

Perceptions of Career & Technical Education:

Findings & Action from the 2019 DESE CTE Survey

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 **Extension**

an equal opportunity/ADA institution

Agenda

- About the survey and its respondents
- Student responses
- Responses from parents, educators and businesses
- Key findings and conclusions

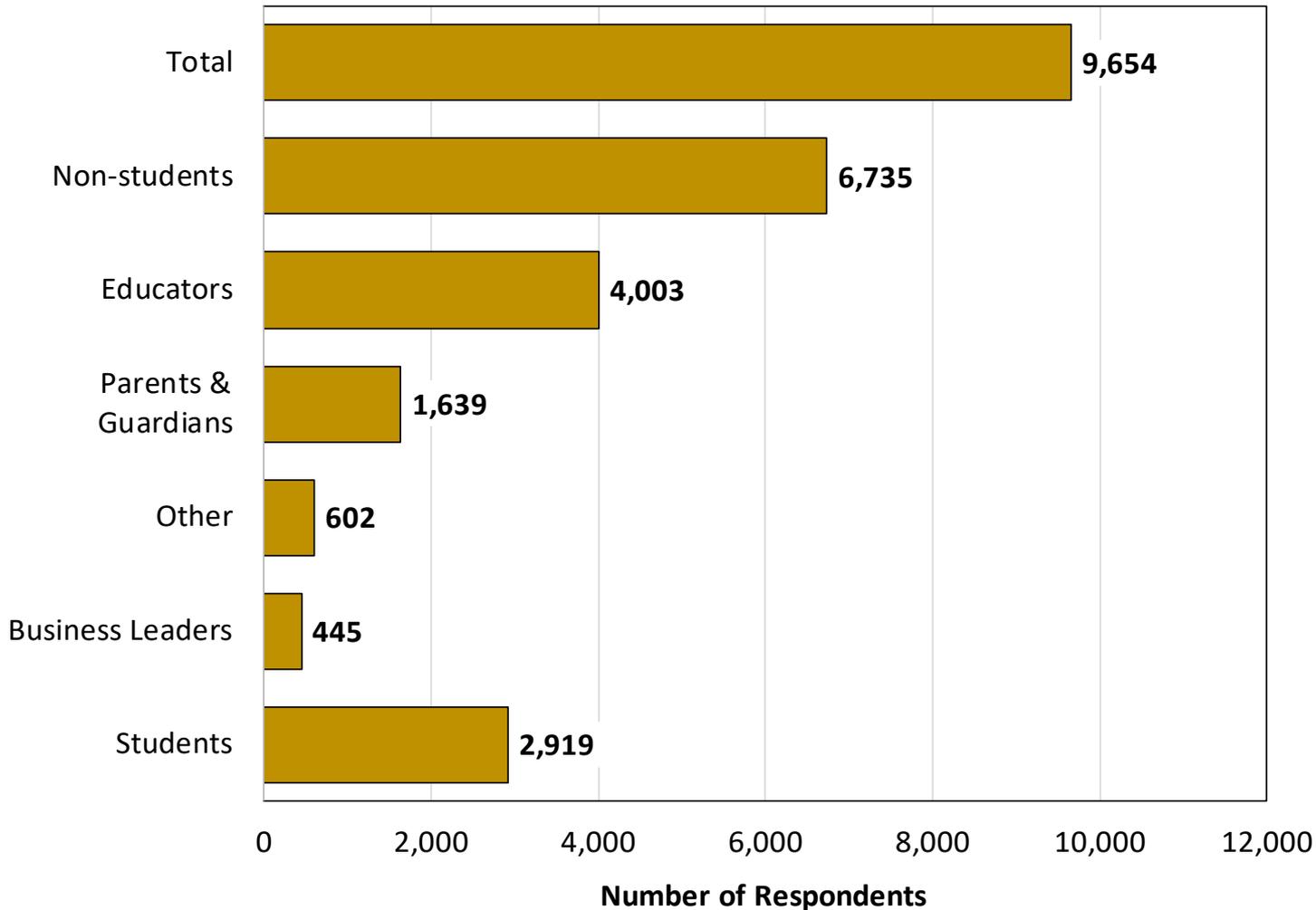
About the survey and its respondents

About the survey

- The survey was conducted at the behest of the Statewide CTE Advisory Council.
- Intended to inform a communication and marketing campaign, the success of which is dependent on:
 - “...a clear understanding of audience members’ pre-existing opinions — be they rightly or wrongly held.”
- We must understand what people believe before we can change minds.

The survey received 9,654 total responses, of which almost 70 percent were from adults

