Guidebook To Promotion and Recruitment

Promoting a Career and Technical Education (CTE) event with students requires a strategic approach to ensure maximum participation and engagement. Here are some guidelines to help you effectively promote your CTE event:

Understand your Audience

- **Prepare an engaging presentation for your audience**
    - Interests vary, so cover a breadth of information about CTE.
    - Remember that freshmen do not have a good idea of what CTE actually means.
    - Discuss the vast variety of programs and CTSO events CTE has to offer
        - CTE ranges from technology to healthcare to agriculture and more
        - Include the careers relevant to your CTSO

- Engineering
- Information Technology
- Media Arts
- Manufacturing
- Transportation
- Distribution and Logistics
- Architecture
- Construction
- Barbering,

- Cosmetology,
- Health Science,
- Criminal Justice,
- Public Safety,
- Human Services,
- Education and Training,
- Hospitality and Food production
- Agricultural and Good Resources

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- ASL,
- Marketing,
- Entrepreneurship,
- Finance,
- Government and Public Administration,
- Business Management,
- Outdoor Recreational Leadership,
- Energy

- **Present yourself professionally**
    - Talk in a professional manner but be relatable and curious; keep in mind that the freshmen are seeking guidance.
    - Practice active listening
    - Dress professionally when talking to teachers, parents, and students

Create Engaging Content

Compelling Stories by Officers

- Have a student detail their experience in the program. They can highlight certain instances that brought them to appreciate the importance of CTE. They should highlight how their CTE classes functioned, and truly emphasize the effect of the curriculum on them, compared to their normal classes.

Educational Content

- Attendees lack information about CTE, so it is vital to present the program as a whole to them. This includes details about curriculum, certifications that can be acquired, job placement rates, and the skills students can acquire.
- [Career Cluster Model](#)

Interactive Elements

- Interaction always keeps audiences engaged, and it is imperative that they stay involved actively throughout the session. Utilize interactive tools such as quizzes, polls, Q&A sessions, and tours of CTE facilities (classrooms) to make the event memorable for attendees.

Example questions to ask students to begin a conversation:

- What has been your favorite part of this class?
- What has been your favorite part of this CTSO?
- What are your post-secondary goals?
- How has CTE/CTSOs helped you get closer to achieving your post-secondary goals?

Promotion of Career Opportunities

- Showcase the potential careers and earning opportunities that CTE graduates can pursue, and highlight the advantage the students may have over graduates of non-CTE programs in their careers. Usage of statistics and data of this advantage can illustrate the demand for skilled professionals in various industries, and how CTE students can fulfill this demand.

Networking Opportunities

- ○ Facilitate networking sessions where attendees can connect with educators, employers, and CTE graduates. Provide contact information, application deadlines for certain opportunities, and enrollment instructions.

Clear Call to Action

- ○ Similar to networking sessions, clearly communicate the steps attendees can take to learn more about and enroll in CTE programs. Provide contact information, application deadlines for certain opportunities, and enrollment instructions.

Feedback and Follow-up

- ○ Collect feedback from attendees to improve future events, through possible surveys and in-person speaking. Remember to follow up with interested individuals to provide additional information and support their journey into CTE.

Accessibility and Inclusivity

- ○ Ensure that content is accessible to all, including individuals with certain barriers. This may mean offering support in understanding to those who may need it and accommodating various learning styles. It may be wise to contact ILC staff to be present at the event, in order to ensure that everyone has the necessary support.

Utilize Social Media

Be Prepared
- ○ Know what is being promoted and how to best promote the event
- ○ Plan ahead of time to prevents confusion and allows social media usage to be used to the best effect

Promote the Event After
- ○ Post the success and result of the event
- ○ Promote the successes in the community so that others way want to follow the example of this day

Ideas of What to Post
- ○ **Engaging content**
  - ■ Stories with polls and interactive elements
- ○ **After the Event**
  - ■ success stories from CTE graduates and videos/photos of what occured at the event
    - ● Ex. making a video or photo recap post after the event

Use this table to communicate to students courses to register for:

Freshman Year	Sophomore Year	Junior Year	Senior Year
Course Name: Ex. Engineering 1			
Course Name: Ex. Computer Science Principles			