

Driving CTE Enrollment Through Brand Storytelling

WFD-CTE Coalition

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Nice to meet you!



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You're the second banana

No, **YOU'RE** the second banana





You're the second banana

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“It is considered a second choice, second-class.”

Patricia Hsieh

President of San Diego Miramar College



“A teacher in the advanced-manufacturing cluster at a school in Tennessee told me that parents are wary of sending their children into programs they see as funneling them into “dirty hands” factory jobs.”

Catherine Gewertz
Education Week



“It’s for the kids that are not academically motivated.”

Parent
Wilmington, North Carolina



“Most people still say that CTE is for people who are not going to college.”

Educator
American Federation of Teachers Study

“There is a disconnect on courses leading to pathways or career fields. I don’t think students see that.”

Teacher
Wilmington, North Carolina



93%

of high school graduates who earned 2-3 CTE credits enrolled in college shortly after high school, with a high percentage also entering the workforce equipped with relevant skills.

.....

Source: U.S. Department of Education

8%

CTE concentrators from high schools earn **8% more** in their mid-twenties than their non-CTE peers.

.....

Source: Thomas B. Fordham Institute

520%

Research indicates that for every \$1 spent on CTE, taxpayers see a return of anywhere from \$6.20 to \$12.20.

.....

Source: Idaho Division of Career Technical Education

47

In 2023, **47 states** enacted 115 policies to strengthen CTE and career readiness, indicating widespread state-level support.

.....

