

Tools for School Counselors to Understand and Promote CTE



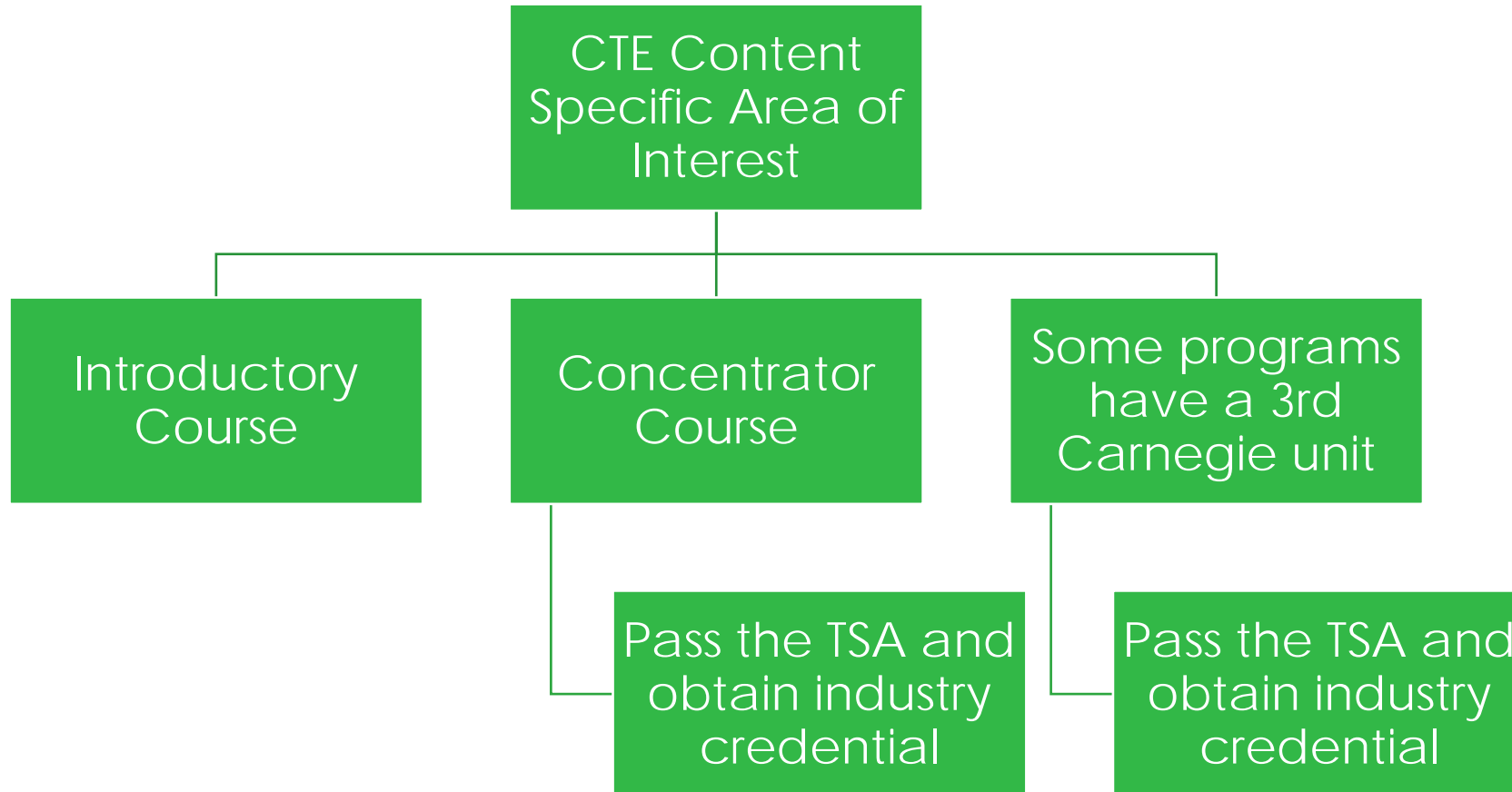
March 4-5, 2021

CTE 101

Career Technical Education is an educational option that provides learners with the knowledge, experiences and skills they need to be prepared for college and careers.

CTE gives **purpose** to learning by emphasizing **real-world skills** and practical knowledge within a selected **career focus**. Students in CTE pathways take specialized courses, in addition to required core courses, at the secondary and postsecondary/adult levels.

CTE 101



School Counselors & CTE

Academic
Achievement



Learning

Career



Earning

Social/Emotional



Living

Program Sheet Overview

- Developed by ADE Program Specialists
- Designed to help school counselors understand and promote CTE
- Available NOW!

