Learning outcomes:

After viewing this webinar, you should be able to:

• List the most effective messages to use with parents and learners
• Explore how to use the messages in a variety of types of communications and recruitment activities
• Determine how you are already communicating with key audiences
• Use the messages to connect students with CTE programs
What words do you think of when you think of CTE?

Type the words you think of in the questions box on your screen.

Agenda

- Key findings from “The Value and Promise of CTE: Results from a National Survey of Parents and Students”
- Effective Messaging
- Insights & Recommendations
- Resources & Tools
The Value and Promise of Career Technical Education: Results from a National Survey of Parents and Students


Methodology

Qualitative

8 focus groups
- 6 prospects, 2 current CTE
- Bethesda, MD; Columbus, OH; Jackson, MS
- Racial, socio-economic and grade-level mix

Quantitative

971 US adults online survey
- 252 current/previous CTE parents (9-12th)

776 students online survey
- 252 current/previous CTE students (9-
Key Takeaways

- CTE Delivers for Parents and Students
- College and Career Success are Both Important Goals for Parents and Students
- CTE Has an Awareness Challenge
- Prospective Parents and Students are Attracted to the “Real World” Benefits of CTE
- CTE Needs Champions and Messengers

CTE Delivers for Parents & Students

55% of current CTE parents/students very satisfied with overall school experience (92% satisfied in total)

27% of prospective parents/students very satisfied with overall school experience (78% satisfied in total)

<table>
<thead>
<tr>
<th>How satisfied are you with ... ? (Very Satisfied)</th>
<th>Current</th>
<th>Prospective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to learn real-world skills</td>
<td>18%</td>
<td>54%</td>
</tr>
<tr>
<td>Opportunities to earn college credit</td>
<td>24%</td>
<td>49%</td>
</tr>
<tr>
<td>Quality of classes</td>
<td>25%</td>
<td>47%</td>
</tr>
<tr>
<td>Opportunities to explore different careers of interest</td>
<td>19%</td>
<td>46%</td>
</tr>
</tbody>
</table>
CTE Delivers for Parents & Students

Parents and students involved in CTE were more satisfied than those not involved in CTE with regard to their:

- **Overall education experience**
- **Quality of classes**
- **Quality of teachers**
- **Ability to begin preparing for and get a leg up on a career**
- **Opportunities to explore different careers of interest**
- **Opportunities to earn college credit(s)**
- **Opportunities to earn credits toward a certification**
- **Opportunities for internships**
- **Ability to learn real-world skills**
- **Opportunities to make connections and network with employers**
- **Social life opportunities**
- **Opportunities to take elective courses**

Parents and students involved in CTE were more satisfied than those not involved in CTE with regard to their:

- **College & Career Success**

Are Both Important for Parents & Students

- **70%** of parents and students strongly agree: *Finding a career that I/my child feels passionate about is important* 93% agree in total
- **60%** of parents and students strongly agree: *Getting a college degree is important* 85% agree in total
- **56%** of parents and students strongly agree: *It’s important that I/my child has a job that pays well* 87% agree in total

*"The goal is not just to have a good job but to be happy in what they do."* — MD prospective parent

*"High school is something we need to get through to get to college."* — MS prospective student

*"I want to make stable living and want to have a good job that pays well."* — OH prospective student
“College” is the Goal for All

What Are Your/Your Child’s Highest Post-High School Plans?

<table>
<thead>
<tr>
<th></th>
<th>CTE Parents</th>
<th>CTE Students</th>
<th>Prospective Parents</th>
<th>Prospective Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school or less</td>
<td>15%</td>
<td>18%</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>Some College/Associate’s Degree</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Bachelor’s Degree or Higher</td>
<td>61%</td>
<td>62%</td>
<td>67%</td>
<td>64%</td>
</tr>
<tr>
<td>Workforce or Military</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>8%</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>2%</td>
<td>4%</td>
<td>9%</td>
<td>8%</td>
</tr>
</tbody>
</table>

CTE Awareness Is Moderate

Just **47%** of prospective parents and students have heard of “Career Technical Education” compared to...

- **68%** Vocational Education
- **54%** Career Center
- **45%** Career Education
- **30%** Career Academy
Prospective Parents and Students Attracted to “Real-World” Benefits of CTE

Focus groups say “real-world” skills are unmet need

“In school we learn certain things but not all the necessities to be responsible adults.”
— MS focus group prospective student

86% of prospective parents and students surveyed wish they/their child could get more real-world knowledge and skills during high school

Most Effective Message: Preparation for the Real World

• CTE gives purpose to learning by emphasizing real-world skills and practical knowledge
• Students receive hands-on training, mentoring and internships from employers in their community and learn how to develop a resume and interview for a job
• These additional tools and experiences make school more relevant and ensure that students are ready for the real world
Real World Message Entices Everyone

- Top-ranked message across ALL audiences, by race, ethnicity, education level, income level and geographic distribution
- All student-populations selected CTE’s ability to offer students real-world skills as one of the three most important elements of their education.

