

## Career and College Readiness

# Reframing CTE Messaging

## Counselor & CTE Supervisor Planning Worksheet

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### Purpose

This worksheet is designed to help school counselors and CTE supervisors intentionally examine and shift messaging about Career and Technical Education. The ultimate goal is to ensure that students and families understand that CTE courses benefit all students, regardless of the post-secondary pathway.

### Current Messaging

Take a moment to reflect on how CTE is currently described in your school and district.

#### How is CTE most often presented to students and families?

- Primarily for non-college-bound students
- Primarily for TOPS Tech students
- As an option for some students
- As valuable for all students
- Non-consistently discussed

#### What are the common phrases or messages being used to discuss CTE with students and families?

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### Identifying Messaging Gaps

Consider where misunderstandings or unintended lack of communication may exist.

#### Which groups may be receiving limited or unclear messages about CTE?

- TOPS University-bound students
- TOPS Tech-bound students
- Parents
- Middle school students and families
- Other: \_\_\_\_\_

What assumptions do students or parents often express? (ex. CTE is not for university-bound students.)

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## Reframing the Message

What are some of the shifts in messaging that can happen so that the language moves to an “all students are career students mindset”?

Ex. CTE is an alternative to college VS CTE supports college *and* career readiness

From this:	To this:
Credentials limit options	
CTE is for certain students	
Either Jump Start or TOPS University	
College first, career later	

What are some additional comments you’ve heard where the messaging can be shifted?

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## Audience-Specific Messaging

What should students hear? (ex. Career interests, college success, internships)

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What should parents hear? (ex. Value for college-bound, employability, flexibility)

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What should teachers and administrators hear? (ex. Shared responsibility, support)

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**Where can messaging be reinforced?**

- Course registration meetings
- Individual graduation planning conferences
- Parent nights/open houses
- Middle school transition meetings
- School website, social media accounts, or course guidance
- Other: \_\_\_\_\_

**Commitment to Change**

**One immediate messaging change we can implement is: (ex. where, how, target audience)**

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**One long-term shift we can work towards: (ex. where, how, target audience)**

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**Reflection**

**How will changing our messaging assist students and families to understand that all students are career students and that CTE courses strengthen every postsecondary pathway?**

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**Who is the best person in my school/district to help shift the language and get the message out to students, teachers, and parents?**

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