



ADVOCACY FOR CTE

CTE Month — February 2025

The most effective advocacy tool for Career and Technical Education (CTE) is YOU! Becoming an advocate is one of the most important actions you can take to secure the future of CTE.

The Association of Career and Technical Education (ACTE) has developed a wide variety of tools to assist you in your advocacy activities, keep you informed, and promote ongoing support for CTE. The tools provide step-by-step directions and examples that will help you reach out to policymakers at the local, state, and federal levels, as well as in your community. From Utah’s congressional delegation to your local mayor these individuals all make decisions that directly and indirectly affect CTE. With your help we can ensure the strength and future of CTE!

Building Relationships with Policymakers

Public officials must consider a vast number of issues. All policymakers want and need to hear from their constituents who are impacted by their decisions. Depending on the political level and resources available, these issues could be divided among many staff members that are responsible for following all activity and constituent support for each of their assigned issues.

Therefore, you must be proactive and offer to serve as a resource to policymakers and their staff. You are in an excellent position to provide them with information about your programs and how these programs affect your community.

ACTE has compiled the following resources for communicating with policymakers.

- [Building Relationships with Policymakers](#)
- [Calling Policymakers](#)
- [Engaging Policymakers](#)
- [Visiting Policymakers](#)

Using Social Media for Advocacy

There are several ways to communicate student CTE success stories using various social media platforms.

X (formerly Twitter)

Share CTE success stories via X and be sure to include the hashtags #UtahCTE, #CTEWorks, #CareerTechEd, and #CTEMonth.

Senator Mike Lee @SenMikeLee	@RepBlakeMoore
Senator John Curtis @SenJohnCurtis	Celeste Maloy @RepCelesteMaloy
	Mike Kennedy @RepMikeKennedy
	Congressman Burgess Owens @RepBurgessOwens

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Facebook

Share CTE success stories via Facebook. Send a link of your post to UtahCTE@schools.utah.gov.

<u>Senator Mike Lee</u> @senatormikelee https://www.facebook.com/senatormikelee	<u>Congressman Blake Moore</u> @RepBlakeMoore https://www.facebook.com/RepBlakeMoore/
<u>Senator John Curtis</u> @senatorJohnCurtis	<u>Celeste Maloy</u> @RepCelesteMaloy https://www.facebook.com/CelestemaloyUT/
	<u>Mike Kennedy</u> @RepMikeKennedy
	<u>Congressman Burgess Owens</u> @RepBurgess Owens https://www.facebook.com/CongressmanBurgessOwens/

Blog

Share CTE success stories on your blog and send the link to UtahCTE@schools.utah.gov.

YouTube

Post a video on YouTube showing students working in CTE and CTSO activities and send the video link to UtahCTE@schools.utah.gov.

Student Advocacy for CTE

Encourage your students to advocate for CTE by sharing their CTE success story with local school board members, Utah’s congressional delegation, and state and local policymakers. In addition, have students share their story with UtahCTE@schools.utah.gov.

Utah State Senate

Find your state senator at <http://senate.utah.gov/>.

Utah State House of Representatives

Find your state representative at <https://house.utah.gov/>.

Sharing positive stories about your students with policymakers, business leaders, and the community is great advocacy for CTE. Tell these groups about your students and how CTE is preparing each student for college and career!

“CTE is the perfect blend of the academic, technical, and employability skills that today’s employers are looking for. There’s a huge return on investment. When the business community is engaged with the CTE community magic happens. The businesses are getting the skilled workforce that they need and it’s allowing our students to have career success.”

LeAnn Wilson

Executive Director, Association for Career and Technical Education

“Career and Technical Education is education that works. Your efforts to ensure that Utah’s students experience rigorous and robust career pathways, that provide opportunities and options upon graduation, are greatly appreciated.”

Thalea Longhurst

State Director, Career and Technical Education