

100
— YEAR

Celebration of CAREER GUIDANCE & EDUCATION

www.celebratecareers.com

HOW TO CELEBRATE GUIDE: *100 Year Celebration of Career Guidance and Education*



Association for Career
and Technical Education
ACTE



Ψ17 Society of
Counseling Psychology Division 17
A Division of The American Psychological Association

STATE DIRECTORS
National Association of State Directors
of Career Technical Education Consortium

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100 YEARS OF CAREER GUIDANCE & EDUCATION

YOU CAN MAKE A SIGNIFICANT IMPACT ON THE SUCCESS OF THIS AWARENESS CAMPAIGN!

We have developed the 100 Year Celebration of Career Guidance and Education Toolkit to provide you with sample communications materials and suggested ideas about how you can play a role in creating awareness for this celebration and continuing the dialogue of the importance of CTE in our country.

This “How To” guide explains each of the communications materials provided in the toolkit and offers suggestions on how to start a conversation with your organizations and community, as well as local media about CTE.

About the Celebration

The 100 Year Celebration of Career Guidance and Education is a series of events being held throughout the year designed to create awareness, showcase the success of CTE, and set the foundation for ongoing dialogue regarding the role of CTE in the creation of the workforce of the 21st century.

These events will be held on:

April 1	Launch Breakfast Press Conference in Washington, D.C.
July 11	NCDA Legislative luncheon, Washington, D.C.
August 13	APA Celebration Dinner, Boston, MA
December 4	ACTE Celebration Dinner, Charlotte, NC

We encourage your support as we celebrate this significant milestone!

Materials in the 100 Year Celebration of Career Guidance and Education Toolkit

In this toolkit, you will find messages, ideas and strategies to help you in developing ways to promote this year-long celebration.

Materials contained in the electronic toolkit are designed for easy adaptation to include information, stories, and examples relevant to your state and local communities and can be found at www.celebratecareers.com.

We hope you find these materials helpful and allow you to play a role in this important celebration.



The materials contained in the electronic Toolkit include:

100 Year Statement of Beliefs

This document will serve as a rallying point to raise awareness about the role of CTE in helping students and adults find future success, as well as creating the workforce of the 21st century. This document should be shared with all of your target audiences and with the media community.

Calendar of Events

Stay up-to-date on the most current happenings and activities throughout the year. This calendar can also be distributed to the local media.

Parson's Work & Influence Paper

Our background paper has been developed to provide a tremendous amount of historical insight and context into the 100 Year Celebration. This documents can serve as a hand-out during presentations or given to the media as educational information.

Importance of Career & Technical Education

This document provides 10 statements on career and technical education and its significance. The information contained in this document can be shared widely with all of your audiences including members, your local community and the media.

Sample Press Release

The media often plays a large role in raising awareness about many topics that are of local and national significance. Use the sample press release as a guide to write your own and include information about your own local celebratory events, other opportunities for discussion about the role of CTE in your community, showcase local success stories as well as share with local media outlets.

Electronic Announcement

Sending an electronic announcement is a quick and easy way to conduct outreach and share information on the celebration with people in your state. The toolkit's sample electronic announcement gives you ideas on what you can do for your own announcement.

Tips for Working with the Media

This includes a series of suggested conversation starters and discussion points to engage the community in a dialogue about CTE. Additionally, you will find advice on how to most effectively work with your local press community, tips for being a great spokesperson for the 100 Year Celebration as well as pointers for becoming an ongoing resource in your area on CTE.



Sample PSA Script

The 30-second script is designed to alert your local schools, educators, and the community about the kick-off and directs them to the web site for additional information on how to support these awareness efforts. Radio stations often run a number of PSAs cost-free due to the educational nature of their content, so this script may be customized and then distributed to your local stations.

100 Year Postcard and Flyer

These can be displayed in multiple locations, handed out at conferences or meetings, and even mailed directly to your group.

Additional Information

Visit our celebration web site at www.celebratecareers.com or contact Marti Martz, Vice President, Public Relations, Kuder, Inc. at 515-314-5979 or martzm@kuder.com for more information on how you can help!