



10 Things You Can Do To Help Promote CTE

1. Download the national logo and state-specific version for use in your communications—and agree to maintain the integrity of the CTE brand as outlined in the *Authorized User Agreement and the Authorized User's Guide for the CTE Brand*. Add the CTE logo (national or state-specific version) to your state's brochures, booth displays, handouts, and other CTE-related communications.
2. Place the CTE "Web bug" on the home page of your state's Web site—and link it to www.careertech.org, or to CTE related information on your Web site.
3. Add a PDF download of the new CTE brochure to your Web site so it is easily available with a link to www.careertech.org to order printed copies.
4. Use the PowerPoint presentation to introduce the brand messaging initiative to your state CTE colleagues including state staff, CTE teachers and CTSO leadership.
5. Assemble a task force in your state to brainstorm ways to use the CTE brand messaging to increase awareness and support for CTE—and put these ideas into action.
6. Display the CTE poster in your offices—and promote its availability to CTE teachers and CTE advocates in your state.
7. Order copies of the national CTE brochure online and distribute it to key audiences with a cover letter that uses the CTE targeted talking points provided.
8. Reach out to government and business/trade/economic development associations requesting the opportunity to make a CTE-related presentation at one of their upcoming meetings or conferences. Use the PowerPoint templates and the talking points to help assemble a presentation that is relevant to each group.
9. Encourage your staff, educators, business/industry and others in your state to visit www.careertech.org for CTE information and to subscribe to the NASDCTEc blog.
10. Share with us how you're implementing the CTE brand campaign. Send us examples or Web links. If you have a great idea on how to make the CTE brand initiative even more effective, please let us know.

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