<table>
<thead>
<tr>
<th>Audience</th>
<th>Total Prospects</th>
<th>Prospective Parents</th>
<th>Prospective Students</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Prospects</td>
<td>34%</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>Prospective Parents</td>
<td>35%</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>Prospective Students</td>
<td>34%</td>
<td>19%</td>
</tr>
<tr>
<td>Race</td>
<td>White</td>
<td>35%</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>Black</td>
<td>34%</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>Hispanic</td>
<td>34%</td>
<td>17%</td>
</tr>
<tr>
<td>Grade</td>
<td>Middle School</td>
<td>30%</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>High School</td>
<td>39%</td>
<td>18%</td>
</tr>
<tr>
<td>Location</td>
<td>Urban</td>
<td>33%</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>Suburban</td>
<td>35%</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>Rural</td>
<td>37%</td>
<td>19%</td>
</tr>
<tr>
<td>Education</td>
<td>HS grad or below</td>
<td>30%</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>Less than college</td>
<td>42%</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>4-year college</td>
<td>31%</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>Post grad degree</td>
<td>28%</td>
<td>24%</td>
</tr>
<tr>
<td>Income</td>
<td>&lt;$50k</td>
<td>35%</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>$50-100k</td>
<td>37%</td>
<td>17%</td>
</tr>
</tbody>
</table>
School Counselors

- 700 school counselors surveyed with ASCA

- 50% report using “prepare for the real world” with students
  - 65% use “exploring possibilities” with students
  - 25% report not using any of the 5 messages with students

- 49% report using “prepare for the real world” with parents
  - 52% use “exploring possibilities” with parents
  - 24% report not using any of the 5 messages with parents

![Chart showing percentages of school counselors using different messages with students and parents.](chart.png)
School Counselors Are Most Trusted Messengers

How much do you trust each for learning more information about CTE?

<table>
<thead>
<tr>
<th></th>
<th>Trust Completely</th>
</tr>
</thead>
<tbody>
<tr>
<td>School counselor</td>
<td>83%</td>
</tr>
<tr>
<td>Teacher(s)</td>
<td>81%</td>
</tr>
<tr>
<td>CTE students or alumni</td>
<td>77%</td>
</tr>
<tr>
<td>College/university reps</td>
<td>74%</td>
</tr>
<tr>
<td>Principal</td>
<td>71%</td>
</tr>
<tr>
<td>State Department of Education</td>
<td>59%</td>
</tr>
<tr>
<td>Superintendent</td>
<td>58%</td>
</tr>
</tbody>
</table>

What is the preferred method of learning more information about CTE?

- Educational website (46%)
- Open house at CTE school/program (44%)
- High school career fair (40%)
- Brochure/pamphlet mailed (40%)
- E-mail school/principal (23%)
- A school assembly (22%)
- Social media (21%)

48% of prospects want to hear information about CTE from their school counselor.

2017 PDK Poll of Public Attitudes Toward Public Schools

- 82% of Americans support job or career skills classes even if that means students might spend less time in academic classes
- 86% say schools in their community should offer certificate or licensing programs that qualify students for employment in a given field
- 82% say that it is highly important for schools to help students develop interpersonal skills, such as being cooperative, respectful of others, and persistent at solving problems

http://pdkpoll.org/results

• 90% of Americans agree that CTE should be offered in every high school
• 82% of respondents indicated that young people and those entering the workforce today are not equipped with the skills they need to succeed in the jobs available
• 76% of parents say middle or high school is the right time to explore careers

https://www.k12.com/career-technical-education.html

Core Messages for CTE
Core Messages for CTE

• CTE needs messengers to address awareness and perception challenges
• Look for opportunities to incorporate CTE messaging into career advisement for students and parents
• Consider new activities to communicate about CTE with other various stakeholder groups
Words Not to Use

- High quality
- Workforce (students)
- In-demand fields, e.g., IT, STEM, manufacturing (students)
- Words that put down high school
- Investment
Sample Supportive Statements

• CTE programs allow students to explore a range of options for their future — inside and outside of the classroom
• CTE provides the skills and confidence students need to pursue career options, discover their passions, and get on a path to success
• CTE takes students even further during their high school experience — providing opportunities for specialized classes, internships, and networking with members of their community
Resources You Can Use

- Core Messages for Attracting Students to Career Technical Education
- Dos and Don'ts for Engaging Students and Parents around CTE
- The Value and Promise of Career Technical Education Fact Sheet
- Summary of Messages to Engage Parents & Students
- How State Leaders Can Put This Research to Work
- Making a Winning Case for CTE: How Local Leaders Can Put This Research to Work
- PPT Slides and Talking Points
- Advocacy 101
- Parent & Guardian Engagement Tool
- An Employer Guide for Making the Case for CTE

www.careertech.org/recruitemtstrategies