Source: Advance CTE & ACTE

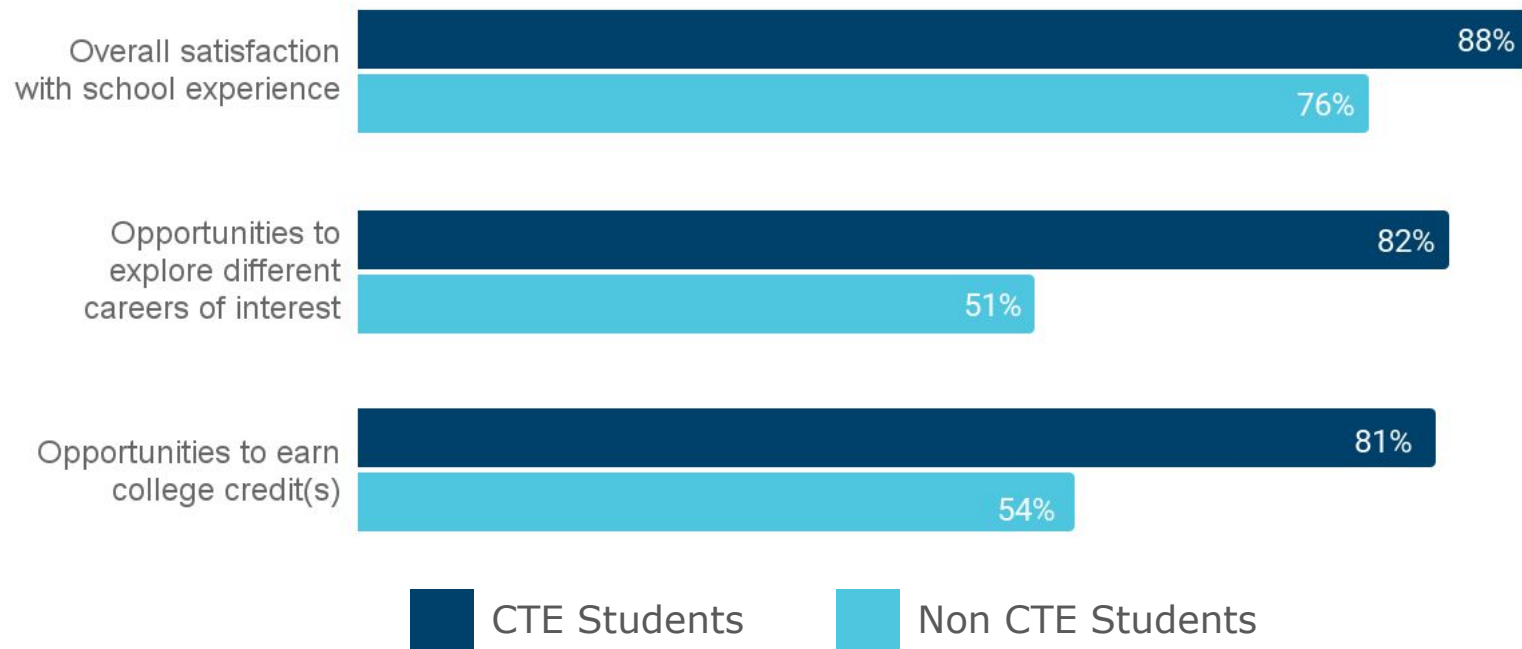
30
MILLION

There are **30 million** jobs in the United States that do not require a bachelor's degree that pay median earnings of \$55,000 or more.

.....

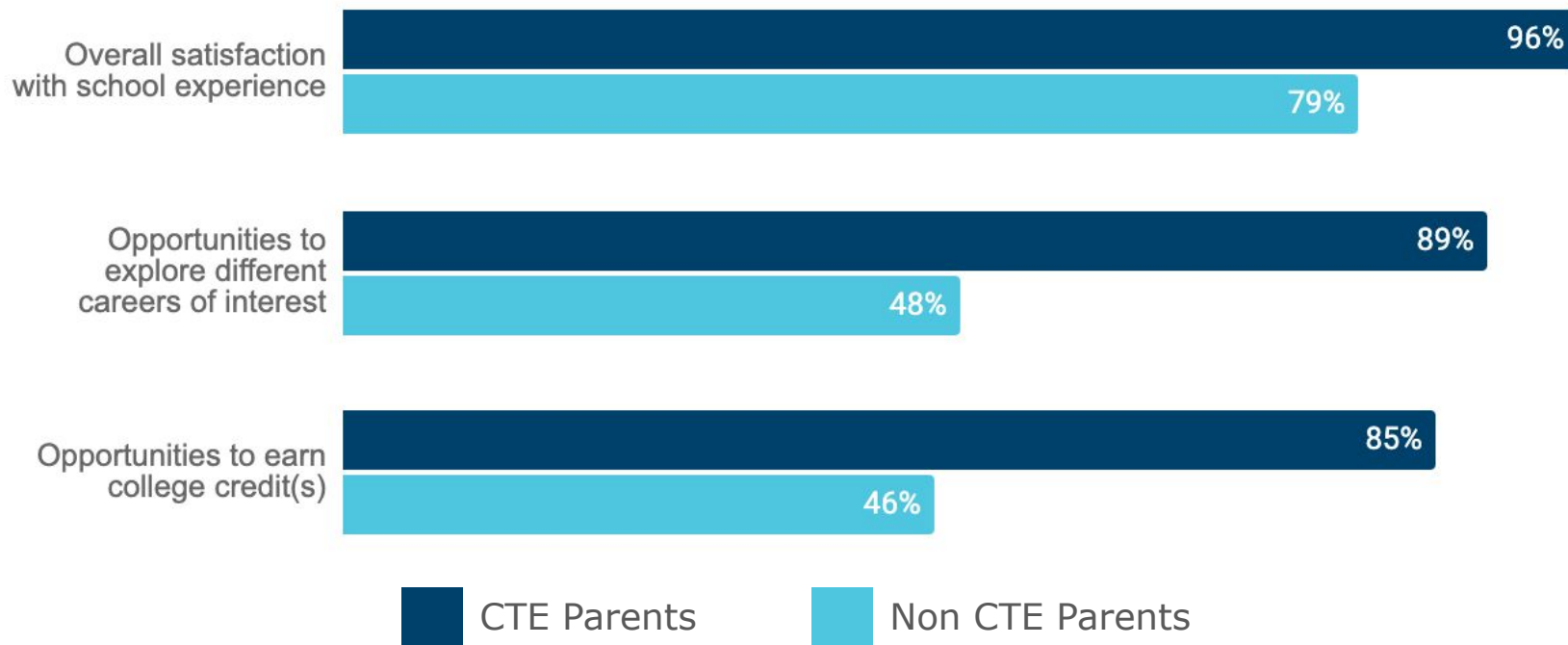
Source: Georgetown University Center on Education and the Workforce

How satisfied are students with ...

