

MESSAGE MATRIX

AUDIENCE	KEY MESSAGES	BARRIERS	SOLUTIONS	CHANNELS/MEDIA
<p>ALL COLORADOANS (taxpayers)</p> <p>“ I believe strongly that the development of a highly educated workforce is a fundamental element of the expansion and vigor of the state's economy. Critical to this relationship is Career and Technical Education. ”</p> <p>Bill Ritter, Jr. Governor, State of Colorado</p>	<ul style="list-style-type: none"> ■ CTE is For Real—For Real World Learning and Skills, For Real Relevance and Rigor, For Real Achievement, For Real Career Success ■ CTE is an answer to the state surviving the recession by educating young people for today's high wage, high skill careers ■ CTE integrates rigorous academics with relevant technical and “soft” skills to prepare all students for postsecondary education and employment. 	<ul style="list-style-type: none"> ■ CTE carries a lot of baggage from its days as vocational education. ■ There are not a lot of resources for marketing. 	<ul style="list-style-type: none"> ■ Give CTE an image makeover to make it attractive, exciting to Coloradans ■ Build awareness of the name CTE, what it is, and what it offers Colorado among policymakers, parents, educators, students, and media. ■ Show CTE in action through student success stories. ■ Use grassroots peer-to-peer marketing and free media ■ Use free or low-cost electronic media 	<ul style="list-style-type: none"> ■ Peer-to-peer word of mouth (starting with CACTE and CACTA) ■ Placement of success stories in media. ■ Drive traffic to consumer-oriented CTE website ■ Create free or low-cost podcasts and YouTube videos ■ Present standard PowerPoint at economic development, workforce development conferences and meetings ■ Engage professional education associations to support CTE ■ Support and expand efforts of Colorado Succeeds
<p>STUDENTS</p> <ul style="list-style-type: none"> ■ K-12 Students <ul style="list-style-type: none"> • P-8 • 9-12 • Community College • College/University • Adult Basic Education ■ Special Pops (etc) <ul style="list-style-type: none"> • LEP • Disadvantage • Teen parents ■ Higher education students <ul style="list-style-type: none"> • Two-year • Four-year • Apprentice • Military 	<ul style="list-style-type: none"> ■ CTE is For Real—For Real World Learning and Skills, For Real Relevance and Rigor, For Real Achievement, For Real Career Success ■ CTE=Career Success in the 21st Century Economy ■ Jumpstart your college and career experience with CTE ■ Find your passion through CTE 	<ul style="list-style-type: none"> ■ Many students follow their parents' lead uncritically in choosing an academic path to four-year college. ■ Many students are unaware of what CTE is. ■ Students believe CTE is second-class; for slower students <p>“ CTE imparts important academic, technical and workplace behavior skills that are valued by employers. ”</p> <p>Scott Wylie President & Chief Executive, First Western Bank & Trust</p>	<ul style="list-style-type: none"> ■ Market CTE starting as early as middle school. ■ Establish CTE as a “brand” students know and understand. ■ Use success stories to establish role models for students to emulate. ■ Put an attractive face on CTE so that it appears “cool” to students ■ Position CTE as a smart choice for ALL students and as part of a well-rounded education ■ Sell CTSOs as perfect opportunities to develop leadership, teamwork, and other “soft” skills. 	<ul style="list-style-type: none"> ■ Peer-to-peer word-of-mouth (starting with CTSO members). Have students “market” CTE themselves at job fairs/CTSO days/ in art contests. Encourage social-media groups. ■ Materials that showcase an attractive, exciting CTE, its programs, and its success stories (in English and Spanish), including plans of study brochures ■ Make CTE students “first call” for school volunteer efforts, tutoring younger students, participation in grant-supported projects, etc., such as thru Learn and Serve America. ■ Market CTSOs to all students ■ “Do you know?” Bumper stickers ■ Interactive media, including podcasts on clusters ■ You Tube student videos ■ Tap local and statewide celebrities to be spokespeople

STATISTICS FOR REAL

- One out of every 3 Colorado high school students is gaining the valuable experience of Career & Technical Education.
- Many of the occupations for which CTE students train are listed among the 50 fastest-growing occupations in Colorado over the next eight years.
- “At a time when the average four-year college student graduates with \$17,520 in debt, and one in four students graduate owing more than \$22,000, “learn and earn” career pathways that alternate education with lucrative work experiences are good options for many students.” **Colorado Succeeds**
- The cost to our communities for each dropout hits \$2.3 million when factoring decreased personal income potential along with associated crimes. The National Dropout Prevention Center lists CTE as one of 15 research based strategies for improving high school graduation rates.
- Nearly 80% of Colorado jobs will require some form of postsecondary education and 60% will require at least a 2-year, but not a 4-year, degree.



