

NHS CTE MARKETING PLAN

1. Allow 8th grade students the opportunity to tour CTE classrooms for an introduction of each program. CTE teachers and students will inform students of the pathways within each program, the courses necessary to complete each pathway, and provide a demonstration of some of the tasks completed while enrolled in each pathway.
2. CTE teachers will host two Advisory Committee Meetings (CTE PLC/Business Partners/Parents/Students) to consult with business partners in the Newport/NKY area to inform them of each program and to discover what businesses are searching for in strong applicants and ideas for improving CTE programs.

IDEAS FOR THE FUTURE:

1. In order to have students better understand the pathways, have CTE teachers visit 8th grade classes during RTI. During this time, discuss pathways and what each certification looks like and discuss CTSO's in each program.
2. Allow 8th graders to attend a career fair that includes industry partners that will explain what certifications look like and in what careers these certifications could be used.