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| **IT IS TIME TO DOUBLE THE INVESTMENT IN CTE!**  With demand for technical skills growing, America needs more funding to expand and improve Career Technical Education (CTE) programs to serve more learners and employers. Expanding funding for CTE programs will create a brighter future for our country — leading to more career options for learners, better results for employers, and increased growth for our economy. That is why the CTE community is leading the charge to double the federal investment in programs that work for America. |

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The CTE community is embarking on a campaign to double the federal investment in CTE, and we need your help!

We are asking employers to sign on to support the campaign to double the federal investment in CTE. This is a shared campaign; we invite everyone to join the effort! The signatures collected from employers will be a critical component to building visibility and support for CTE with members of Congress.

CTE allows learners to explore a range of

opportunities for their future and set a path for lifelong career success, and we know that it delivers results for learners, employers and America. Expanding funding for CTE programs will create a brighter future for our community and the entire country.

Help us get 10,000 signatures by April to show how important doubling the federal investment in CTE is to prepare learners for more career options, help close the skills gap and build the workforce of tomorrow.

***Visit*** [***ISupportCTE.org***](http://isupportcte.org/?page_id=35) ***to sign on***



**Join Us on Social Media**

**** [**@CTEWorks**](https://twitter.com/CTEWorks)

[**Facebook.com/  
AdvanceCTE**](https://www.facebook.com/AdvanceCTE/)

Follow the above accounts when you share, and we will help elevate your message.

The CTE community is asking employers to [sign on](http://isupportcte.org/?page_id=35) to support the campaign to double the federal investment in CTE. To reach 10,000 signatures by April, we need your help! There are a number of resources in this promotional toolkit and on the ISupportCTE.org website to help you secure sign-ons from employers large and small. Do not see what you need? Email [ISupportCTE@careertech.org](mailto:ISupportCTE@careertech.org) to provide suggestions on what else we can create for you.

*Learn more about the campaign on our* [*website*](http://isupportcte.org/?page_id=583)*.*

**Share the Campaign on Twitter**

**Join Us on Twitter!**

* Follow [@CTEWORKS](https://twitter.com/CTEWorks) on Twitter.

Use the main hashtag when tweeting about the campaign: [#ISupportCTE](https://twitter.com/search?f=tweets&vertical=default&q=%23ISupportCTE&src=typd)

The secondary hashtags are: #CTEWorks, #CTE, #CareerTechEd

The provided tweets have been created according to the timing of the campaign. You do not have to wait until the campaign launches on February 25 to begin sharing.

Use the pre-launch tweets to get the conversation started!

**Pre-Launch**

**CTE Month**

February is CTE Month! During this time, we ask that you include #CTEMonth in your campaign tweets.

Here is one you can start with today:

Celebrate #CTEMonth by signing on to the campaign to double the investment in CTE! Sign on today and help us reach 10,000 signatures by April. [ISupportCTE.org](http://isupportcte.org/?page_id=35)

**Show Your Support!**

We are joining the campaign to Double the Investment in #CTE programs — learning that works for employers, learners and the economy — all of us. [ISupportCTE.org](http://isupportcte.org/?page_id=35) #ISupportCTE

We’re on board! [ORGANIZATION] believes in the power of Career Technical Education to deliver results for learners, employers and America. [ISupportCTE.org](http://isupportcte.org/?page_id=35) #ISupportCTE #CTE

Do you support #CTE? Tell Congress you want to double the investment in Career Technical Education — learning that works for America. [ISupportCTE.org](http://isupportcte.org/?page_id=35) #ISupportCTE

**Spread the Word**

**Join Us on Twitter!**

* Follow [@CTEWORKS](https://twitter.com/CTEWorks) on Twitter.

Use the main hashtag when tweeting about the campaign: [#ISupportCTE](https://twitter.com/search?f=tweets&vertical=default&q=%23ISupportCTE&src=typd)

The secondary hashtags are: #CTEWorks, #CTE, #CareerTechEd

The provided tweets have been created according to the timing of the campaign. You do not have to wait until the campaign launches on February 25 to begin sharing.

Use the pre-launch tweets to get the conversation started!