Survey Respondents by Type

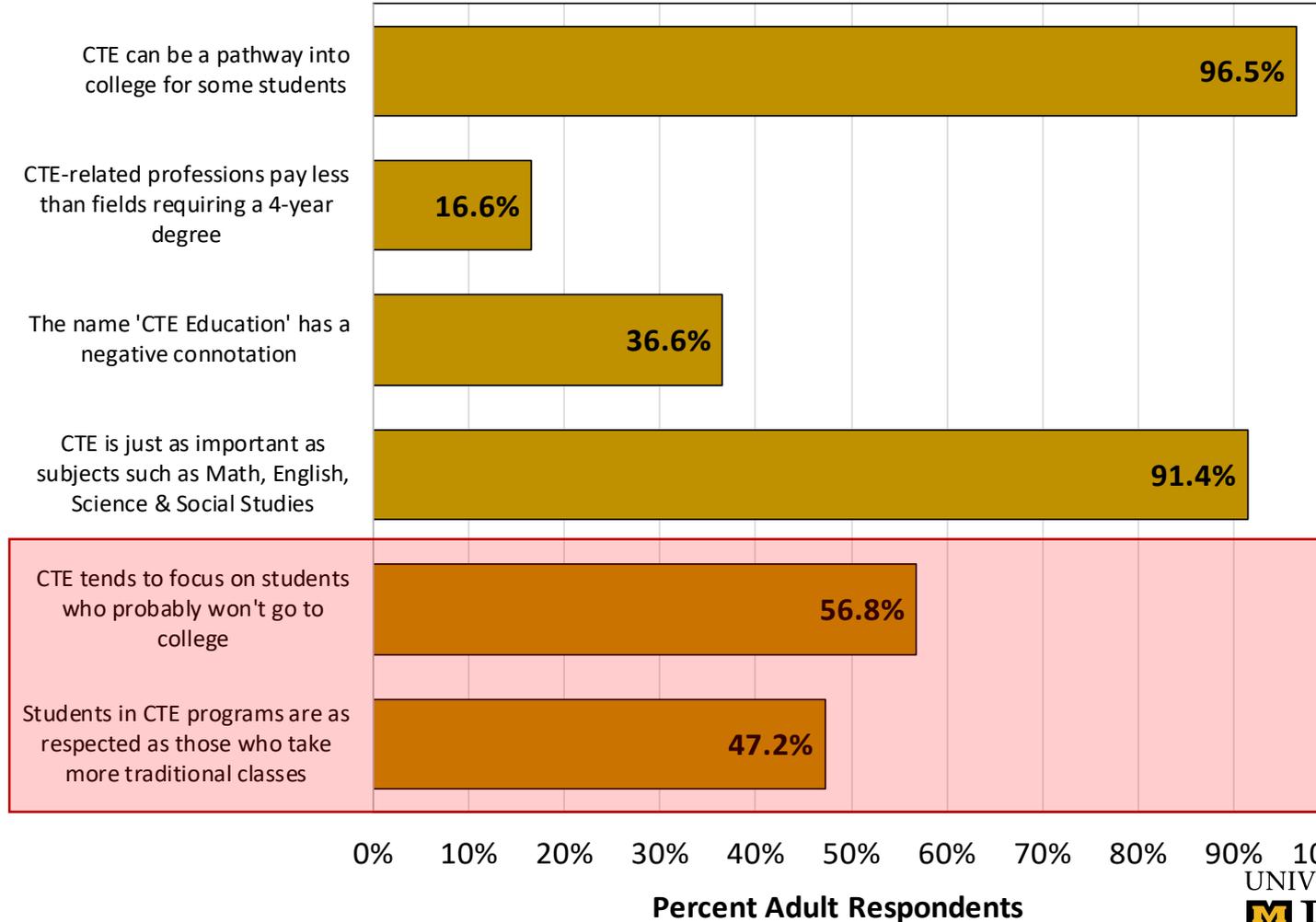


The survey generated responses from every county in Missouri

- Among 6,735 adult responses
 - Metro: 52.5%
 - Non-metro: 37.4%
 - St. Louis (MO) MSA: 16.4%
 - Kansas City (MO) MSA: 13.0%
 - Out of State: 1.1%
 - Blank: 9.1%

Adult respondents do not have a negative perception of CTE, but they perceive that one exists.

Adult Respondents that Agree with Statement



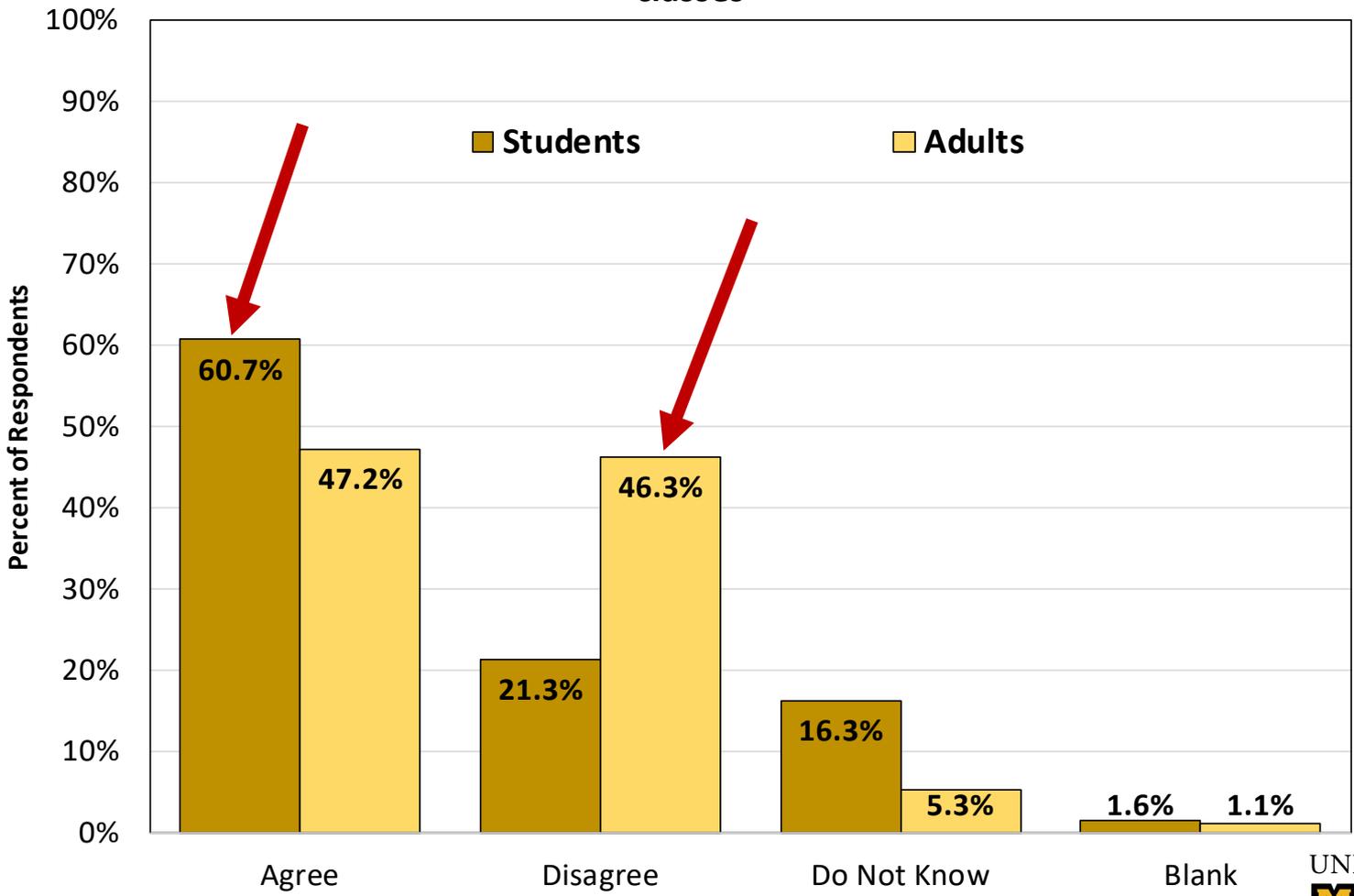
In addition to positively perceiving CTE, adults also agreed on the importance of practical knowledge and work-based learning opportunities.

- More than two-thirds of respondents strongly agree that classes should apply lessons to real world situations.
 - Over 90 percent of respondents agreed that courses should include content about careers.
 - Almost all respondents agreed that CTE classes should provide work-based learning experiences.
- While perceptions of CTE are positive overall, perceptions were highest among respondents from non-metro counties.
- Differences emerge, however, between *Adults* and *Student* respondents.