Quick Reference Sheets

Find the link to all the quick reference sheets at www.azed.gov/cte/counselors



CTE Programs Quick Reference Guide
www.azed.gov/cte

MARKETING (Program Name)
(Local Program Name)

CAREER PROGRAMS

Program Description

- Conduct the critical business functions associated with directing the flow of products and services
- Understanding of economic principles, human resource and the essential functions marketing
- Understand market research, creative development/design, and the marketing functions

TECHNICAL OCCUPATIONS

- Account Executive
- Advertising Sales Manager
- Digital Marketing Manager

EDUCATION/TRAINING

- Associate in Applied Science in Marketing and Sales
- Bachelor Degree in Global Business and Marketing
- Master Degree in Global Business and Marketing

CONTACTS IN YOUR DISTRICT

CTE Director:

Program Teacher(s):

PROGRAM SEQUENCE

Marketing I, and Marketing II, and program may elect to add: Marketing III or Marketing IV, or Marketing - DCE (Diversified Cooperative Education) or Marketing - Internship, or Marketing - Cooperative Education

CTSO-Career Technical Student Organization
DECA

PROJECT BASED LEARNING

**At least 51% of program time needs to be hands-on instruction/learning*

- Market Research and sampling
- Marketing Plan part of Business Plan
- Promotion, Sales and Customer Service

INDUSTRY CREDENTIALS, LICENSES OR CERTIFICATES

Example:

- RISE Up Credentials

**Industry credentials offerings vary by district. See your CTE Director/Administrator*

NOTES

Quick Reference Sheets – Customize



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www.azed.gov/cte

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MARKETING *(Program Name)*
(Local Program Name)



Customize here for your school (e.g., Sports Marketing, Coding I, etc.)

Quick Reference Sheets - Customize

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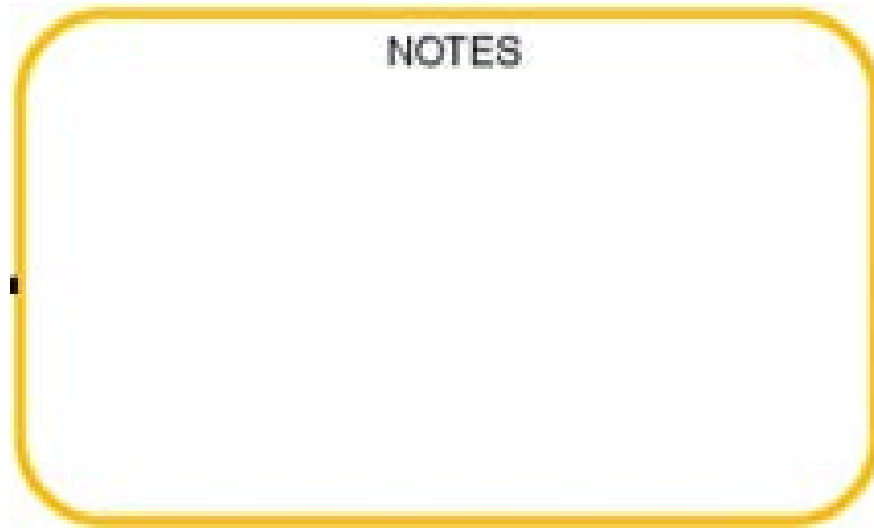
Program Teacher(s):



Customize here with your CTE Director and teacher name. Check with CTE Director or teacher if including more than just their name.

Quick Reference Sheets - Customize

NOTES



Enter any specific information about your school and this program (e.g., dual enrollment, internship, etc.)

School Counselor – Ideas to Implement

- Scheduling
- Classroom presentations
- Individual advising
- Brand with their school logo

Do's and Don'ts of Using Program Sheets

Do's	Don'ts
Do print out and use intentionally	Don't hand out in masses
Do create a book where they can look at or make available online once you edit	Don't remove the ADE logo
Do connect with your CTE Director and teachers for collaboration on the editing process	Don't forget to use them with students, parents, teachers, and staff
Do create a time to update annually with any changes in the summer once ADE updates any changes in the spring	Don't forget about the program sheet resource
Do share with students and parents at the high school and middle school	Don't forget to link the information on the sheet to post secondary options for the student
Do connect with teachers to see how you can support their recruitment efforts using the program sheet	Don't forget to share the credential information with students
Do use at college and career fairs as appropriate	Don't forget to create opportunities to talk about career pathways and post secondary opportunities for students

Resources

- ADE CTE page
<https://www.azed.gov/cte>
- Program Information and Standards
<https://www.azed.gov/cte/programs>
- Professional Skills <https://www.azed.gov/cte/profskills>
- K-8 Career Literacy Standards -
<https://www.azed.gov/cte/arizona-career-literacy>
- AzCTE Leads
<https://www.acteaz.org/cte-leads/>

Welcome to AZ Career and Technical Education

Our Vision: Develop Arizona's competitive workforce through the power of Career and Technical Education.

