school website.

> Highlight Career and Technical Student Organization (CTSO) local, regional, state, and national competitions.

SOCIAL MEDIA   Hashtags: #UtahCTE | #LearningThatWorks | #CTEWorks

> Blog — Tell about the benefits of student participation in your program.
> Facebook — Post information and photos highlighting your program.
> Instagram — Post photos and videos highlighting your program.
> X (formerly Twitter) — Post your CTE program and student success stories.
> YouTube — Have your class create a video showing hands-on CTE Career Pathways activities.

CTE FACTS
> Use CTE facts to promote and highlight your program.

> National CTE facts   > District facts   > Classroom facts

> Utah CTE facts   > School facts

CTE EVENTS
> Back-to-school night

> Career fairs

> CTE Month

187,580
2023-2024

Utah students enrolled in CTE courses

PROMOTE your CTE program using resources available on UtahCTE.org:

> Brochures   > Posters

> Flyers   > Videos

Utah CTE classes are open to all qualified students without regard to race, color, national origin, sex, disability, or age.

UtahCTE.org