

CTE Program Landscape Analysis Tool
A Framework for Mapping Programs to Workforce & WBL Opportunities

PURPOSE

Understand current CTE offerings to identify:

- Program strengths
- Gaps in career pathways
- Opportunities for Work-Based Learning (WBL) expansion

HOW THE TOOL IS STRUCTURED

One tab per school or district
Each row = one CTE program
Each column = a key data field

CORE DATA FIELDS

1. Program Identification
What programs exist?
 - Program Name
 - Career Cluster / Pathway

Purpose: Defines the landscape of offerings

2. Enrollment
Who is participating?
 - Student enrollment per program

Purpose: Identifies high-demand vs. underutilized programs

3. Program Maturity
How established is the program?
 - Years in operation

Purpose: Distinguishes new vs. established programs

4. Credentials
What do students earn?
 - Industry-recognized certifications

Purpose: Measures workforce alignment

5. Postsecondary Alignment
How does this connect beyond high school?

- Dual credit opportunities

Purpose: Shows alignment to college and career pathways

6. WBL Potential (Analysis Layer)
Where can work-based learning happen?

Using the fields above, identify:

- Internship-ready programs
- Programs suited for job shadowing or mentorship
- Gaps in WBL access

Purpose: Maps programs to the WBL continuum

FROM DATA TO INSIGHT

Use the tool to identify:

- High enrollment + strong alignment = Pilot-ready programs
- Low enrollment = Programs needing redesign or promotion
- No credentials or dual credit = Alignment gaps
- Missing pathways = Opportunities for expansion

HOW TO REPLICATE THIS PROCESS

1. List all CTE programs by school
2. Collect four key data points:
 - Enrollment
 - Years running
 - Credentials
 - Dual credit
3. Analyze patterns across schools
4. Identify priority programs for WBL

WHY THIS MATTERS

This tool helps you move from: Guessing where to invest To: Making strategic, data-informed decisions

OPTIONAL DISCUSSION PROMPTS

- What programs in your district are ready for WBL today?
- Where are your biggest gaps?
- What would you prioritize first?