

MARKETING & GROWTH DEVELOPMENT PLAN FOR CAREER EDUCATION

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 1. Work experience, demand
 2. Community Based jobs
 3. CTSO Value/Community
- W
 1. Dirty Jobs-Perception
 2. Market to family-Parents mindset
 3. Funding-Not all have funding for options at Jr. High level
 4. CTE Consistent
- O
 1. States-borrow
 2. Reach out-Partnership with businesses
 3. Virtual Internship
 4. MSIP possibility
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 1. Funding-Legislation virtual
 2. Perception of school counselors job
 3. Prioritize the school counselors job
 - 4.

* Recommendation ongoing workgroup