Student responses

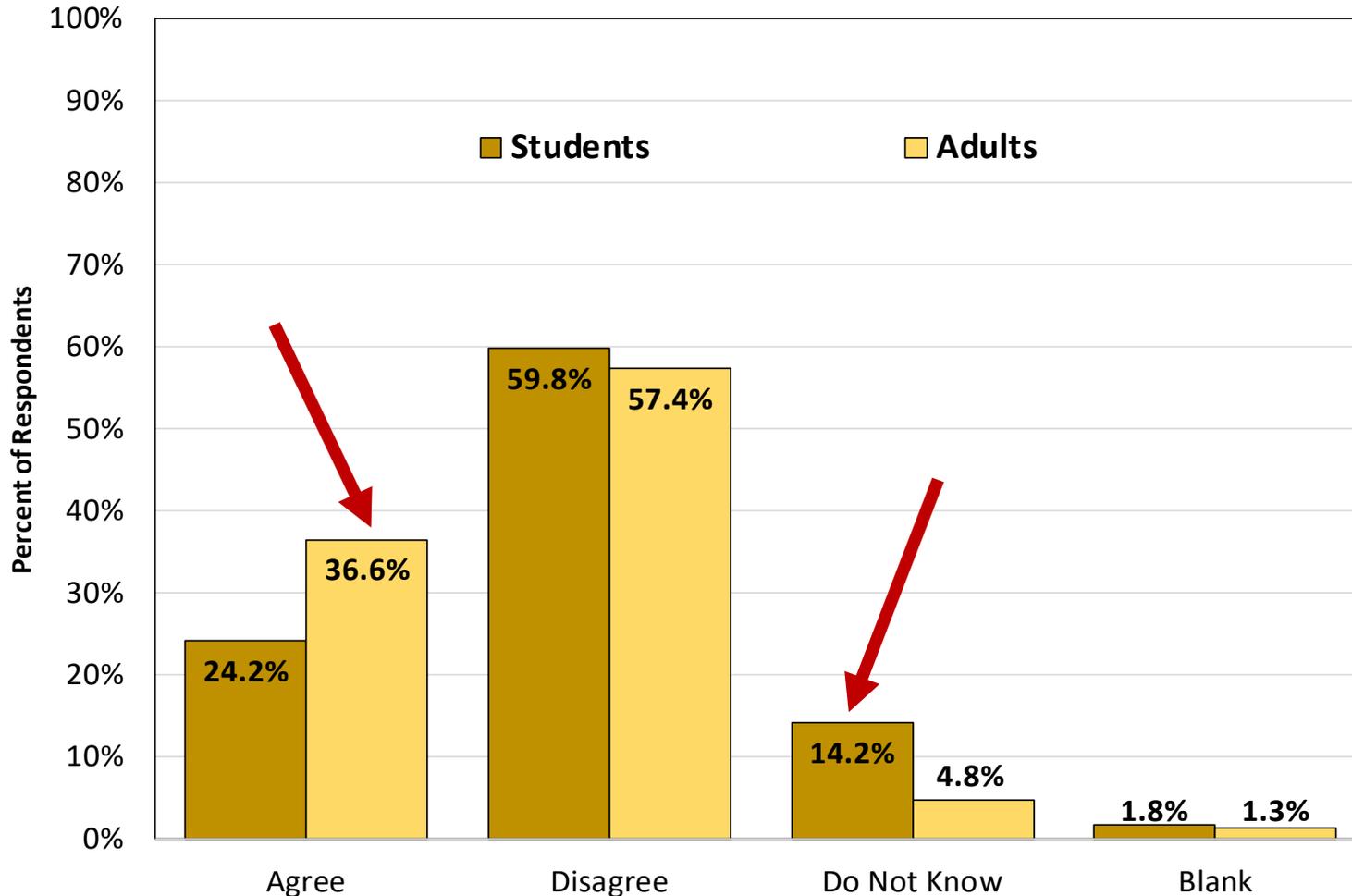
Assumptions about negative perceptions of CTE are more commonly held by adults

CTE students are as respected as those who take more traditional classes



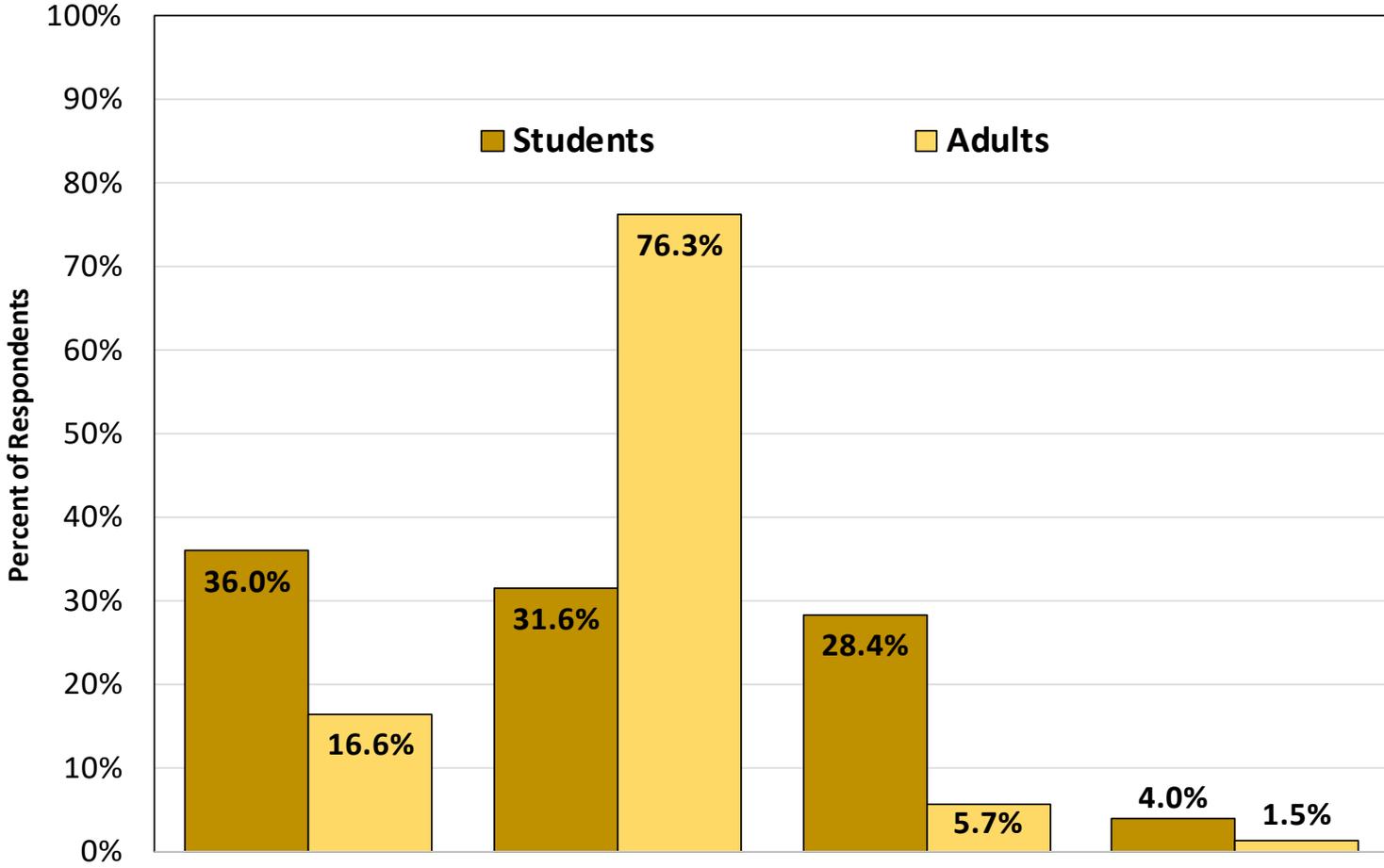
Assumptions about negative perceptions of CTE are more commonly held by adults