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<p>PARENTS</p> <ul style="list-style-type: none"> ■ Parents-to support student » gatekeepers or allies ■ Home school students-parents ■ PTAs 	<ul style="list-style-type: none"> ■ CTE is For Real —For Real World Learning and Skills, For Real Relevance and Rigor, For Real Achievement, For Real Career Success ■ This is not your parents’ vocational education ■ CTE helps your child earn college credit during high school ■ CTE provides your child with another path to Advanced Placement credits ■ CTE offers pathways to high demand careers ■ Students finally have a direction through CTE ■ CTE helps your child choose classes with purpose, rigor, relevance ■ CTE helps provide your child with a seamless transition to: post-secondary, high skill, high wage careers ■ CTE is a bargain ■ CTE also provides multiple exit (and entry) points between education and employment 	<ul style="list-style-type: none"> ■ Bias against CTE ■ Stereotypes of CTE (programs, students, jobs) ■ Lack of awareness of CTE and understanding of what it is 	<ul style="list-style-type: none"> ■ Use technology to collect and disseminate information, such as: <ul style="list-style-type: none"> • Voicemail • Email • High School TV ■ Invite parents to schools to learn about cluster system ■ Create a new image for CTE that shows it is attractive and a smart choice for students <p>“ Today’s Career and Technical Education is not your mother’s old manual labor vocational education track. Salaries for CTE careers compare favorably with many 4-year college degree professions, giving students greater choice and options in choosing a career paths. ”</p> <p>Sue Windels <i>Chairman, Senate Education Committee</i></p>	<ul style="list-style-type: none"> ■ Peer-to-peer word of mouth marketing among parents, starting with PTA/PTO ■ High school showcases for middle school and early high school students showing CTE choices ■ Materials for parents to showcase CTE and what it has to offer students ■ Invite parents/businesspeople to become CTE partners and offer internships, apprenticeships, job shadowing, etc. ■ Free or low-cost interactive media such as YouTube video, podcasts ■ Presentations to local civic clubs, such as Rotary ■ Engage CTE parent friends to run for school board, local commissions
<p>EDUCATORS</p> <ul style="list-style-type: none"> ■ K-12 and P-8 Educators/Schools ■ School district staff ■ Academic teachers and Counselors ■ CTE Teachers and Administrators ■ Colorado Department of Education ■ Administration (K-12)— Principals » Support? ■ School board ■ University faculty and admissions ■ University administrators ■ CCHC-Higher education/ commission and staff ■ Community College Administration and Senior Management 	<ul style="list-style-type: none"> ■ CTE is For Real —For Real World Learning and Skills, For Real Relevance and Rigor, For Real Achievement, For Real Career Success ■ CTE improves student achievement by linking academics to their application. ■ CTE helps students find their true callings in life. ■ CTE integrates academic and applied learning ■ CTE is the model for real education improvement, including high school reform and drop-out prevention. ■ CTE offers advancement opportunities for educators. 	<ul style="list-style-type: none"> ■ CTE is just another innovation that will pass. ■ Lack of understanding of cluster, pathways, programs of study system. ■ Apathy. ■ Turf issues between academic and technical educators. ■ Bias towards four-year college as the ideal path. ■ Difficulty in finding champions for messages. ■ Lack of time. 	<ul style="list-style-type: none"> ■ Focus on student success in life and careers as the outcome of K–12 education, not just admission into higher education ■ Show CTE in action through success stories, impact on achievement ■ Integrate information about CTE into pre- and in-service professional development. ■ Identify and groom CTE champions within district offices and schools. ■ Include higher education in CTE partnerships and increase articulation 	<ul style="list-style-type: none"> ■ Peer-to-peer word-of-mouth marketing among technical and academic teachers, including CACTA and CACTE ■ Presentations at conferences, meetings, in-service days. ■ Materials that help teachers, counselors, and administrators understand CTE and recommend it to all students. ■ Include CTE in professional development programs ■ Free or low-cost electronic media, including CTE website ■ Form close working partnerships among elementary, secondary, and postsecondary education. <p>“ Contrary to what many may view as the old vocational track, today’s career and technical programs are increasingly complex and challenge all students at the highest level, no matter what they are planning after high school. ”</p> <p>Dwight D. Jones, Commissioner</p>