Calling on business leaders to sign on to double the investment in CTE programs across America. #CTE is learning that works for employers and learners! [ISupportCTE.org](http://isupportcte.org/?page_id=35) #ISupportCTE

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Learn more about the campaign to double the federal investment in Career Technical Education. [ISupportCTE.org](http://isupportcte.org/) #CTE #ISupportCTE

**Make the Case for CTE**

Learners in CTE are far less likely to drop out of high school — saving the economy an estimated $168 billion each year. [ISupportCTE.org](http://isupportcte.org/) #ISupportCTE

Nearly 60% of companies lack qualified applicants for open jobs, costing them up to $800K a year. [ISupportCTE.org](http://isupportcte.org/) #ISupportCTE

Almost half of employers in the U.S. cite difficulty finding skilled talent, and many of the hardest-to-fill positions are in technical fields. #CTE can fill that gap. [ISupportCTE.org](http://isupportcte.org/) #ISupportCTE

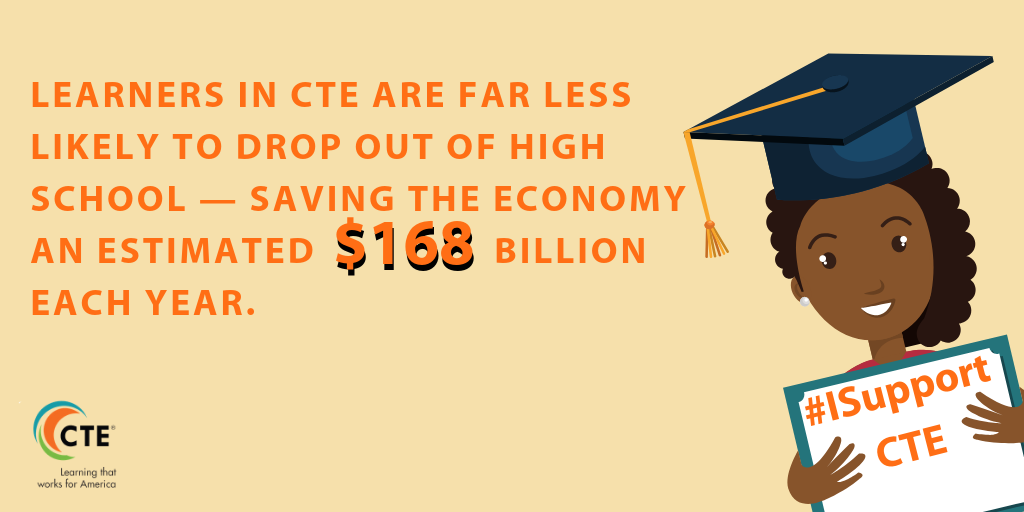
86% of adults concentrating in CTE continued their education or were employed within 6 months of completing the program.  [ISupportCTE.org](http://isupportcte.org/) #ISupportCTE

73% of Americans say increasing federal spending on K-12 public education is extremely important. [ISupportCTE.org](http://isupportcte.org/) #ISupportCTE

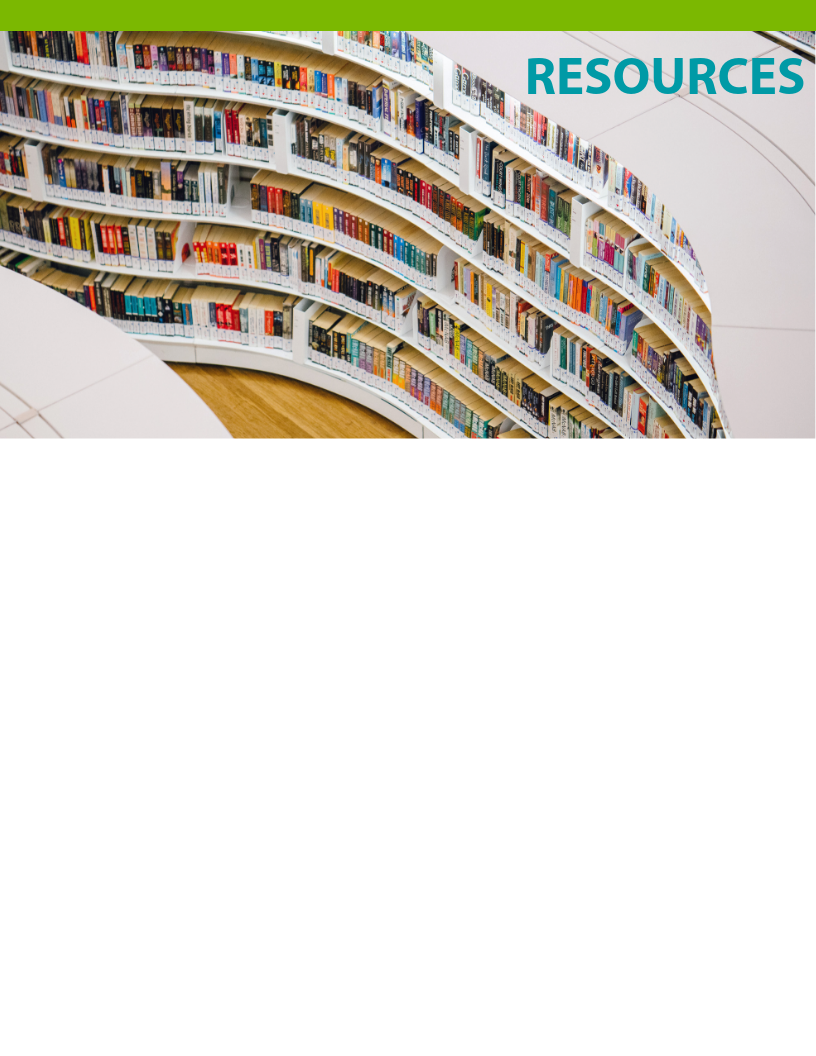
*For more content ideas, visit our* [*website*](http://isupportcte.org/?page_id=588)*.*