The name 'CTE Education' has a negative connotation



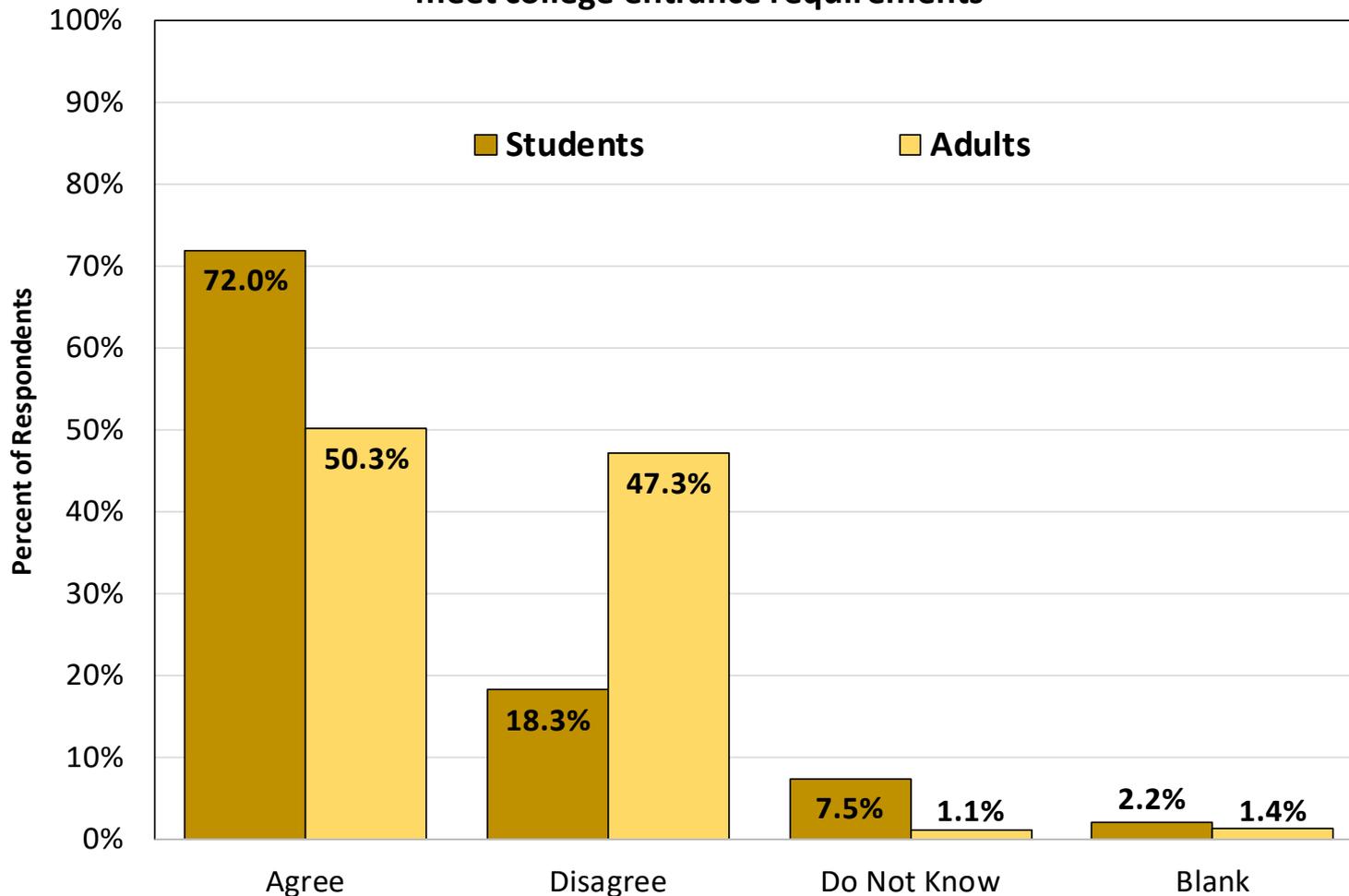
Students appear less aware of the earning opportunities in CTE-related careers

CTE-related professions pay less than fields requiring a 4-year degree



This lack of awareness may explain why many students prioritize college prep efforts

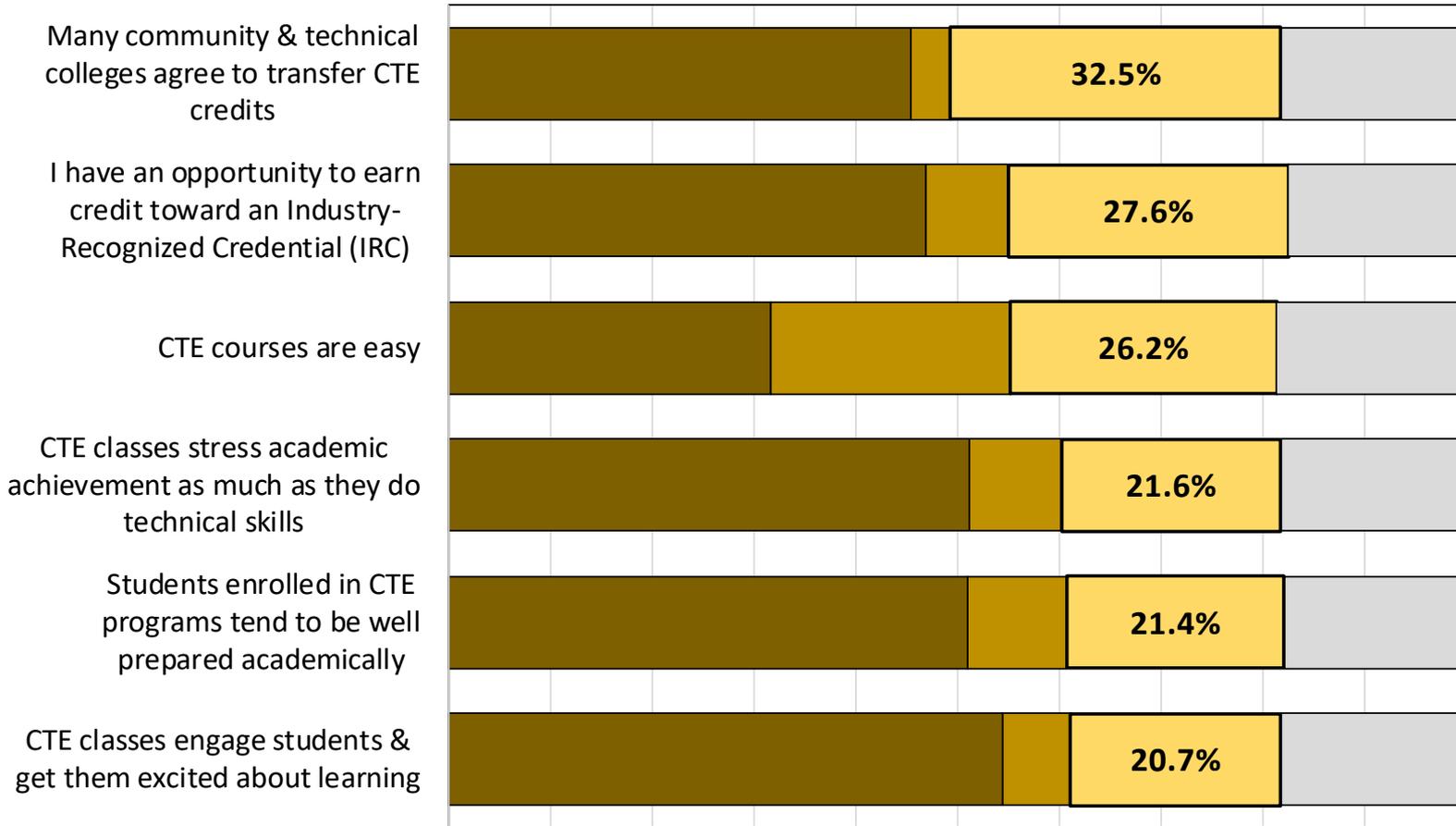
The most important thing schools should do is to teach courses that meet college entrance requirements



