



Promoting your CTE program

**Nebraska Career Education (NCE)
Conference, 2026**



<https://alec.unl.edu/>



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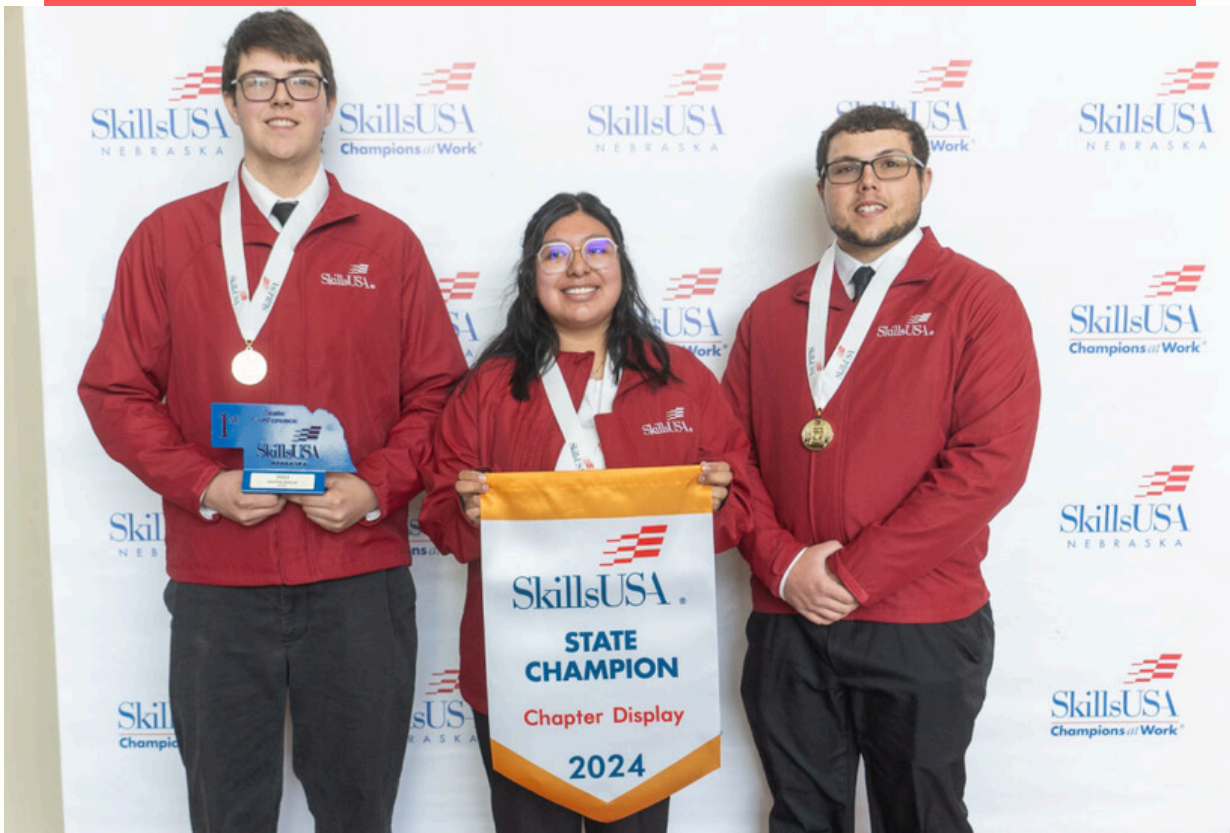
If your program disappeared, how many people would notice?

Admin? School board?
Parents? Community?

Impact that isn't visible might as well
not exist to decision-makers.



Great programs are not built by one teacher. They are built by a community.





What is one thing that you wish more people knew about your program?