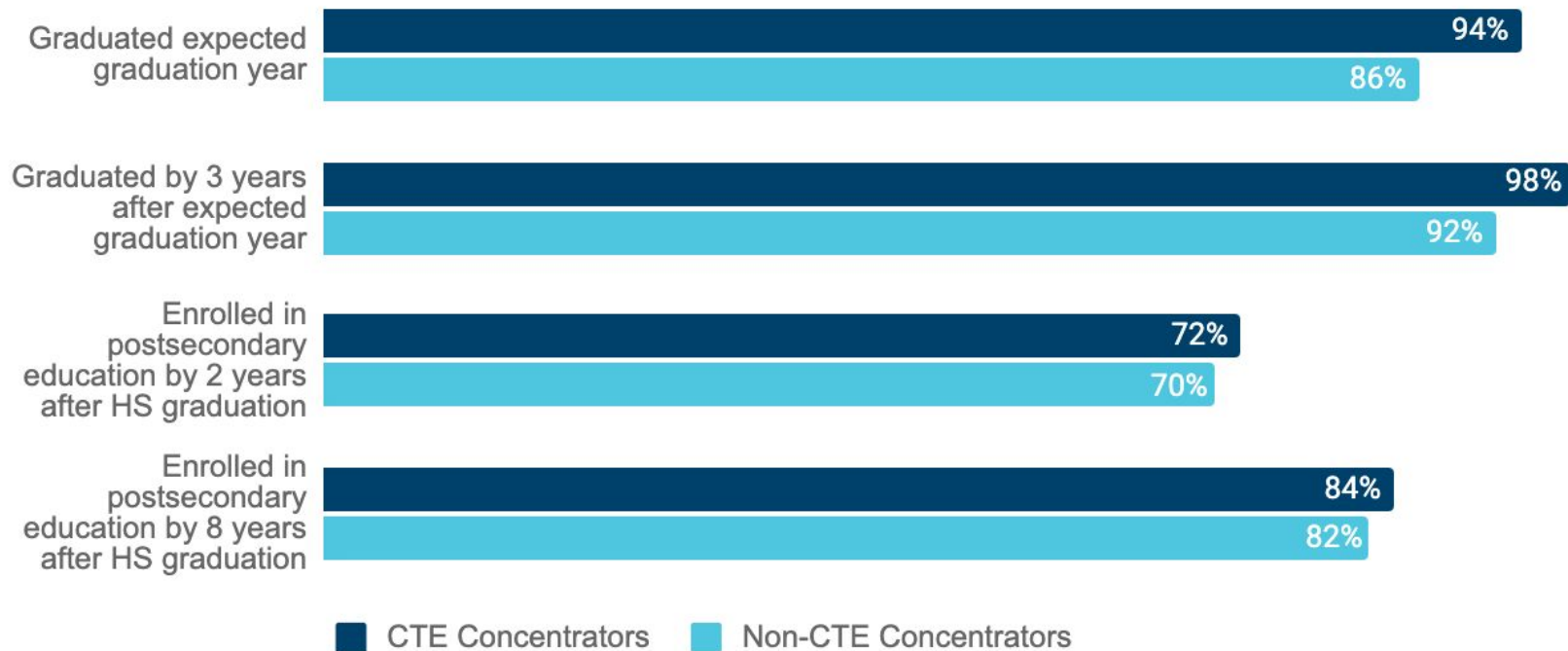


National Survey of Parents & Students
Advance CTE

How satisfied are parents with ...

