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TO: Local Directors of Career and Technology Education

FROM: Lynne M. Gilli, Ed. D. 
Assistant State Superintendent
Career and College Readiness

SUBJECT: Career and Technology Education (CTE) Month Recognition – February 2017

DATE: December 2, 2016

Once again, the Association for Career and Technical Education (ACTE) is designating the month of February 2017 as Career and Technology Education Month. This year's national theme "***Celebrate Today, Own Tomorrow!***" encourages the nation to promote the accomplishments and contributions of CTE professionals, students and alumni in our communities. We are in the process of securing a Governor's Proclamation and are preparing materials to help local school systems and community colleges recognize and celebrate CTE month across the state.

To showcase our CTE programs, the Maryland State Department of Education (MSDE) Division of Career and College Readiness (DCCR) is focusing on the career- and -college ready value-added qualities of CTE that provide students with options to earn college credit and earn valid, industry credentials. ***We invite you to send us profiles of current and former CTE students who have taken full advantage of their CTE programs to seek opportunities for career success. We also invite you to highlight teachers and employers who have been instrumental in your students' achievements.*** For your convenience, the Career Success Story Profile Template is attached for you to submit to Jennifer Griffin at jennifer.griffin@maryland.gov for publication on our CTE website www.mdcteprograms.org. Additional resources, which we encourage you to adapt to meet your needs, are included in the email:

- Sample Public Service Announcements (PSAs)
- "Your Future is Here" Fact Sheet
- Certificate of Participation Template
- Sample News Release
- Career Success Story Profile Template

In addition, we will be showcasing the 10 career clusters and programs of study in the Baltimore Street Lobby at the Nancy S. Grasmick State Education Building for the entire month of February. Additional information about the 2017 CTE Month celebration is available on the ACTE website at www.acteonline.org. The website suggests many ideas for recognizing CTE in your community, such as:

- Holding a school visit to highlight the strong programs of a local institution;
- Communicating with the media or using social media to speak about strong CTE programs and the benefits of CTE;
- Engaging with policymakers, including mayors, council members, governors, state legislatures and Congress about the value of CTE; and
- Working with Business and Industry Leaders to illustrate to them the value of CTE and aide them in showcasing their programs to students and educators.

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We look forward to learning about your CTE celebrations and the exciting events that you have planned. If you have further questions regarding CTE Month, please contact Jennifer Griffin, CTE Specialist at (410) 767-0635 or via email at jennifer.griffin@maryland.gov.

**LMG/jg
Attachments**

**c: Assistant Superintendents of Instruction
Supervisors of School Counseling
DCCR Staff**