



Utah Career and Technical Education

CTE MONTH 2025

CTE: Education Elevated

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Marketing Tips

- Up to one month prior to CTE Month, share the CTE Month announcement flyer with professional and school and student organizations.
- Post on social media highlights of the CTE Month events in your classroom.
- Translate CTE marketing materials into non-English languages.
- Obtain proclamations from governor, mayor, education officials, civic organizations, industry CEO, professional organization presidents, etc.
- Send news release to local newspapers.
- Plan activities for each week of CTE Month.
- Distribute a flyer of CTE facts.
- Arrange for local news services (TV, newspaper, radio station) to interview industry and education partners who are serving students in the classroom.
- Post CTE Month announcement to:
 - School website
 - Marquee
 - Bulletin boards
 - Industry website
 - Professional organization website
- Send CTE Month announcement to local colleges and public and private universities.
- Arrange to make presentations (virtual or in-person) at school and student organizations on the value of partnerships with CTE.
- Notify school administration; district, and county of the upcoming events and activities to ensure support and participation.

Marketing Tips (continued)

Distribute CTE announcements to the community and professional organizations.

<p>Associations ACTE Utah ACTE</p>	<p>Professional Organizations UEA</p>
<p>Civic Clubs</p>	<p>Major Marketing Cable Community Newspaper Local School TV Podcast Radio Social Media TV</p>
<p>Employers Partnerships, etc.</p>	<p>Educational Forum Administrator Association Consortiums Counselors and Administrators Faculty Associations Postsecondary Faculty School Board Associations Secondary Faculty Superintendents, Principals, Teachers</p>
<p>Other Groups Labor Organizations Parent Teacher Association (PTA) Community Based Organizations</p>	<p>Academic Clubs and Organizations CTSOs</p>

Send your stories, pictures, and videos to UtahCTE@schools.utah.gov.

