WHY CTE?

APRIL 2016

CTE (Career Technical Education) provides Opportunity for College Credit—articulations are in place for our CTE programs

e.g. Davenport, Michigan State University, Washtenaw Community College, Henry Ford Community College

CTE keeps students in schools

e.g. 97.1% graduation rate for Monroe County CTE students

CTE Partners with Business and Industry, Community Colleges to ensure current training to meet workforce skill needs.

e.g. Each program has an advisory committee consisting of majority business members on the membership that discuss curriculum development for workforce skills and needs in the community.

CTE is learning that works for America.

- Experts predict 47 million job openings in the decade ending 2018. About one-third will require an associate's degree or certificate, and nearly all will require real-world skills that can be mastered through CTE. (Georgetown Center on Education and the Workforce via Harvard's "Pathways to Prosperity" Report)
- Baby boomers will be retiring at the rate of thousands per day over the next two decades. (Pew Research Center)
- Well-trained and highly-skilled workers will be best positioned to secure high-wage jobs over the next decade. (Georgetown Center on Education and the Workforce)
- CTE is helping our nation meet the very real and immediate challenges of economic development, student achievement and global competitiveness.
- CTE collaborates and partners with business and industry to design and provide high quality, dynamic programs.
- CTE programs in secondary and postsecondary institutions are developing America's most valuable resource—its people; helping them gain the skills, technical knowledge, academic foundation and real-world experience they need to prepare for high-skill, high-demand, high-wage careers—and keep America working—in every sense of the word.
- CTE is aligned with the interests of business and industry—and the interests of our nation. CTE is developing a skilled, sustainable workforce for American business and industry.
- Secondary, postsecondary and adult CTE programs are developing the skilled workforce companies need to be productive and improve their competitiveness.
- The workforce being educated through CTE represents a complete range of career areas across the entire economy—and is driven by the needs and demands of employers.

CTE is developing the next generation of American entrepreneurs.

- Entrepreneurship is an important component of many CTE programs, with an emphasis on innovation and know-how when it comes to starting and running a successful business.
- This is where American innovation and creativity begin—with ideas and skills and the knowledge to transform them into the businesses of tomorrow.

CTE is focused on innovation and leadership for global competitiveness.

- CTE is providing the technical knowledge required for leadership and innovation.
- Technology is integral to the curriculum in CTE programs, just as it is integral to virtually every career, business and industry in the 21st Century.
- CTE programs are using technology to not only deliver effective education, but also to teach students how to use technology to solve problems, communicate and collaborate more effectively, and improve performance and productivity.

CTE

LEARNING THAT WORKS FOR MONROE COUNTY

QUESTIONS?
Jennifer LaDuke, CTE Director
jennifer.laduke@monroeisd.us
734.242.5799 ext. 1361

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CONNECTING TALENT WITH CAREER

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CTE is driving quality and consistency to meet employer expectations.

- CTE leadership across the nation is collaborating to establish even more rigorous core technical standards and programs of study designed to improve the consistency and quality of CTE across America.
- The goal: To assure business and industry that CTE programs are developing people with the credentials, skill attainment, technical knowledge and clear understanding of the expectations of the workplace needed to keep employers productive and competitive.

CTE invites the engagement and involvement of employers. Today's workplace expectations are shaping CTE programs.

- CTE understands that business and industry is the ultimate "customer" for CTE graduates.
- CTE leaders are dedicated to continually increase the rigor and core technical standards within CTE programs, so that employers can count on a sustainable and skilled workforce that meets their demands and has the skills and knowledge they need in their employees.
- A fundamental goal of CTE is developing partnerships with business and industry to design programs founded in the standards students must meet to compete in the job market—and guidance on what must be included in CTE instruction in order to be successful on the job. Through advisory committees, internships, teacher externships, workplace experiences and other interaction, employers have the opportunity to share information regarding expectations, technical requirements and workplace behavior.
- Internships, work-based learning, apprenticeships and cooperative education programs are bringing students and potential employers together—and driving innovation and world-class performance.
- Partnership of business and industry is essential to setting relevant standards and helping design programs and curricula that truly prepare student for success in the real world.
- CTE encourages and invites business and industry to engage by advocating for and supporting CTE—and speaking out about the value and impact of CTE for our nation's employers.

Career Clusters™ provides an entry point for business & industry to engage on the local and state level.

