



OUTSTANDING CTE MARKETING CAMPAIGN - SECONDARY
DEPARTMENT OF COLLEGE & CAREER READINESS
AND INNOVATIVE PROGRAMS (CCRIP)
Prince George's County Public Schools

The Prince George's County Public Schools' Department of College & Career Readiness and Innovative Programs' marketing efforts have increased community awareness of CTE programs. As a result of this comprehensive outreach and marketing of CTE programs, a higher number and more diverse group of students are benefitting from CTE programs.

The CTE Marketing campaign includes; a dedicated website, links on other school system sites, custom brochures for each of 12 career academies, videos, and a range of social media outlets. Marketing efforts have similarly benefitted relationships with business partners. During meetings, representatives from local businesses are informed about the benefits of providing an internship or job shadow to an academy or CTE student, in addition to other ways that they could support career academies.

One key strategy for marketing CTE has been the shift from paper applications to online applications. This has improved the awareness and enrollment of students to CTE programs. The link to the online application now has a place on the PGCPS website and it is successful in gaining the attention of parents who are visiting the website for a multitude of reasons.

Events are one of our most significant marketing tools. CTE representatives attend school-based events to showcase CTE programs. CTE programs are also included in Back to School Nights, academic fairs, middle school articulation nights, and PARCC nights. During the District-wide academic fair, students from CTE programs demonstrate their career skills. Additionally, the campaign includes posters and fliers at all middle schools and high schools, as well as postcards sent to all student households.