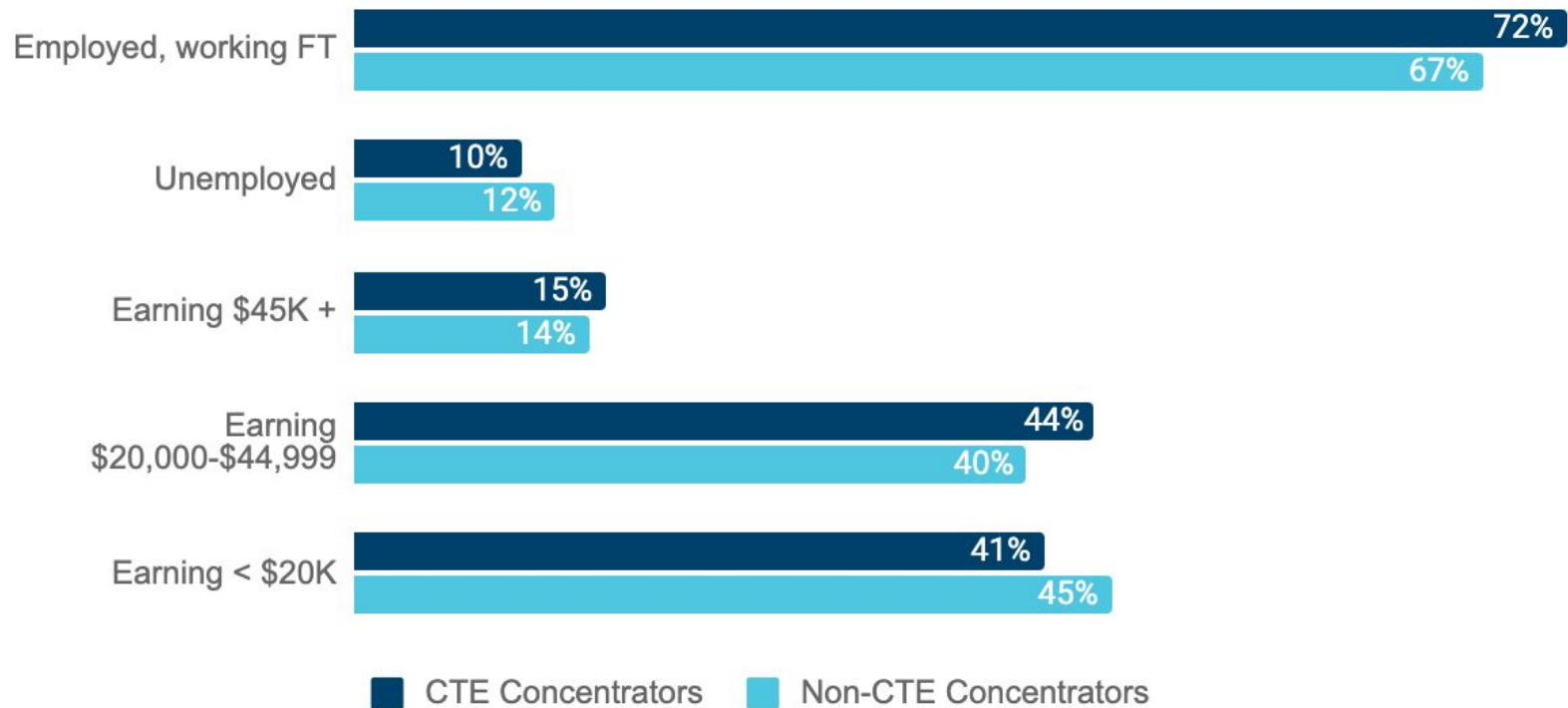



Percentage of high school students who...



U.S. Department of Education

Students who, 8 years after high school graduation were...



- 
- High satisfaction rate among **CTE students and parents**
 - Higher graduation rates among CTE students

Once they're in the bubble, they get it.

The stereotype of a student
being forced into CTE as a last
resort is outdated and untrue.

If that's the case...

How can we change the
narrative?

Brand Storytelling is a communication tool used to convey messages that positively express brand values.









It's easy to spot a good story
when we hear it.

But what makes a story good?

Emotional connection.



Relatability.











**National Signing Day
2022**



Jackson Area
Career Center

Clear conflict and resolution.





Details and vivid imagery.

The Bill & Melinda Gates Foundation

總發行所 東京 丸の内區 有樂町

GREATER THINGS

1. 本表由本局提供，不得外借。

THESE RESULTS ARE IN ACCORDANCE WITH THE FINDINGS OF OTHER STUDIES. FOR EXAMPLE, A STUDY BY [REDACTED] IN 2010 FOUND THAT [REDACTED] IN THE [REDACTED] AREA. ANOTHER STUDY BY [REDACTED] IN 2012 REPORTED THAT [REDACTED] IN THE [REDACTED] AREA. THESE FINDINGS SUPPORT THE CONCLUSION THAT [REDACTED] IN THE [REDACTED] AREA.