A sizable minority of students lacked awareness of CTE education and opportunities

Student-specific responses

■ Agree ■ Disagree ■ Do Not Know ■ Blank



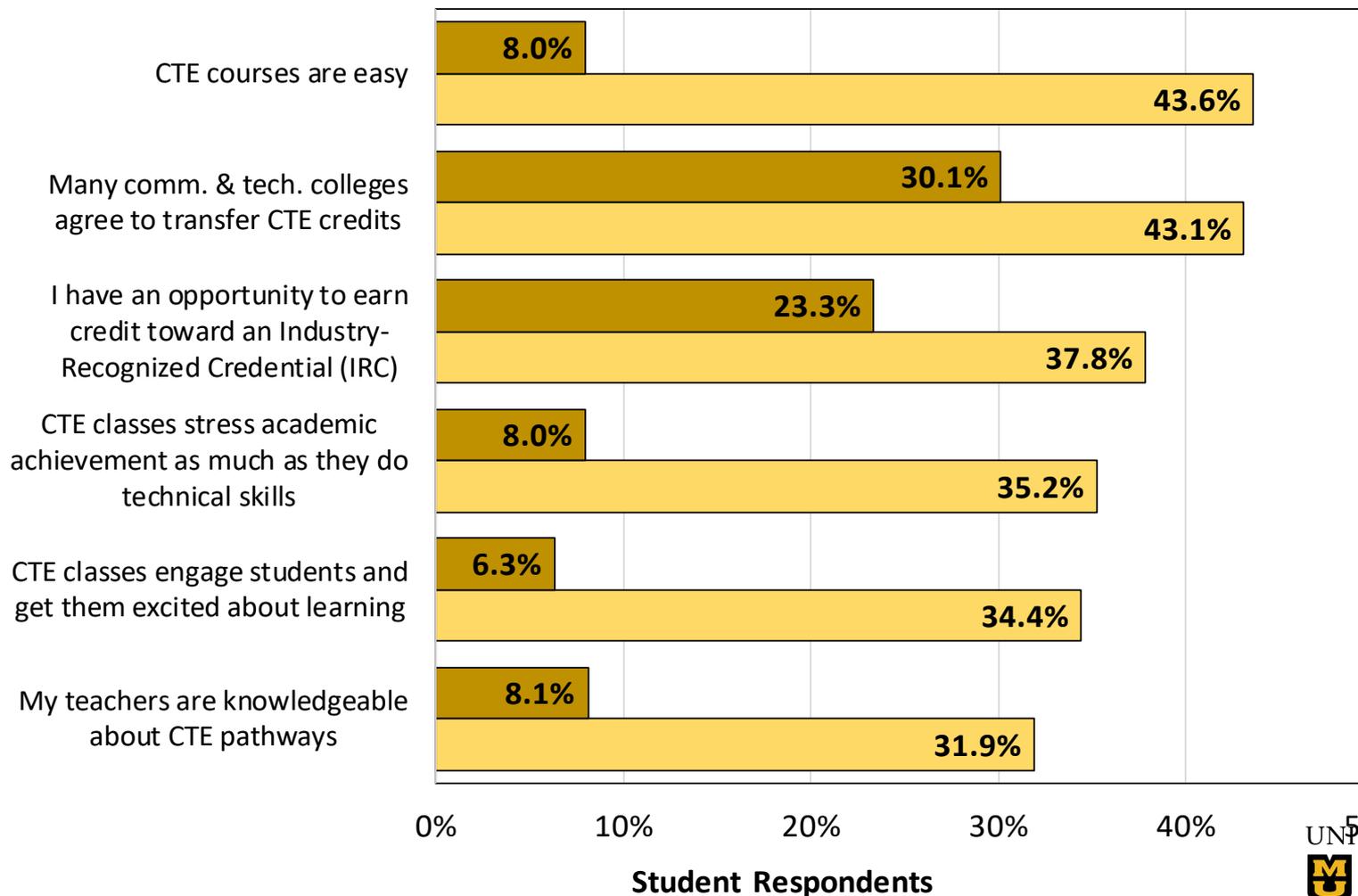
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Percent Respondents

CTE students have a much clearer understanding of CTE courses & opportunities, and this gap is due more to a lack of awareness, than a negative perception

CTE- and Non-CTE Student Responding 'Do Not Know'

