



## Talking points for interacting with BUSINESS & INDUSTRY

**NOTE TO PRESENTER:** These talking points can be used for PowerPoint presentations, speeches, reports, news releases, letters and other communications to help Business & Industry audiences gain a better understanding of the value proposition for CTE—and how CTE is “Learning that works for America.” More specifically, how CTE is “Learning that works for business and industry.”

The talking points in each subsection are meant to build on each other, if possible, use them in the order presented herein. However, feel free to choose the talking points that best support your presentation—or are most appropriate to the audience or situation.

These talking points are about where CTE is—and where CTE is headed. It is important to underscore the fact that the CTE vision in large part involves collaboration and communication with business and industry. These groups are the “customer” for CTE—and they help set the standards and expectations for CTE students as they enter the workforce. It is important that this audience understands that CTE is focused on providing the skilled, sustainable workforce they need to remain globally competitive.

At the same time, these points are designed to help overcome the preconceived notions attached to “vocational education”—and to build understanding, support and advocacy for CTE programs.

Thank you for your participation in talking with Business & Industry about CTE!

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### What is CTE?

- **CTE is learning that works for America.**
- CTE (Career Technical Education) is helping our nation meet the very real and immediate challenges of economic development, student achievement and global competitiveness.
- CTE collaborates and partners with business and industry to design and provide high-quality, dynamic programs. **NOTE: If you have examples of this in your state/school, add them here.**
- CTE programs in secondary and postsecondary institutions are developing America's most valuable resource—its people; helping them gain the skills, technical knowledge, academic foundation and real-world experience they need to prepare for high-skill, high-demand, high-wage careers—and keep America working—in every sense of the word.
- CTE is aligned with the interests of business and industry—and the interests of our nation.

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CTE is preparing a world-class workforce for American employers.

**CTE is developing a skilled, sustainable workforce for American business and industry.**

- Baby boomers will be retiring at the rate of thousands per day over the next two decades. *Pew Research Center*
- Experts predict 47 million job openings in the decade ending 2018. About one-third will require an associate's degree or certificate, and nearly all will require real-world skills that can be mastered through CTE. *Georgetown Center on Education and the Workforce via Harvard's "Pathways to Prosperity" Report*
- Secondary, postsecondary and adult CTE programs are developing the skilled workforce companies need to be productive and improve their competitiveness. **NOTE: If you are talking to a specific industry segment, talk about what you are doing in their Career Cluster.**
- The workforce being educated through CTE represents a complete range of career areas across the entire economy—and is driven by the needs and demands of employers.
- Well-trained and highly-skilled workers will be best positioned to secure high-wage jobs over the next decade. *Georgetown Center on Education and the Workforce*

**CTE is developing the next generation of American entrepreneurs.**

- Entrepreneurship is an important component of many CTE programs, with an emphasis on innovation and know-how when it comes to starting and running a successful business. **NOTE: Add examples of successful entrepreneurial CTE students here, if you have some!**
- This is where American innovation and creativity begin—with ideas and skills and the knowledge to transform them into the businesses of tomorrow. For examples of innovative CTE programs, visit [www.careertech.org](http://www.careertech.org).

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CTE is focused on innovation and leadership for global competitiveness.

**CTE is providing the technical knowledge required for leadership and innovation.**

- Technology is integral to the curriculum in CTE programs, just as it is integral to virtually every career, business and industry in the 21st Century.
- CTE programs are using technology to not only deliver effective education, but also to teach students how to use technology to solve problems, communicate and collaborate more effectively, and improve performance and productivity.

**CTE is driving quality and consistency to meet employer expectations.**

- CTE leadership across the nation is collaborating to establish even more rigorous core technical standards and programs of study designed to improve the consistency and quality of CTE across America. **NOTE: If you have examples of this collaboration, note them here.**
- The goal: To assure business and industry that CTE programs are developing people with the credentials, skill attainment, technical knowledge and clear understanding of the expectations of the workplace needed to keep employers productive and competitive.

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CTE invites the engagement and involvement of employers.

**Today's workplace expectations are shaping CTE programs.**

- CTE understands that business and industry is the ultimate “customer” for CTE graduates.
- CTE leaders are dedicated to continually increase the rigor and core technical standards within CTE programs, so that employers can count on a sustainable and skilled workforce that meets their demands and has the skills and knowledge they need in their employees.
- A fundamental goal of CTE is developing partnerships with business and industry to design programs founded in the standards students must meet to compete in the job market—and guidance on what must be included in CTE instruction in order to be successful on the job. Through advisory committees, internships, teacher externships, workplace experiences and other interaction, employers have the opportunity to share information regarding expectations, technical requirements and workplace behavior. **NOTE: Share examples of business/industry and CTE collaboration in your state or school.**
- Internships, work-based learning, apprenticeships and cooperative education programs are bringing students and potential employers together—and driving innovation and world-class performance. **NOTE: Share examples of these types of programs in your state or school, if you have them.**
- Partnership of business and industry is essential to setting relevant standards and helping design programs and curricula that truly prepare student for success in the real world.
- CTE encourages and invites business and industry to engage by advocating for and supporting CTE—and speaking out about the value and impact of CTE for our nation’s employers. **NOTE: Share examples of CTE “business champions” in your state or community.**

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### **Career Clusters™ provides an entry point for business & industry to engage on the local and state level.**

- CTE is organized by a national framework called Career Clusters™. This framework presents a complete range of related career options to students, helps them discover their interests and passions, and empowers them to choose the educational pathway that can lead to success in high school, college and their chosen career.
- These pathways provide opportunities for local business and industry to interact with CTE programs through internships, work-based learning, apprenticeships, and cooperative education.
- These opportunities help CTE programs better understand the expectations and demands of business and industry—and they help employers identify rising stars who may join their ranks. **NOTE: Have a story about a CTE workplace experience that resulted in a student being hired?**
- Through Career Technical Student Organizations (CTSOs), employers have the opportunity to provide real-world challenges and experiences for students as they learn to collaborate, cooperate, communicate and compete—important skill sets to be successful in the workplace. **NOTE: A couple of great CTSO student success stories from your state/school would work well here.**
- CTE provides a good return on investment, when it comes to creating a greater percentage of college-going students: 70% of students concentrating in CTE areas stayed in postsecondary education or transferred to a 4-year degree program (compared to an overall average state target of 58%). *U.S. Department of Education*
- CTE also provides a good return on investment in terms of reducing dropout rates: High risk students are 8 to 10 times less likely to drop out in 11th or 12th grades if enrolled in a CTE program compared to general education. *Kulik, James, Curriculum Tracks and High School Vocational Studies (Ann Arbor, University of Michigan, 1998)*

**For more information—including data sheets, white papers, and examples of business/industry collaboration with CTE programs—visit [www.careertech.org](http://www.careertech.org)**

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