

## **Project Description: Advance CTE Grant Asset Support**

The Workforce Development Council has been partnering with Idaho Career & Technical Education on a grant funded through Siemens Foundation and Advance CTE. Here is a brief description of the grant activities:

Idaho Career & Technical Education has used this grant to fund travel, asset creation, and targeted social media campaigns. The initial tour delivered the Advance CTE report: *The Value and Promise of Career Technical Education: Results from a National Survey of Parents and Students* to administration and counselors in all regions of the state, and allow ICTE to collect information about current recruiting efforts. ICTE then identified 17 districts throughout Idaho to develop their individualized recruitment plans, and worked with a designer to create a host of asset files to be customized and used at the local level. The grant will also allow ICTE to place strategic targeted social media ads focused on STEM to the parents in each district when the recruitment plans launch. The design files will be made available statewide for districts to customize and advertise their CTE programs.

This pool of \$25,000 would assist districts, as needed, with design services to customize the materials for their schools to make them more effective on a local level, including local pictures, quotes, and contact information. It could also be used to assist with printing costs when necessary. This funding would ensure that these materials are used in the districts to carry out their communications plans.

**Budget:** Up to \$25,000 Workforce Development Outreach Funds

### **Outcomes:**

**Entity responsible for tracking and reporting:** Workforce Development Council

**What is the potential for increasing the awareness of careers for Idahoans?** High. These districts have been engaged in a 6 month long project to increase awareness of the career & technical programs in their districts. They have identified concrete goals, developed plans, and have someone who is taking ownership over the distribution.

**What is the Anticipated Reach of the Project?** Thousands of Idahoans both parents and students in 17 unique districts throughout the state.

**What are the anticipated project outcomes?** To assist the districts who need additional help to really capitalize on these new resources, and to increase the knowledge of CTE opportunities for students in Idaho.

**What metrics and or reports will be delivered to the committee,** Each district will submit a short narrative on the use and reach of their materials. A financial report of the costs expended, and a summary of the project.