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BUSINESS <ul style="list-style-type: none"> Employers Chambers of Commerce Economic development officials Workforce development officials Professional Associations Blue collar workers—skilled trades Unions-apprenticeships Business-local, professional, unions 	<ul style="list-style-type: none"> CTE is For Real —For Real World Learning and Skills, For Real Relevance and Rigor, For Real Achievement, For Real Career Success CTE is the source of a highly skilled, well-educated workforce. CTE partnerships can help you have an impact on schools’ programs and product. CTE is a source of Science, Technology, Engineering, and Math (STEM) workers 	<ul style="list-style-type: none"> Perception that CTE focuses on low-level inferior skills. Burn-out from previous education-business partnerships; impatience with slow speed of change. Education is not clear about what it wants from business partners. CTE needs to constantly cultivate communications with business because of turnover. Different cultures among education and business. 	<ul style="list-style-type: none"> Be direct and specific with business partners about expectations and contributions they can make, such as presentations, internships, and job shadowing. Educate employers about what CTE is really all about —high-skill, high wage jobs. Show CTE in action through successful students. Form close, ongoing partnerships with local employers. Find common interests that benefit both education and employers. Connect the dots between Colorado’s economic development and workforce development needs and CTE. 	<ul style="list-style-type: none"> Peer-to-peer word-of-mouth marketing, starting with Colorado Succeeds Materials that clearly and concisely explain the benefits of CTE, including better educated students in employers’ language. Recruit successful CTE students to speak to civic clubs, professional associations, conventions, etc. Use free or low-cost media to package information for business, including websites. Partner with local Chambers of Commerce. Recruit and groom CTE champions from business to use “political capital” to focus policymakers on CTE as a school improvement strategy. Support and expand Colorado Succeeds to embrace a larger community of employers. Align CTE with efforts to improve STEM education.
POLICYMAKERS <ul style="list-style-type: none"> Governor US Department of Education/OVAE Legislature/state-federal lawmakers Corrections/juvenile justice Local commissions, councils Local school boards Local school superintendents and district administrators 	<ul style="list-style-type: none"> CTE is For Real —For Real World Learning and Skills, For Real Relevance and Rigor, For Real Achievement, For Real Career Success CTE is a critical part of a strategy to keep the state economy strong as it endures the recession CTE increases student achievement by linking academics with their application. CTE is an effective education reform and improvement strategy. CTE deserves support and continued funding. 	<ul style="list-style-type: none"> Policymakers hold outdated perceptions of CTE —vocational education. Policymakers are not aware of the “new” CTE and the cluster system. CTE is not seen as a central element of school reform and improvement. CTE is not often advocated by high-profile, politically connected people. Pressure on state education budgets. 	<ul style="list-style-type: none"> Educate policymakers about CTE Talk about CTE’s potential to be effective education improvement and an answer to the recession —the discussion today is all about jobs, jobs, jobs. Engage high-profile, powerful people in the CTE cause. Create “buzz” in the media around CTE. Use the power of constituents to focus policymakers on CTE. 	<ul style="list-style-type: none"> Create materials that show off CTE as an education-improvement and recession-survival strategy. Mount letter-writing and calling campaigns to legislators and other policymakers supporting CTE. Get powerful people to endorse CTE to policymakers, particularly local employers. Recruit student successes to tell their stories to policymakers. Follow strategies below to build media “buzz.” <p>“As a state we need to train our own residents to provide the workforce needs for our state. We shouldn’t be importing people to take good paying Colorado jobs. Career and Technical Education is that training ground.” Jim Isgar, Colorado State Senator</p>
MEDIA <ul style="list-style-type: none"> Newspaper Magazine Trade and professional association publications TV Non-traditional (blogs, podcasts, YouTube) Student media 	<ul style="list-style-type: none"> CTE is For Real —For Real World Learning and Skills, For Real Relevance and Rigor, For Real Achievement, For Real Career Success CTE is an effective way to help Colorado cope with the recession by educating students for good jobs CTE is an effective part of education improvement and reform 	<ul style="list-style-type: none"> CTE has been left out of the education-reform story. Reporters are not aware of CTE and do not understand what it is really about —vocational education perception endures. CTE is not seen as “news.” 	<ul style="list-style-type: none"> Identify the “news” of CTE —it is new, exciting, and an effective part of education improvement and reform. CTE is one answer to coping with the recession by educating young people for high-skill, high-wage, high-demand jobs. Use students as human interest story subjects. Go around traditional media to use non-traditional media such as blogs, podcasts, and websites. Create media “buzz.” 	<ul style="list-style-type: none"> Talk up CTE at public meetings, events to attract media attention. Personally pitch stories about CTE to local newspaper and TV editors. Hold editorial board meetings. Identify newsworthy student success stories, such as innovative senior projects, for coverage. Use student media. Recruit high-profile newsmakers to speak about CTE to media. Use non-traditional media, such as websites, podcasts, blogs, YouTube videos to get the word out. Book CTE spokespeople on morning and evening programs.