Student and Families’ Attitudes about Career Technical Education

Webinar Presenter: Terri Tchorzynski
Webinar Date: 11/26/2019
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 grade)
• 506 parents of prospective students (6-11th grade)

776 students online survey
• 252 current/previous CTE students (9-12th grade/grads)
• 514 prospective students (6-11th grade)
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)*

How satisfied are you with ...? *(Very Satisfied)*

- Ability to learn real-world skills
  - Current: 18%
  - Prospective: 54%

- Opportunities to earn college credit
  - Current: 24%
  - Prospective: 49%

- Quality of classes
  - Current: 25%
  - Prospective: 47%

- Opportunities to explore different careers of interest
  - Current: 19%
  - Prospective: 46%

**Bold** = statistical significance between audiences
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
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

“High school is something we need to get through to get to college.” — MS prospective student

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

60% of parents and students strongly agree: Getting a college degree is important
85% agree in total

“I want to make stable living and want to have a good job that pays well.” — OH prospective student

56% of parents and students strongly agree: It’s important that I/my child has a job that pays well
87% agree in total

85% agree in total

“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

<table>
<thead>
<tr>
<th></th>
<th>Prospective Students</th>
<th>Prospective Parents</th>
<th>CTE Students</th>
<th>CTE Parents</th>
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</thead>
<tbody>
<tr>
<td>High school or less</td>
<td>13%</td>
<td>17%</td>
<td>18%</td>
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<td>62%</td>
<td>61%</td>
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<td>Bachelor's Degree or Higher</td>
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</table>

What Are Your/Your Child's Highest Post-High School Plans?
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.
Which does the best job of making CTE sound like a good option for you/your child?

<table>
<thead>
<tr>
<th>Audience</th>
<th>Prepare for the Real World</th>
<th>Get More from High School</th>
<th>A Smart Investment</th>
<th>Giving Students a Leg Up</th>
<th>Exploring Possibilities</th>
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<td>Post grad degree</td>
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<td>&lt;$50k</td>
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<td>$100k+</td>
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<td>20%</td>
<td>15%</td>
<td>12%</td>
<td>11%</td>
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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
School Counselors

- Prepare for the Real World: 37%
- Exploring Possibilities: 28%
- Get More from HS: 25%
- Give Students a Leg Up: 26%
- Smart Investment: 25%

Best Job: Red
Worst Job: Green
School Counselors Are Most Trusted Messengers

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

- **School counselor**: 38% completely trust, 83% somewhat trust
- **Teacher(s)**: 33% completely trust, 81% somewhat trust
- **CTE students or alumni**: 32% completely trust, 77% somewhat trust
- **College/university reps**: 29% completely trust, 74% somewhat trust
- **Principal**: 27% completely trust, 71% somewhat trust
- **State Department of Education**: 22% completely trust, 59% somewhat trust
- **Superintendent**: 18% completely trust, 58% somewhat trust

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

- **48% of prospects** want to hear information about CTE from their **school counselor**
- 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%)
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
Core Messages — Core Motivators

Real Options for College and Rewarding Careers

CTE Delivers ...

Real High School Experience With More Value

Real-World Skills
CTE DELIVERS

MORE SATISFIED PARENTS & STUDENTS

REAL-WORLD SKILLS

REAL OPTIONS for COLLEGE & a REWARDING CAREER

REAL HIGH-SCHOOL EXPERIENCE with MORE VALUE

Words to use when talking about CTE

✓ College AND Career
✓ Real-world Skills
✓ Practical Knowledge
✓ Hands-on Experience
✓ Mentoring
✓ Internships
✓ Explore Career Options
✓ Find your Passion
✓ Career-focused
✓ Extra Advantage for both College and Careers
✓ Leadership
✓ Confidence
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
CTE Works

BUSINESS & MARKETING

Find your career passion
These classes use hands-on learning to teach real-world skills. Each program is connected to a Technical Advisory Committee made up of real employers near <TOWN> connecting you to real opportunities like clubs, college, certifications, apprenticeships, and careers.

For more information on <Program Area> courses contact <Counselor or CTE Administrator>

Check out these in-demand jobs near you connected to <Program Area>:
Program area
Program area
Program area
Program area
Program area

<Testimonial>
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla at eget metus. Nam accumsan augue non

Credit
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/recruitmentstrategies