■ CTE Students ■ Non-CTE Students

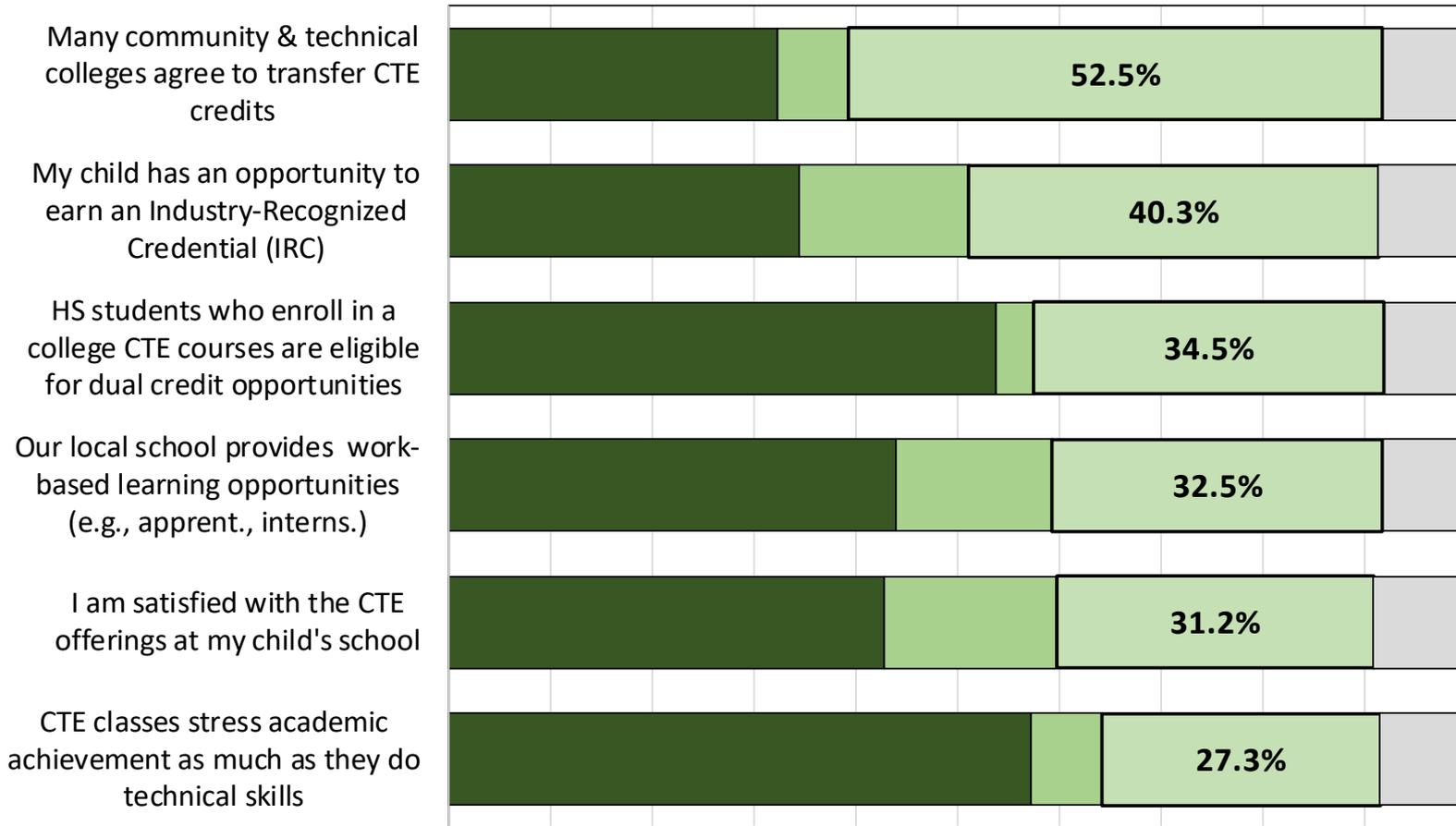


Parents, educators, and business
leaders

Many parents lack knowledge about CTE-related credentials, programs & opportunities

Parent-specific responses

■ Agree ■ Disagree ■ Do Not Know ■ Blank



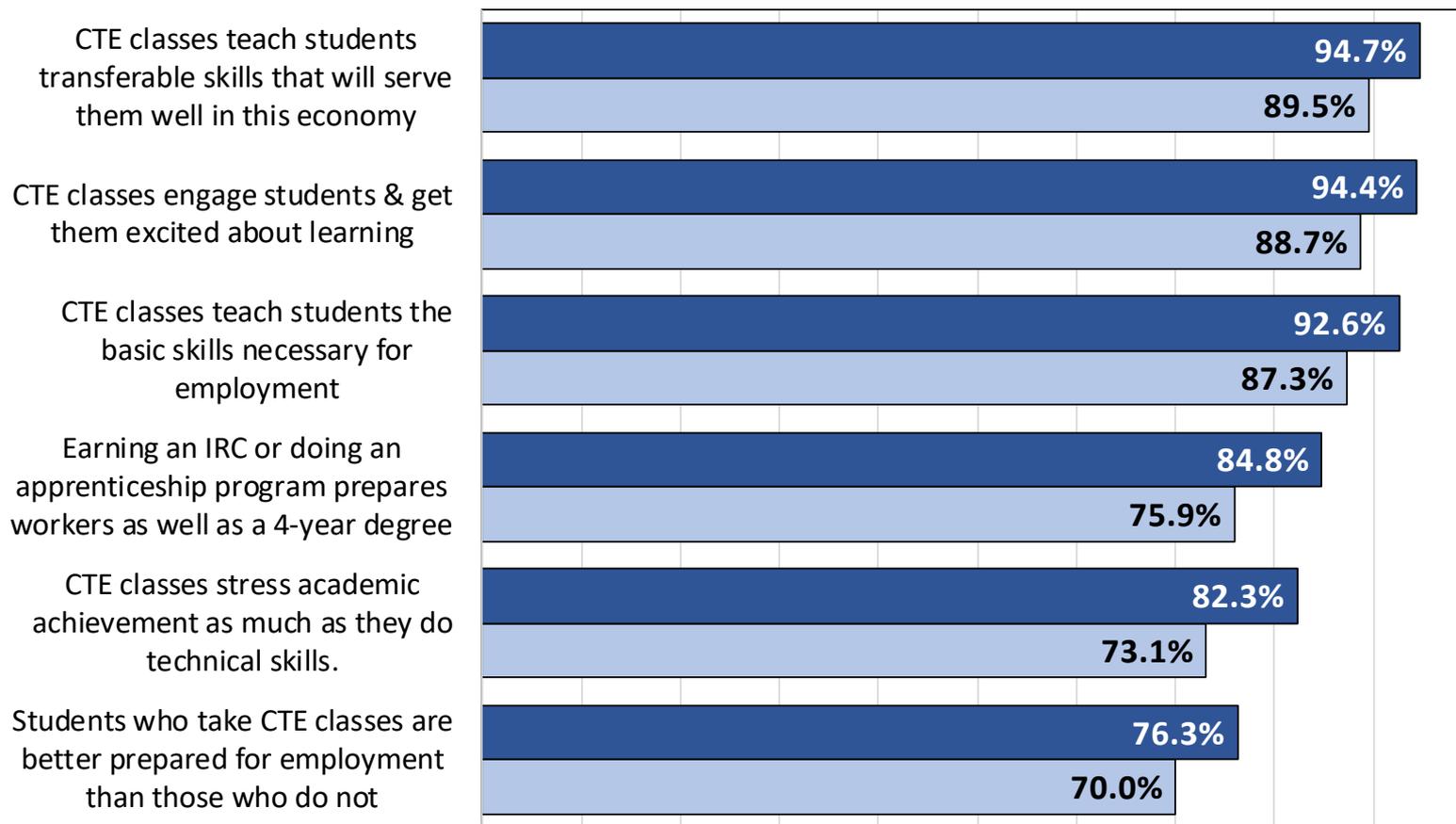
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Percent Respondents

