Developing Personalized CTE Advocacy Tools

Dr. Vera Jacobson-Lundeberg
CTE Administrator
CTE Summer Institute
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Success in the New Economy

http://cte-smcoe-cte-ca.schoolloop.com/
Today’s Workshop

- *Success in the New Economy Video*
- *KQED Teach*
- *Break*
- *Advocacy Workshop*
- *Lunch*
- *Working in Teams and Sharing Out*
Today’s Workshop

• What is advocacy?
• What are your needs? Who is your audience?
• What are your challenges?
• Samples of Advocacy Tools
• Create your own
• Share out
Fall 2017 CTE is a core indicator on the California DashBoard

What is your plan for supporting this?
**Definition**

**Advocacy:**

the act of pleading for, supporting, or recommending

seeking active support, especially for a cause
Equity Stance

“I have also learned that the inseparable twin of racial injustice was economic injustice.”
Needs

• What are your needs?
• What support are you in need of?
• What is your cause?
Who are you targeting?

Educational Leaders?  LCAP Meetings?
Teachers?  Parents?
Students?  Funders?
Employers?  School Boards?
Challenges

What is in your way?
Who is in your way?
What have you tried?
Were you successful?
Types of Tools

✓ Brochure
✓ Post Cards
✓ Flyer
✓ Infographics
✓ Power Point
✓ Website
✓ Videos
✓ Booklets
Promoting CTE within San Mateo County

http://cte-smcoe-cte-ca.schoolloop.com/

Please send me your programs and pictures to showcase your district’s CTE programs
BTI Website

http://www.carlmonths.org/Departments/Biotechnology-Institute/index.html
Career and Technical Education for All Students
Purpose of Education

“Each child is a unique person, with unique needs, and the purpose of educational system of this state is to enable each child to develop all of his or her own potential.” — California Education Code 33080
Career Technical Education for ALL Students

Pre-K
Career Awareness
Learning ABOUT work.
Build awareness of the variety of careers available and the role of postsecondary education; broaden student options.

Career Exploration
Learning ABOUT work.
Explore career options and post-secondary for the purpose of motivating students and to inform their decision making in high school and postsecondary education.

Career Preparation: Practicum and Internships
Learning THROUGH work.
Apply learning through practical experience that develops knowledge and skills necessary for success in careers and postsecondary education.

Career Training
Learning FOR work.
Train for employment and/or postsecondary education in a specific range of occupations.
ACTE ON Line

Advocacy tool kit

www.acteonline.org
You create yours!

Create a tool(s) that will help spread ideas and information that will be useful to you.
Types of Tools

- ✓ Brochure
- ✓ Post Cards
- ✓ Flyer
- ✓ Infographics
- ✓ Power Point
- ✓ Website
- ✓ Videos
- ✓ Booklets
Share out

All will share their advocacy challenge

What type of tool did you or will create?

Why did you choose that one for your use?
Thank you!

Dr. Vera Jacobson-Lundeberg
http://cte-smcoe-cte-ca.schoolloop.com
vjlundeberg@smcoe.org