What is CTE Month?

Every February is CTE Month, a time to raise awareness of the role that Career and Technical Education (CTE) has in readying our students for careers and college and helping our nation achieve economic success and workforce competitiveness, along with recognizing CTE community members' achievements and accomplishments nationwide. This year's theme is Recognizing Classroom Innovators, and it is being spearheaded by the Association for Career and Technical Education (ACTE).

How Can I Raise Awareness for CTE?

Despite the evidence that CTE is integral to preparing students for success, some still harbor a negative stereotype of CTE. One way the National Association of State Directors of Career Technical Education Consortium (NASDCTEc) is combating this perception is through the CTE: Learning that Works for America campaign, which is designed to raise awareness, improve understanding and communicate the vital role of CTE in the nation's future.

Forty-nine states and over **700 schools** use the campaign to communicate the vital importance of CTE in their communities. Join this cohort of CTE supporters and utilize NASDCTEc fact sheets, talking points, videos and resources to make the case for CTE.

How Can I Get Involved?

- Join the CTE: Learning that Works for America campaign, and receive access to logos you can use on CTE materials.

- Learn from exemplary organizations that have adopted the campaign.

- Take a look inside your own community and recognize those who are making a positive impact in CTE by highlighting their accomplishments, like we do through our Excellence in Action Awards.

- Let the local media know what is happening. Invite them to career fairs, school visits or awards ceremonies highlighting innovative CTE.

- Engage policymakers in the conversation by encouraging them to designate February as CTE month.

- Involve business and industry leaders and encourage them to be part of events, provide them with information on how CTE helps business and invite them into the conversation why CTE matters to them.

- Learn more about what others are doing for CTE Month, like ACTE and Career and Technical Student Organizations.

- Lastly, tell how you're celebrating CTE month! Throughout February we will highlight ideas and stories from educators across the country. Email NASDCTEc to share.

CTE BRANDING EXAMPLES

State Logo

State Social Media Logo

Adopt the Learning that Works Logo for your CTE Month Campaign

Learn More at www.careertech.org & Follow us @CTEWorks