

CTE MONTH

WEEK 1- Engagement and Advocacy



An integral component of Career and Technical Education (CTE) communities are its business and community partners who work alongside the institution to make CTE programs exceptional. Engaging your community partners, members, employers, and others can provide a network of student support as they persist, complete, and move into employment within the community. To maintain adequate support for CTE programs, it is also important to communicate with local and state lawmakers to continuously advocate the importance and impact of CTE on the state and national economy.

What can you do?

- ✓ Contact local employers and businesses that aren't yet familiar with your CTE program and invite them to school visits to showcase high-quality CTE in action or career fairs with already engaged employers.
- ✓ Host community events around CTE both on and off campus engaging parents, high schools, and community-based organizations.

- ✓ Encourage partners to advocate for CTE to their own networks.
- ✓ Partner with community-based organizations and employers to provide additional support for populations with barriers to success.
- ✓ Recognize those in your community, whether it's high-achieving CTE students, exemplary educators, or impactful partners that have a positive influence in CTE by celebrating their accomplishments.
- ✓ Engage lawmakers both at the state and national level to emphasize the importance of CTE and advocate for continued funding through programs such as Perkins.

Local Press Release Template

To assist local areas in promoting CTE in their communities, the ICCB has prepared a press release template that each institution can customize (attached). Please work with your marketing/public relations staff to use this document. For the ICCB's part, we would like to be a statewide clearinghouse for local activities and information. If your college or CTE program is planning any type of commemoration, event, or promotion please share this information and we will promote via the ICCB webpage and Facebook account. We will also be featuring CTE on the ICCB Facebook page and welcome any content you have created you wish to share. Please direct questions regarding the media template and the ICCB Facebook page to Matt Berry, Deputy Director for Legislative and External Affairs, at (matt.berry@illinois.gov / 217.785.7411).

Perkins Reauthorization Update

The *Strengthening Career and Technical Education for the 21st Century Act* (H.R. 2353) was introduced to the U.S. House of Representatives on May 4,

2017. H.R. 2353 is a product of bipartisan, committee-level negotiations and was approved by a voice vote on June 22, 2017. The bill largely maintains the existing structure of Perkins IV with a more intentional alignment to other federal legislation such as the Workforce Innovation and Opportunity Act (WIOA) and Every Student Succeeds Act (ESSA). The bill also contains a call to strengthen the alignment of CTE programs with the local labor market. There continues to be a stalemate in the U.S. Senate which is currently a highly partisan political environment. Senators Claire McCaskill (D-MO) and James Inhofe (R-OK) led the charge on a “Dear Colleague” letter effort encouraging reauthorization and were able to garner 59 signatures. The current reason for the Senatorial impasse is a disagreement over Secretarial authority. Illinois Representative Krishnamoorthi has been extremely engaged in pushing forward Perkins Reauthorization. In January, ACTE and Advance CTE participated in a Perkins Briefing hosted by the Senate CTE Caucus. We continue to advocate for this outstanding reauthorization.

Around the State



Careers to Consider

In December of 2017, Highland Community College invited area high school students to spend the day on campus learning about a variety of CTE fields. The event was designed to give high school freshmen and sophomores an opportunity to try out different careers through four interactive breakout sessions. By attending this event, students were also introduced to nontraditional fields, such as young women in Automotive and young men in Cosmetology. Scott Anderson, Dean of Business and Technology explains, “This day gives these young people some in-depth, hands-on experience directly related to some core career pathways.”

Resources

Engaging Community and Business Partners

- ✓ [Resources for Business and Industry Partners](#)
- ✓ [Resources for Employer Engagement](#)
- ✓ [The Dos and Don'ts for Engaging Students and Parents](#)
- ✓ [The Value of CTE: Fact Sheet](#)
- ✓ [CTE Advocacy 101](#)
- ✓ [Making the Case for CTE: An Employer Guide](#)

Advocating to Policymakers

- ✓ [Engaging Policymakers: The Strategy](#)
- ✓ [CTE Policy Watch: A Blog for CTE Advocates](#)
- ✓ [Advocacy Toolkit](#)

Additional Resources

- ✓ [CTE and Federal Policy: Recapping the Highlights of 2017](#)
- ✓ [State Policies Impacting CTE: 2017 Year in Review](#)
- ✓ [ACTE](#)
- ✓ [Advance CTE](#)
- ✓ Press release template (*attached*)

Career and Technical Education Month® is a public awareness campaign that takes place each February to celebrate the value of CTE and the achievements and accomplishments of CTE programs across the country. [Learn more at ACTE Online.](#)

We celebrate CTE every month! Don't forget to send us news, initiatives, or achievements so that we can highlight CTE at your college. [Submit an article and photo to Melissa.Andrews@Illinois.gov](#)