Why Promotion Matters

- **Visability**

- Program buy-in
- Advocate for funding and resources
- Encourage participation
- Raising awareness
- Celebrating successes
- Explain our WHY





Visual channels

Social media

**School
website and
newsletter**

**Community
Events**

**School or
Classroom
displays**

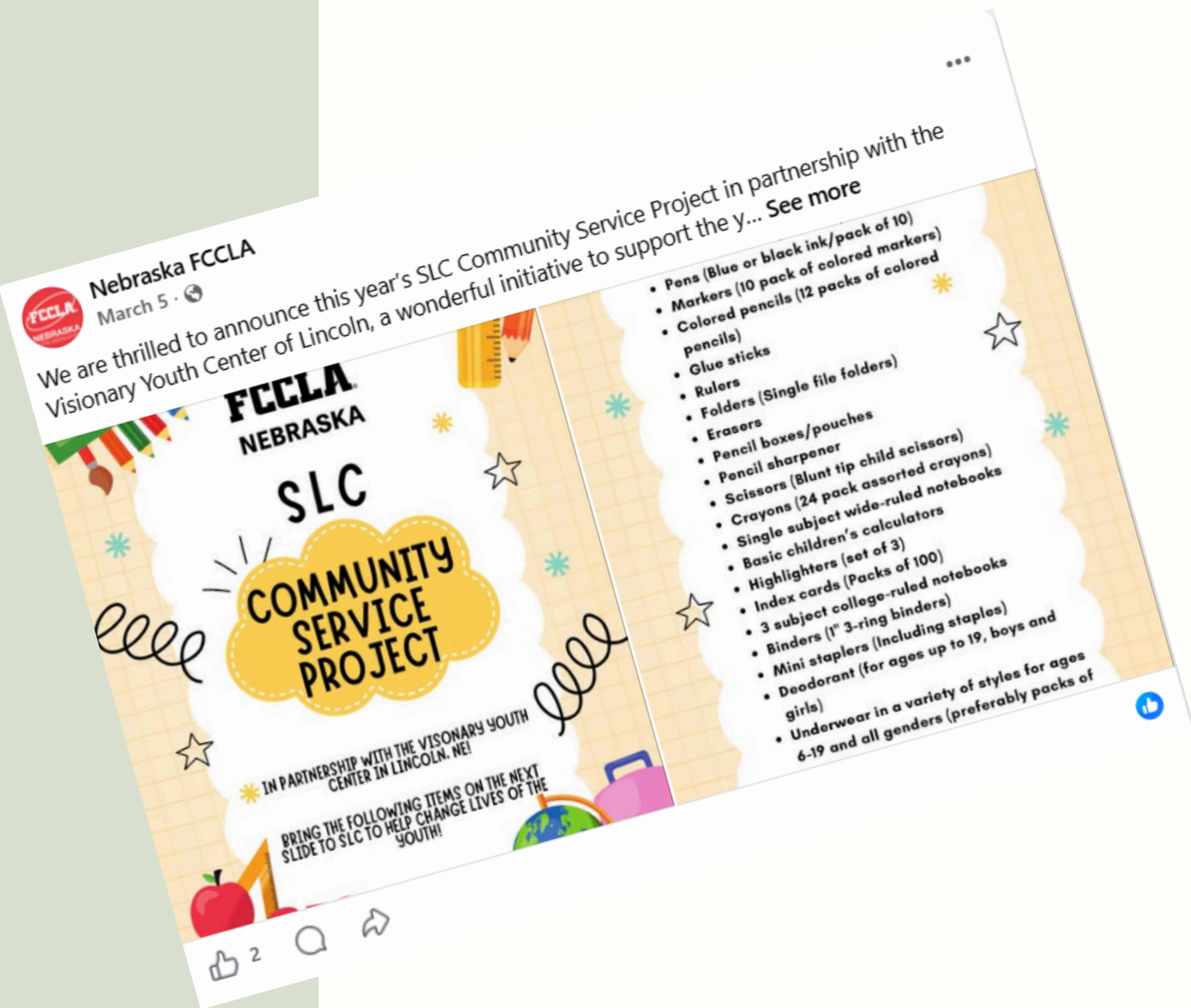
**Local
newspaper**

**Industry
partners**

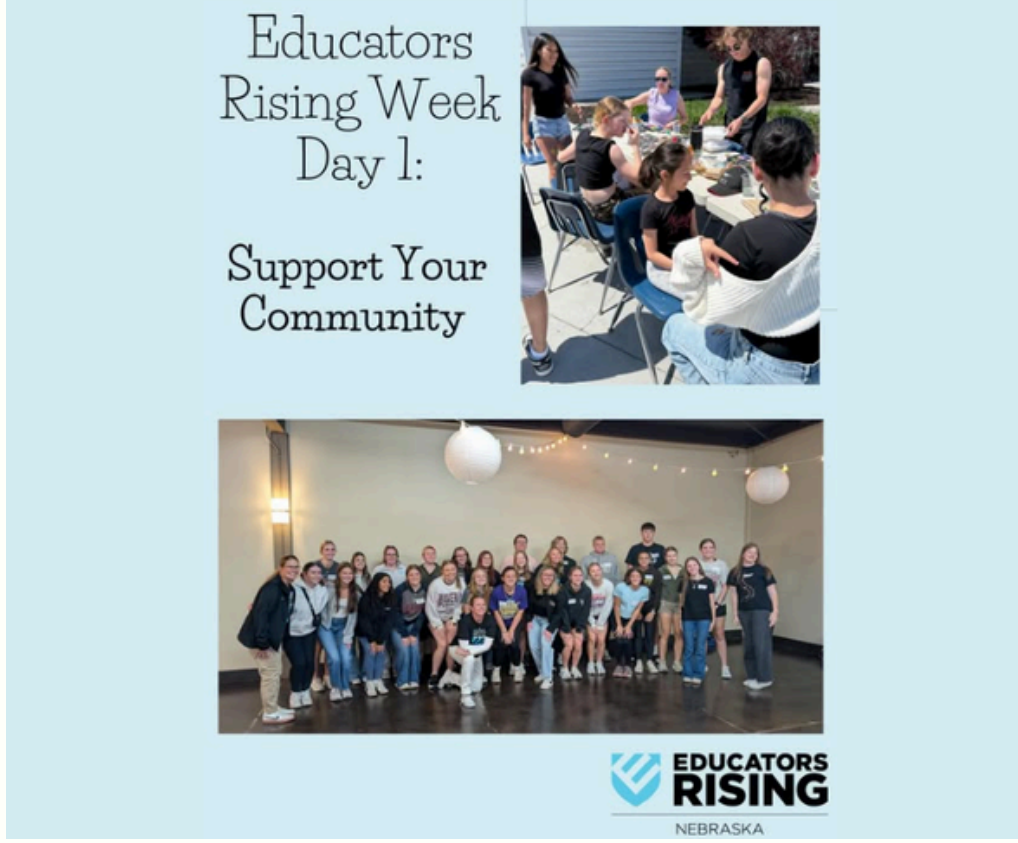


Social Media

What works? Best media? Who do you tag? What do you share?



Educators Rising Nebraska · Follow
February 2 · 🌐
EDUCATORS RISING WEEK IS HERE! Today's theme is "Support Your Community"! Here are 2 examples of our State Officers connecting communities across the state. 🍌
Share YOUR pictures of YOU or YOUR CHAPTER supporting your community and tag Ed Rising Nebraska so we can connect and repost! ❤️ See less





**Thinking
outside the
box**



In person opportunities

- Open House Demonstrations
- Signing Days
- Showcase Nights
- Advisory Tours
- Community or industry events
- Visiting non-CTE classrooms





Getting started

- Choose the stories you will promote
- Choose the Community Connection you want to build
- Choose the tools you'll to promote
- Set a trigger and your timeline
- Determine who and what to spotlight
- Ask for help
- Follow up





Best Practices for telling your story



- Have students tell the story
- Understand the purpose of the promotion
- Use data, pictures, and stories
- Give students specific roles
- Publicly recognize stakeholders
- Show your audience the program's purpose

Tell your story

Celebrate success

Identify where help is needed



Put it on paper!

CTE Program Promotion Planning Sheet

Make Your Impact Visible

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Step 1 — What Is Happening in Your Room Every Week?

List activities that are naturally "photo/post worthy."