Educators, particularly administrators & counselors, have a positive perception of CTE

Educators that Agree with Statement

■ Admin/Counselors ■ Teachers

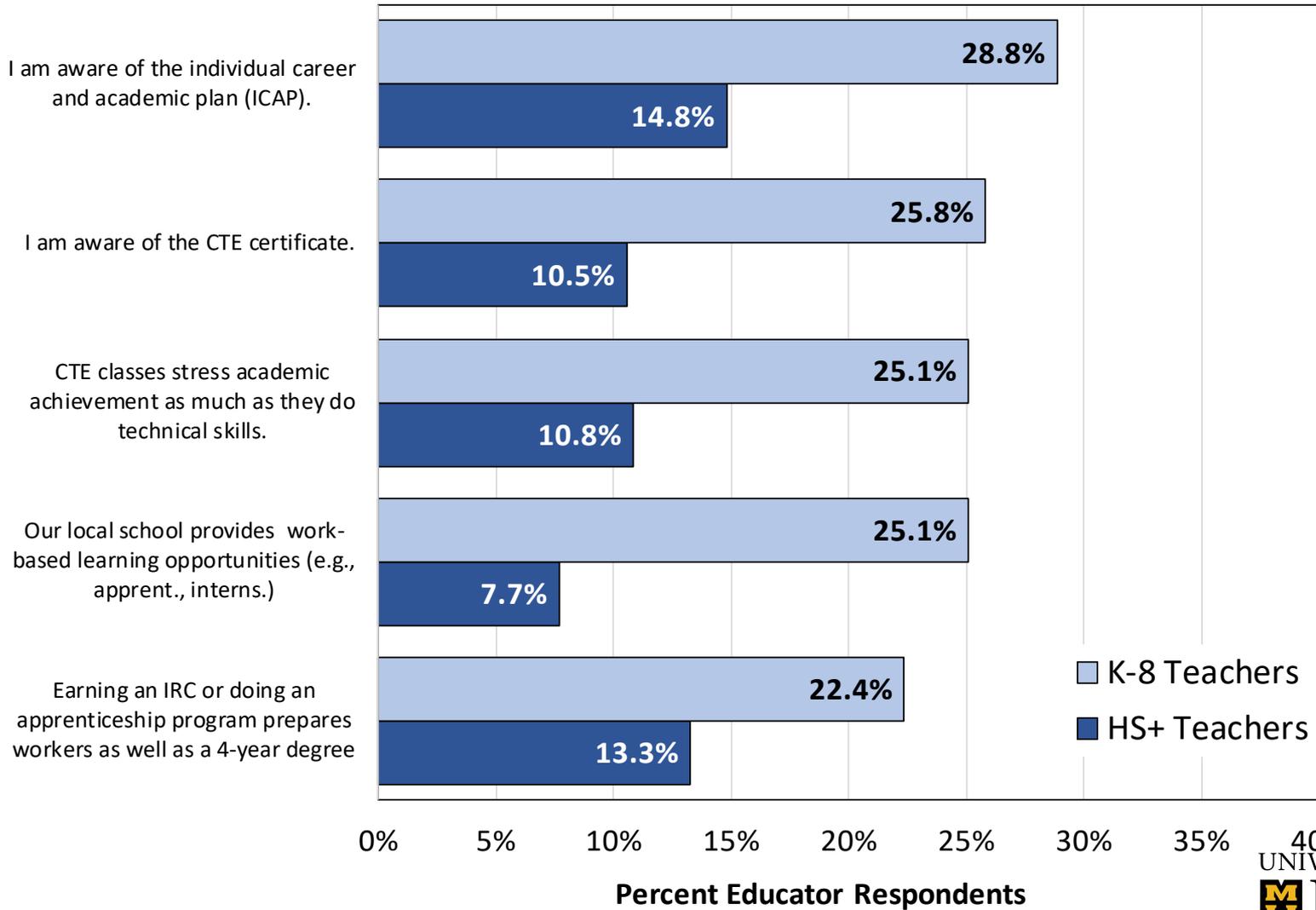


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Percent Educator Respondents

Almost 90% of educators agree that CTE exposure should begin before HS, but many K-8 teachers lack CTE knowledge.

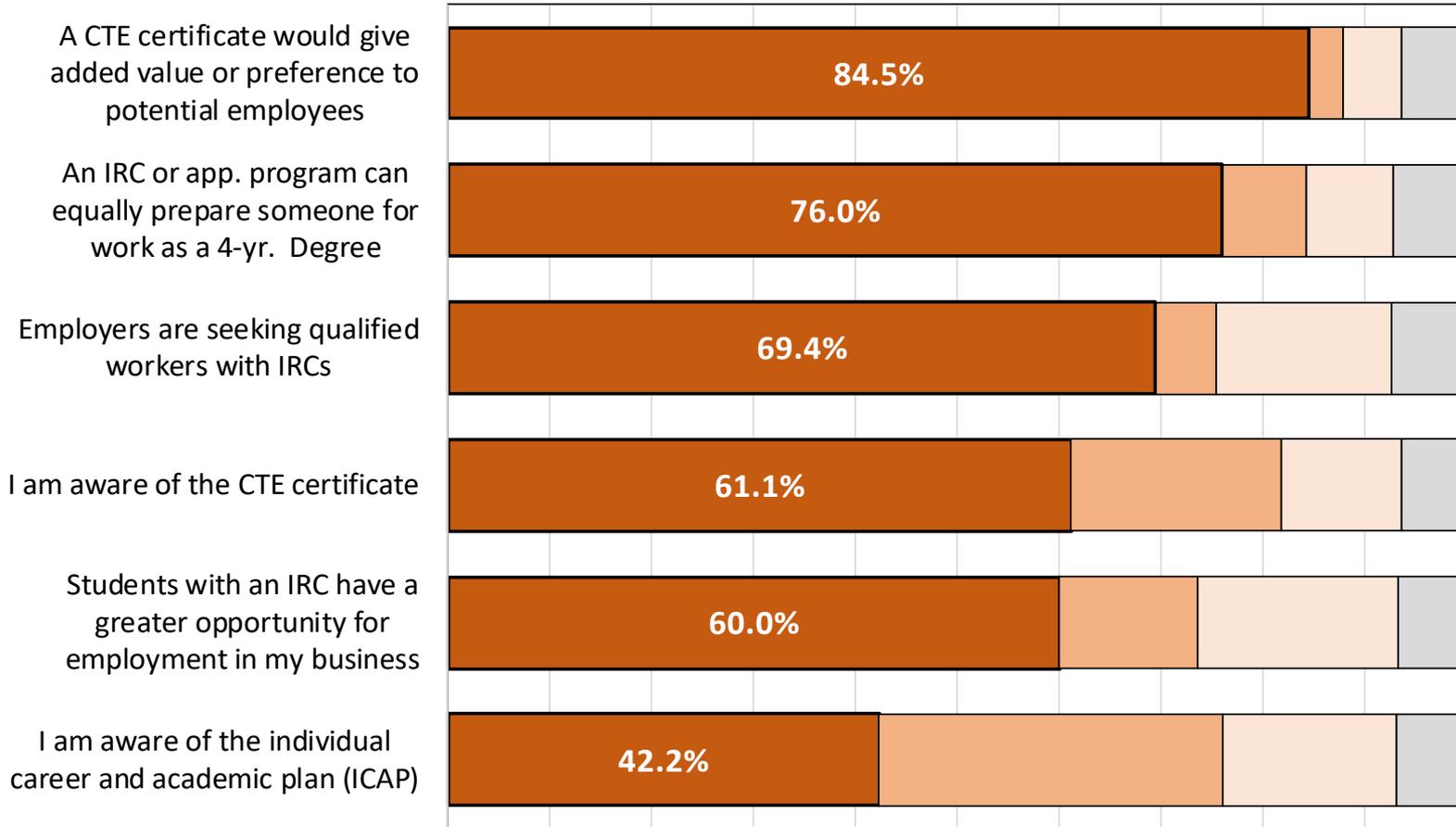
Educators that responded 'Do Not Know'



