MARKETING & GROWTH DEVELOPMENT PLAN FOR CAREER EDUCATION

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- **S**
  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

- **T**
  1. Funding-Legislation virtual
  2. Perception of school counselors job
  3. Prioritize the school counselors job
  4. 

* Recommendation ongoing workgroup