Students doing...	Skills being learned	Why it matters (real world connection)

Step 2 — Your Weekly Posting Plan (3 connection points per week)

Post 1 — Students in Action

· What might this look like? _____

Post 2 — Student Product or Project

· What might this look like? _____

Post 3 — Student Voice (quote, reflection, explanation)

· What might this sound like? _____

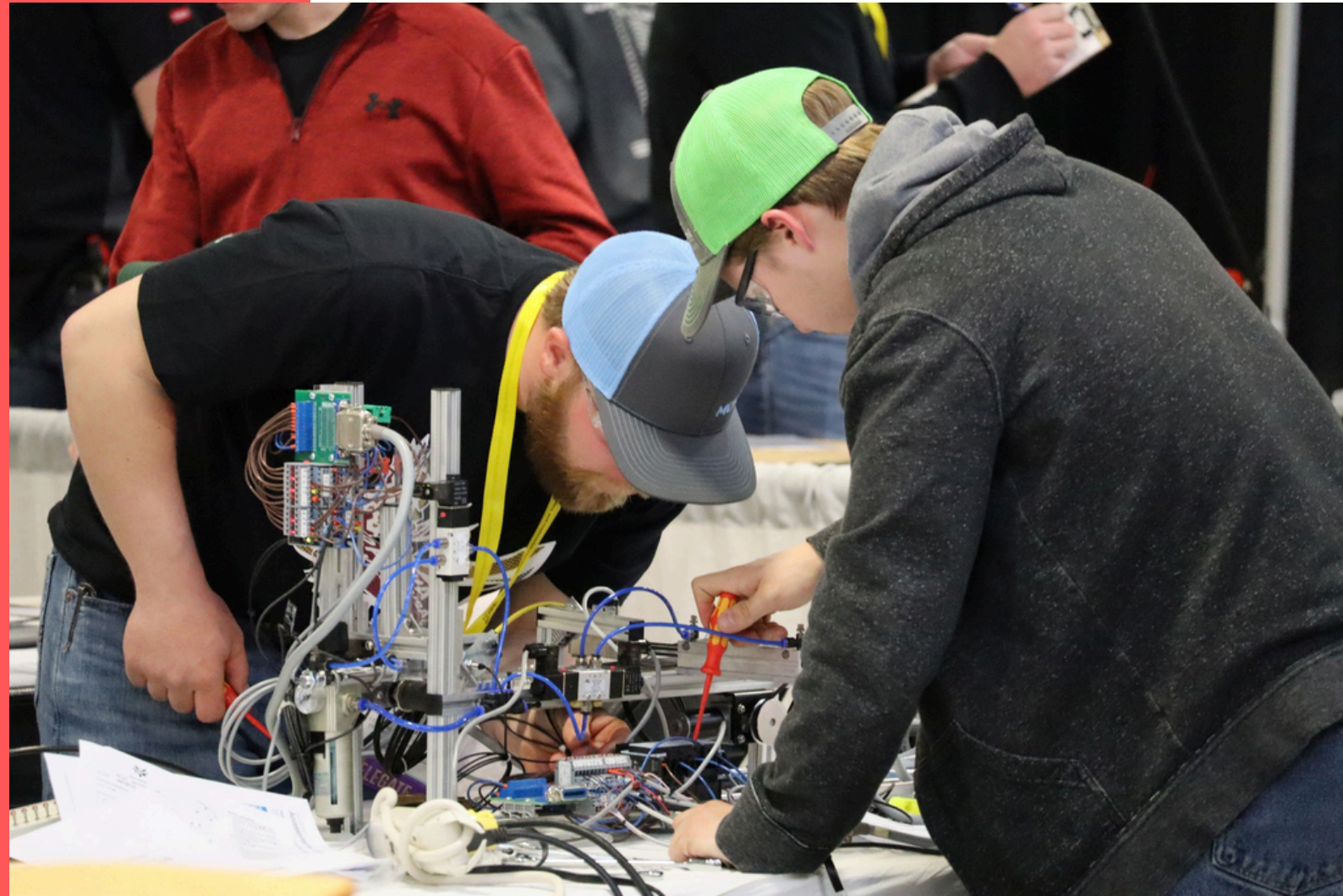
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Specific topics