Business leaders are often aware of, and value, CTE certifications and credentials

Business-specific responses

■ Agree ■ Disagree ■ Do Not Know ■ Blank



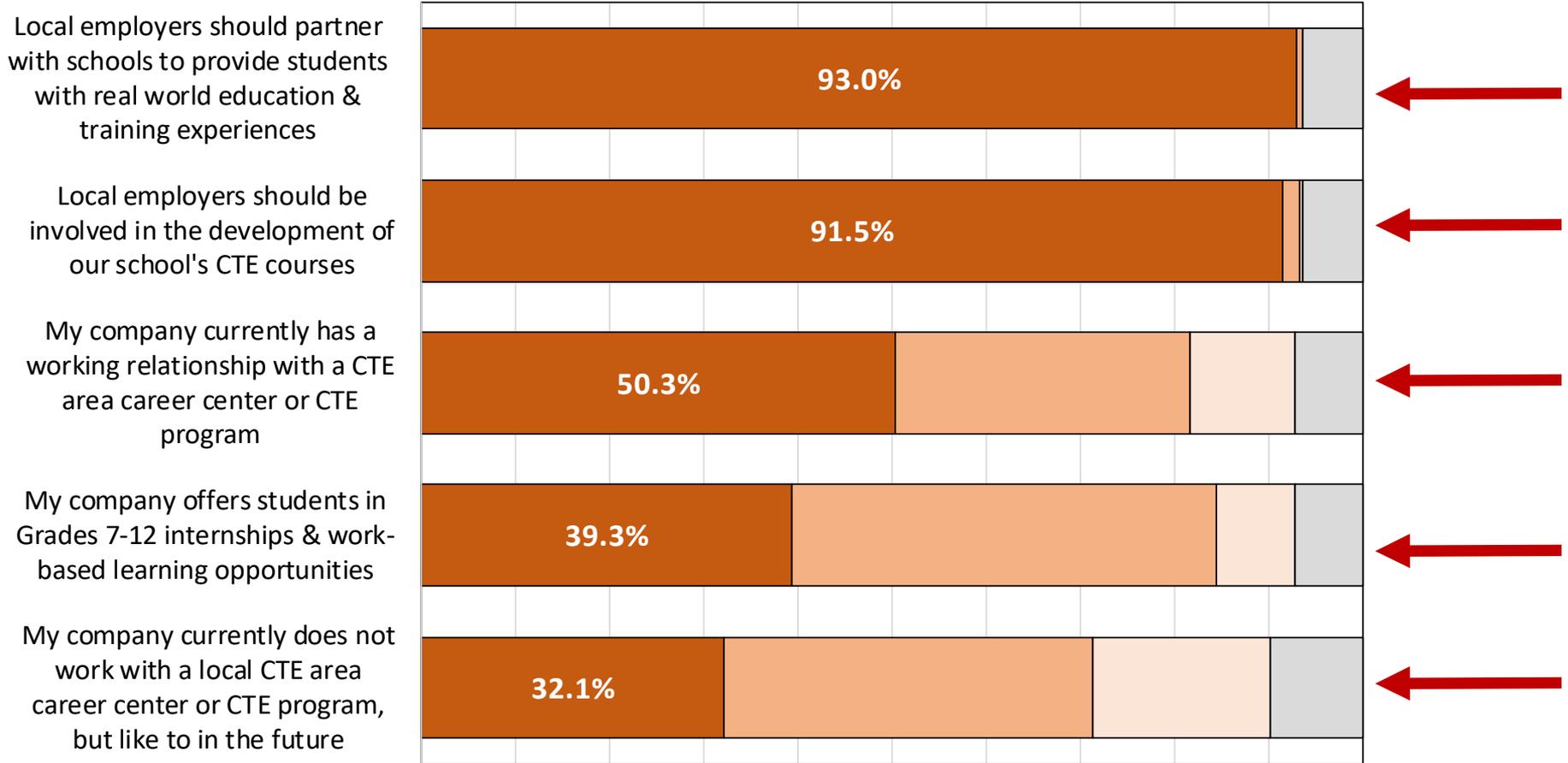
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Percent Respondents

Business leaders see a role for industry participation, but that does not always lead to action

Business-specific responses

■ Agree ■ Disagree ■ Do Not Know ■ Blank



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Percent Respondents

Key findings and conclusions

Greatest perception gap between adults and students

- Adult respondents do not have a negative perception of CTE, but they perceive that one exists.
 - Many adults do not equate CTE with college; students appear somewhat less certain.
- Students often lack awareness of CTE-related earning and education opportunities.
 - Assumptions about negative perceptions of CTE are more commonly held by adults
- *This lack of awareness is found primarily among non-CTE students.*

Key gaps exist among adult groups

- Parents have a broadly positive view of CTE education, but *lack knowledge about CTE-related credentials, programs & opportunities.*
- Almost 90% of educators agree that CTE exposure should begin before HS, but *K-8 teachers have relatively less knowledge about CTE-related activities and opportunities.*
- Business leaders see a role for industry participation in CTE education, but *that desire does not always translate into action* (e.g., creating work-based learning opportunities, internships, etc).

Questions?

Thank you!

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