Approved by: _____, National Officer



Inspiring call to action.



Michael

Usain Bolt

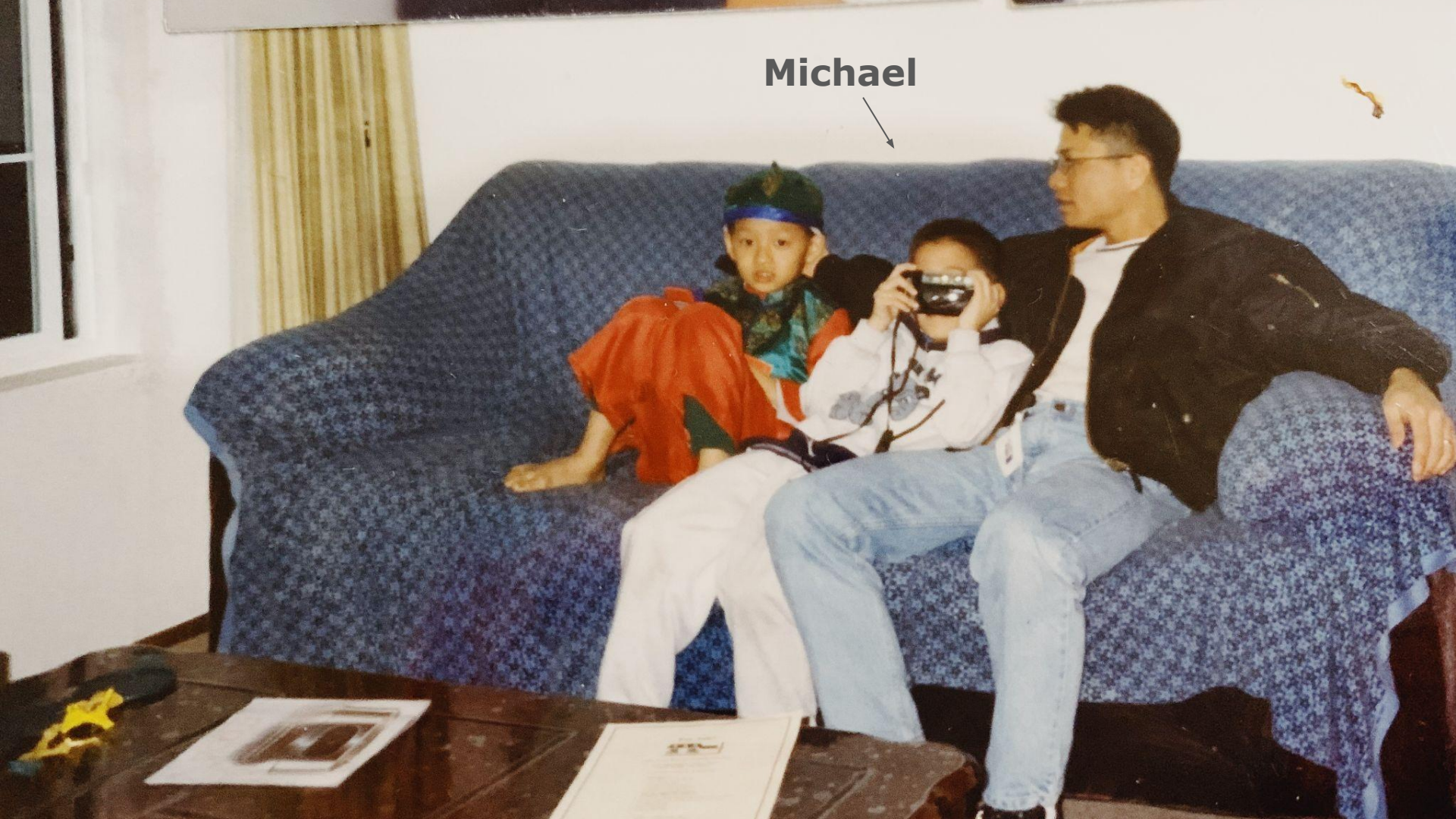




Michael

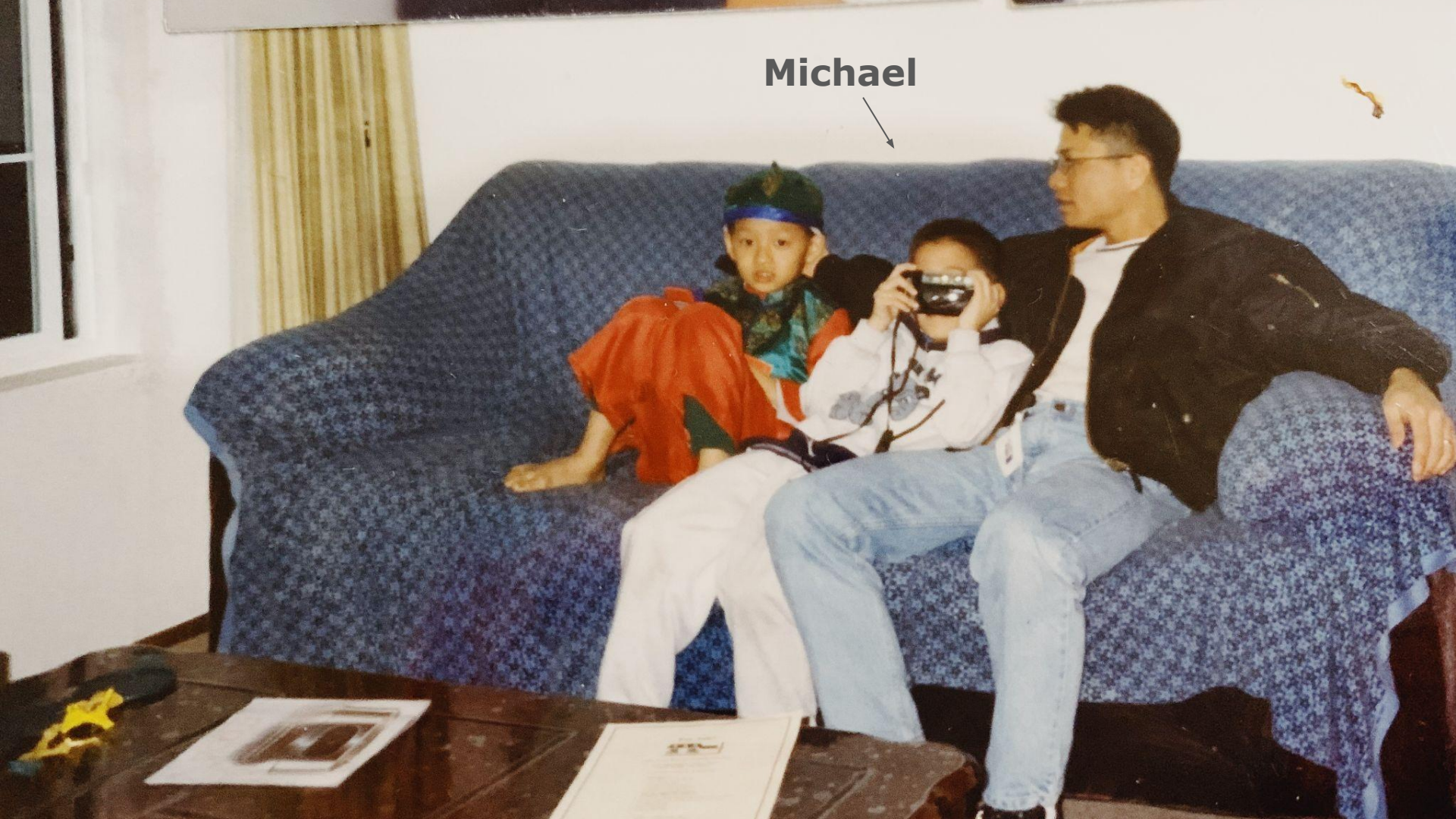
**3x Gold
Olympian
Kerri Walsh
Jennings**

Michael





Michael







Emotion.
Relatability.
Conflict & Resolution.
Details & Vivid Imagery.
Inspiring Call to Action.

Find ways to partner with your local school district's CTE leaders.

Share your story and the stories
of those around you.

Thank you!



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