

DESE CTE Marketing Campaign

“Show Me Learning that Works”

Addressing Perceptions & Myths about Career & Technical Education

Spring 2020

Social Media Campaign

- Graphics (maximum 10) and videos (two) featuring recent Missouri CTE graduates, shared on DESE Facebook and Twitter platforms in February, March and April
- Use in conjunction with “Advance CTE” national branding: “Learning that works for Missouri”
- Campaign focus areas:
 - “I Got my Start in CTE”: feature up to five (5) CTE graduates who went on to 2-year or 4-year colleges and are gainfully employed
 - Shows CTE programs are not “just for students who don’t want to go to college” (perception identified in survey)
 - Examples: high-level medical professional, engineer, computer science/IT, etc.
 - “CTE Works for Me”: feature up to five (5) recent CTE graduates who are earning a competitive wage/salary in a CTE field and/or high-demand job area
 - Works to raise general awareness about CTE programs/fields of study
 - Examples: advanced manufacturing, health sciences, computer science/IT

Logistics

- DESE Media Productions captures video footage of graduate in action at his/her job location
 - Graduates may also deliver short, scripted lines to the camera
 - \$40/hour for DESE-related work (travel, capturing footage and editing)
- DESE photographer captures candid photos of graduates in action at his/her job location
 - No extra cost
- Photos used to feature one CTE graduate per social media graphic
- Video footage will be used to compile two videos to share on social media, one video for each of the project’s two focus areas
- Federal Perkins funds will be used to boost/sponsor the social media posts (Facebook & Twitter, possibly Instagram)

Participants

“I Got my Start in CTE”

Graduate	Region From	Job/Title	Phone	Email	Availability

“CTE Works for Me”

Graduate	Region From	Job/Title	Phone	Email	Availability

Video Details

- Participant will deliver the following scripted lines directly to camera (looking into camera)
 - “Show Me Learning that Works” (emphasis on “works”)
 - “Learning that Works for Missouri”
- Participant will respond to the following interview questions (looking at interviewer, not at the camera)
 - What has your background in career and technical education meant to you?
 - Possible responses:
 - Helped me really know that I wanted a career in nursing
 - Was a meaningful, community-building atmosphere during high school
 - What kind of advantages has your career and technical education courses given you?
 - Possible responses:
 - More prepared for nursing school
 - Lots of hands-on learning while still in high school
 - Learned general work skills, like important of bedside manner, being on time, clearly communicating, etc.
 - In health sciences program, and most other CTE programs, your instructors treat you and your classwork like a real job – the setting, how they communicate with you, etc. – and that really helps you be better prepared
 - Our campaign is working to address a few perceptions and misconceptions people have about career and technical education. What kinds of things did you hear, or have you heard, people say about career and technical education or the students that pursue those programs?
 - Possible responses:
 - Really just wondering if we could capture either of the two perceptions spelled out below in an organic soundbite from her
 - One of those perceptions is that career and technical education programs/courses are only for kids who don’t want to go to college. What would you say to someone if you heard them say that?
 - Possible responses:
 - Paths to success look a lot different for each student
 - While some CTE students may go straight into the workforce, most do, in fact, go on to postsecondary training or to a 2-year or 4-year college – and are even more prepared for those courses when they get there
 - Another perception: that people who pursue a job in a career or technical education-related field won’t earn a good living. What do you say to that?
 - Possible responses:
 - Many CTE programs are directly tied to high-demand job areas (like nursing), so finding a good-paying job is often really easy
 - I’m happy to say that’s not the case for me – I’ve found a career I love where I earn a great salary to support me/my family