**Twitter Graphics**

Use the below graphics with your tweets during the campaign. Access these images and more [on](http://isupportcte.org/?page_id=588) our [website](http://isupportcte.org/?page_id=893).   

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| Sample Email Language and Talking Points |  | TALKING POINTS |
| *The sample email language and talking points below can be modified as appropriate to help share the campaign.* Email Newsletter Subject: Join the Campaign to Double the Investment in CTE  Career Technical Education Supporters,  Today, Career Technical Education (CTE) is preparing learners for promising career paths and giving employers and our economy a competitive edge. CTE programs can serve even more learners and employers — but only if they receive more resources. Expanding funding for CTE programs will create a brighter future — it would mean more career options for learners, better results for employers, and increased growth for our economy.  That is why we are asking you to join a new campaign to double the federal investment in CTE programs across America.  **Step 1: Sign On!**  The first step is to sign your company or organization on to the [statement that supports doubling the investment in CTE](http://isupportcte.org/?page_id=35).  **Step 2: Stay Involved in the Campaign**  When you sign on, you can choose to submit your organization’s logo to highlight on the campaign website, share a story about the impact of CTE, receive email updates, and follow the campaign on Twitter (@CTEWorks and #ISupportCTE).  **Step 3: Spread the Word**  The next step is to let those in your networks know about the campaign and encourage them to sign on to the [statement that supports doubling the investment in CTE](http://isupportcte.org/?page_id=35). Visit [www.ISupportCTE.org](http://www.isupportcte.org/) for additional ways to help get the word out.  It’s an exciting time to believe in CTE! Thanks in advance for your support. | * CTE provides middle school, high school, postsecondary and adult learners with the knowledge and skills they need to be prepared for successful careers. * CTE programs provide unique opportunities for learners to engage with employers and participate in internships, apprenticeships and other meaningful on-the-job experiences. Ninety percent of Americans agree that apprenticeships and skills training programs prepare students for a good standard of living. * Students involved in CTE are far less likely to drop out of high school than other students, a difference estimated to save the economy $168 billion each year. * Nearly 60 percent of companies report having difficulty filling job openings because of a lack of qualified applicants, which can cost a company more than $800,000 each year in lost productivity and recruitment. * A survey of school districts offering CTE found that the top barrier to offering CTE in high school was a lack of funding or the high cost of the programs. * The high school graduation rate for students with a concentration of CTE courses is 94 percent, about 10 percentage points higher than the national average. * The estimated impact of a 90 percent graduation rate nationwide (calculated for the class of 2015) is a $5.7 billion increase in economic growth and $664 million in additional federal, state and local taxes. |



Make the case for CTE and support the campaign with these additional resources, which can be found on the [share page](http://isupportcte.org/?page_id=588):

* [**Fact Sheet**](http://isupportcte.org/wp-content/uploads/2019/02/DoubletheInvestment_Fact_Sheet.docx)**:** Provides an overview of the campaign and links to statistics and data used.
* [**One-Pager**](http://isupportcte.org/wp-content/uploads/2019/02/DoubletheInvestment_One_Pager.docx)**:** Provides an overview of the campaign and can be used as a leave-behind after meetings or posted as a link on your website.
* [**Partner Guide**](http://isupportcte.org/wp-content/uploads/2019/02/DoubletheInvestment_Partner_Guide.docx)**:** Describes how organizations and associations can support the Double the Investment campaign*.*
* [**PowerPoint**](https://drive.google.com/file/d/1F60B7YQkrp1OYAOc_x-vy2mh_0M_KdWb/view?usp=sharing)**:** Use this PowerPoint for presentations at advisory meetings and events with employers.
* [**State-Specific Fact Sheets**](https://careertech.org/cte-your-state)**:** Curious about CTE in your state? Read Advance CTE’s state fact sheets to learn more about CTE in your state.

*For more resources, visit our* [*website*](http://isupportcte.org/?page_id=588)*.*