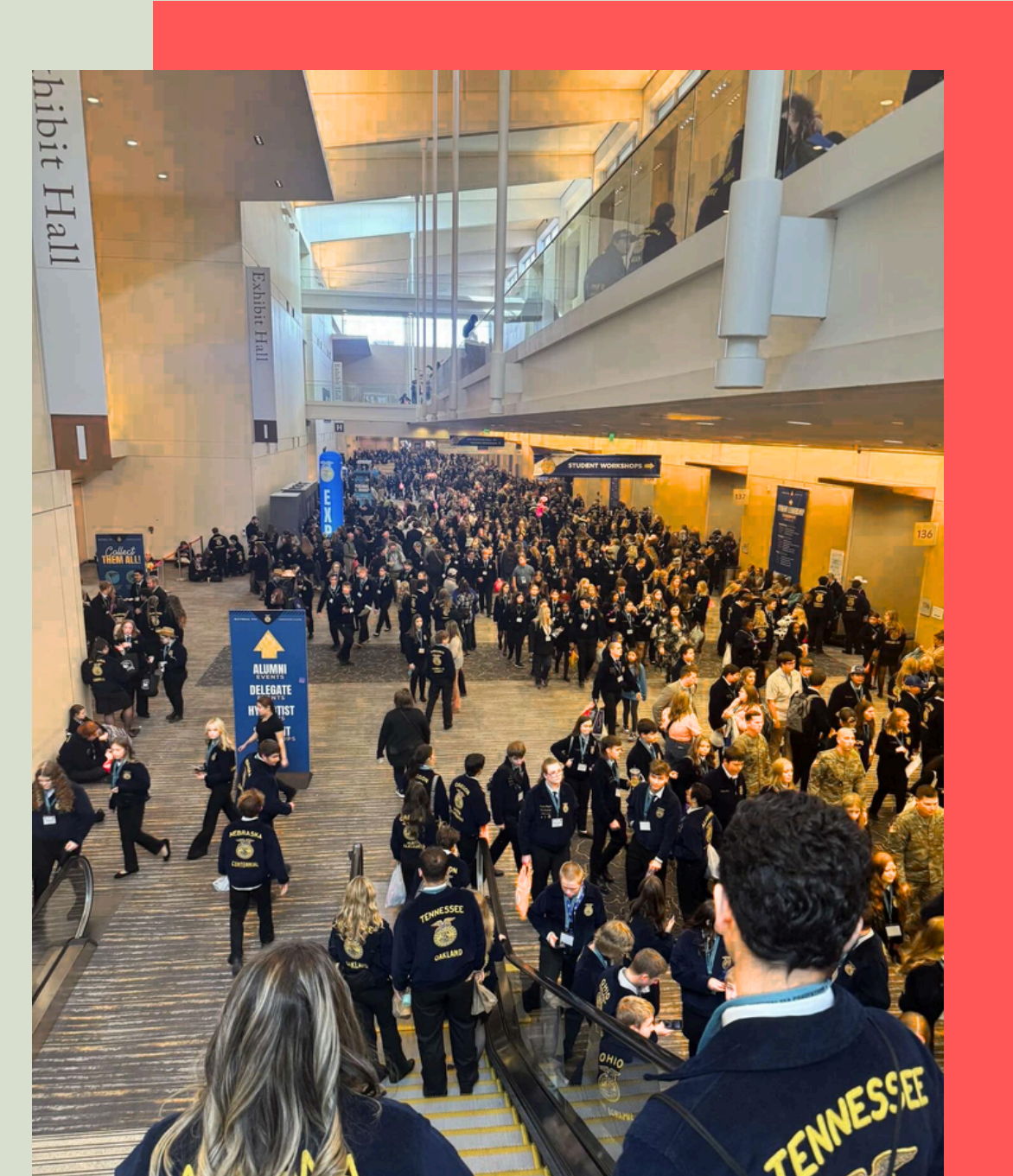


- Share a student success story
- Highlight alumni spotlights
- Post competition results
- Student spotlights
- Use visuals & short captions f
- Invite local media to special events

**Your program becomes
sustainable the moment the
community feels ownership of it.**



What is stopping you?



Resources



- [NDE resources](#)
- [ACTE resources](#)
- [CTE Program Promotion Planning Sheet](#)
- [Advisory committee handbook](#)
- [FFA Alumni and Supporters handbook](#)
- The Council's Agriculture Teachers Resource: [Developing and managing an advisory committee](#)



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