Our Mission: Career and Technical Education will engage Arizona learners in relevant experiences leading to purposeful and economically viable careers.

Career and Technical Education is part of a well-rounded education and, as such, CTE programs are eligible to access Title IV funds.

Announcements

- **UPDATE:** [CTE Technical Skills Assessments WILL BE OFFERED THIS SPRING](#)
- **NOTICE:** New LEAs or charters wishing to apply for the Federal Perkins grant must submit an email of intent to apply to Bobby.Neves@azed.gov by 5:00 p.m. on January 8, 2021 to be considered for a Federal Perkins grant
- [Becoming a CTE Teacher](#)
- [Arizona Perkins V State Plan](#)
- [Arizona CTE Strategic Plan](#)

What's New

- Prioritizing CTE During COVID 19, from Advance CTE - [Word](#) ~ [PDF](#)
- [Arizona Career Literacy Standards](#)
- [ADE/CTE Recommended Considerations for 2020-2021](#)
- [Arizona Department of Education Quality and Compliance Monitoring Form](#)
- [Perkins V - Five Year Grant/Program Monitoring Schedule](#)
- [AZ CTE Local Advisory Committee Membership Guide](#)
- [AZ CTE Local Advisory Committee Leadership Guide](#)

Quick Links

- For information about CTE Teacher Certification go to - <https://www.azed.gov/educator-certification/forms-and-information/certificates> - then scroll down and select the blue bar titled Career and Technical Education (CTE) Certificates

[AZ CTE Home Page](#)

[CTE Programs and Standards](#) ▾

[CTED - Career & Technical Education District](#)

[CTE Postsecondary](#)

[CTE Industry Credentials](#)

[CTE Technical Skills Assessments \(TSAs\)](#)

[CTE Grants](#) ▾

[CTE Accountability](#) ▾

[Arizona School Counselors](#)

[CTE Administrator Resources](#)

[Work-Based Learning](#)

[Arizona Professional Skills](#)

[Arizona Career Literacy](#)

[CTSOs](#)

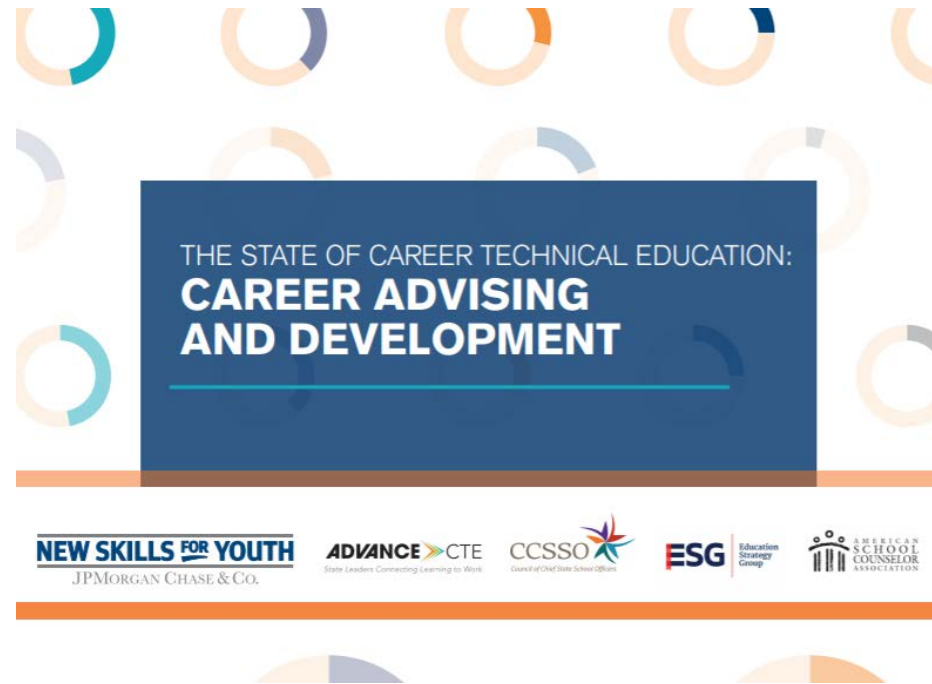
[CTE Professional Development](#)

[CTE Educator Certification](#)



All links are here for everything you need for CTE

Bonus Article – Career Advising



[The State of Career Technical Education: Career Advising and Development | Advance CTE](#)

CTE Program Specialists

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