- CTE provides a good return on investment, when it comes to creating a greater percentage of college-going students: 70% of students concentrating in CTE areas stayed in postsecondary education or transferred to a 4-year degree program (compared to an overall average state target of 58%). U.S. Department of Education
- CTE also provides a good return on investment in terms of reducing dropout rates: High risk students are 8 to 10 times less likely to drop out in 11th or 12th grades if enrolled in a CTE program compared to general education. Kulik, James, Curriculum Tracks and High School Vocational Studies (Ann Arbor, University of Michigan, 1998)
- CTE is organized by a national framework called Career Clusters™. This framework presents a complete range of related career options to students, helps them discover their interests and passions, and empowers them to choose the educational pathway that can lead to success in high school, college and their chosen career.
- These pathways provide opportunities for local business and industry to interact with CTE programs through internships, work-based learning, apprenticeships, and cooperative education.
- These opportunities help CTE programs better understand the expectations and demands of business and industry—and they help employers identify rising stars who may join their ranks.
- Through Career Technical Student Organizations (CTSOs), employers have the opportunity to provide real-world challenges and experiences for students as they learn to collaborate, cooperate, communicate and compete—important skill sets to be successful in the workplace.

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CTE Helps Students Engage & Succeed

As a CTE stakeholder, you are also, inevitably, a CTE advocate. Whether you are an instructor or an administrator, a student or an employer, your passion for the discipline is likely to land you in a conversation with someone who does not know what CTE is, who doesn't understand its value, or who misunderstands what it looks like today.

Below, you'll find short, digestible talking points that you can use in meetings, in conversation or in correspondence to explain and make the case for CTE. These talking points are flexible, they can be mixed and matched, or tweaked to fit with your audience's level of understanding and support for CTE. They are also well supported by other talking points and fact sheets, found at http://careertech.org/fact-sheets.

The Basics:

- CTE programs are developing America's most valuable resource – its people. CTE keeps America working by preparing them for the jobs that exist today, and equipping them with the skills employers will need in the future.
- High-quality CTE provides learners of all ages with the academic, technical and employability skills necessary to succeed in future careers and become lifelong learners.
- CTE prepares learners by introducing them to workplace competencies, and makes academic content accessible by providing it in a hands-on context.
- Organized through the National Career Cluster® Framework, CTE programs cover the entire world of work, from agriculture and arts to marketing and manufacturing.
- Through the National Career Clusters Framework, students can explore careers and gain universal career-ready skills, as well as skills specific to individual jobs and occupations.
- CTE is not only for students who want to go directly into a career, but is also a meaningful and vital opportunity for students who are preparing for college. In fact, about three-quarters of CTE concentrators go on directly into postsecondary education after graduating high school. [1]
- CTE is taught in a range of settings – from high schools and area technical centers to technical and two-year community colleges. In total, about 12.5 million high school and college students are enrolled in CTE across the nation [2]
- This diverse delivery system provides employers with an opportunity to engage with learners at various levels of their careers – from career exploration in high school to adults who are returning to the classroom to improve their skills.

The Value:

- In all but one state, CTE concentrators were more likely to graduate from high school than the average student, with two-thirds of the states reporting CTE graduation rates that were 10 or more percentage points higher than the graduation rates for all students. The average graduation rate is approximately 90 percent for CTE concentrators, compared to a national average graduate rate of about 80 percent.
- CTE provides a positive return on investment for students [3], businesses and the economy.
    - Students who earn a CTE-related associate's degree or certificate can make an average of $9,000 more per year than their peers who graduate with a humanities or social science focus.
    - For high-demand fields such as healthcare, students can make $20,000 more per year. [4]
- Students in postsecondary CTE programs are more likely to be employed within five years than those in an academic field of study. Armed with technical knowledge, employability skills and an industry-recognized credential in their field of study, CTE students are finding success in the workplace and employers are recognizing the value being added to their companies. [5]

[1] https://www2.ed.gov/rschstat/eval/sectech/nacte/career-technical-education/interim-report.pdf
[2] http://cte.ed.gov/docs/Rpt_to_Congress/Perkins_RTC_2010-11.pdf
[3] http://cte.ed.gov/docs/NACTE_FinalReport2014.pdf
[4] http://www.hudson.org/files/publications/pathways%20to%20boosting.pdf
[5] http://nces.ed.gov/surveys/ctes/tables/B03.asp