How to promote CTAE locally: Ideas for promoting CTAE in your classroom, school and community.
Who do you want to promote your program?

- Parents
- Administrators
- Students
- Business and Industry
- Local Board of Education
- Politicians
- Civic Leaders/Organizations
- And . . .

https://www.gachamber.com/
• Newsletters
• Social Media Posts
• Brochure/Flyer – pathway specific
• Website
• Invitations for guest speakers/presenters
• Local newspaper
• School media
• Sporting events / program / demonstration
• CTSO chapter activities
• School broadcast pathway videos or CTSO activities
• And . . .
Georgia DOE Celebration Pages

GaDOE-CTAE Social Media

• Facebook: Georgia CTAE
• Instagram: georgiactae
• Twitter: @GeorgiaCTAE
• #GeorgiaCTAE
• **24 / 7**
  - PTA / PTSO meetings (primary, elementary, & middle schools)
  - Civic Organization – presentations or student demonstrations
  - Holiday Season – decorations, culinary serve cookies for community service, make ornaments, provide a gift-wrapping service
  - Seasonal Events – Fair, displays, local festivals
• Think about – “One Call That’s All!”
WHERE?

- School
- Community
- Region
- State
• Get your advisory committee involved.
• Get your students involved.
• Get your parents involved.
• Real opportunities for college and rewarding careers.
• Real high school experience with added value.
• Real world/workforce ready skills.
What is the message you are sharing about CTAE?
Thank you for attending!

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