

**OUR PURPOSE**

To CONNECT all CTE professionals with the network, resources, and abilities they need to make a meaningful difference.



Fellows Takeaway

CTE Program Promotion – August 2025

CTE + Counselors: Partnering for Student Success

Why Counselors Matter

- Over 85% of students rely on counselor guidance when selecting courses that shape their career path preparation.
- Students who receive career counseling are more likely to pursue education and training in high-wage, high-demand careers.

How Teachers Can Partner with Counselors

- Go beyond email – visit your counselor in person. Leave a takeaway about your program (course descriptions, grade distribution, success stories, scholarships, awards).
- Encourage your students to share how CTE has impacted them during counselor meetings.
- Invite counselors into your world: classroom visits, CTSO judging, advisory councils, student presentations and demonstrations, or industry partner meetings.
- Schedule a “walk and talk” – showcase your full CTE program offerings on campus.

Promoting Your CTE Program: 5 Proven Strategies

- Focus on Financial Security & Career Readiness – Highlight industry certifications, transferable and employability skills, well-paying jobs, and college credit opportunities.
- Promote Hands-On Learning – Share photos, videos, and student testimonials of real-world skill building.
- Highlight Career Pathways & Industry Connections – Share job placement data, salary ranges, and industry partnerships.
- Address Misconceptions – CTE is for all students—share stories for college-bound and direct-to-career students.
- Use Social Media & Community Engagement – Post student success stories, industry collaborations, and program achievements.

Key Takeaway

Counselors are critical allies in connecting students to the right opportunities. By building strong partnerships and sharing CTE's story, we empower more students to see CTE as the pathway to their future success.