



# CTE CONNECTS: OUR GOALS

The schools that make up CTE Connects have three main goals:

1. Continue to work to change attitudes and perceptions about CTE
2. Educate the public about the benefits of CTE
3. Show what today's CTE success looks like



# NEEDED FROM BUSINESSES

## A REGIONAL MARKETING CAMPAIGN



There are increasing conversations that are occurring at the state level and in the media regarding the skills gap and the need to develop a larger, more qualified talent pool. The goal of CTE Connects is to develop and implement a sustainable regional marketing campaign to attract students to CTE. The plan is to implement this campaign over a period of several years based on available budgets.

The campaign will feature CTE success stories and direct the public to learn more about CTE and career opportunities through a website portal that, in turn, directs them to the websites of the five CTE Connects schools. This will be accomplished through an integrated marketing campaign that includes the following:

1. **Branding** - Consistent use of the CTE Connects name, logo and tagline across all platforms.
2. **Website** - The campaign's call to action will direct students and parents to the [cteconnects.org](http://cteconnects.org) website for more information.
3. **TV Spots** - CTE success will be depicted using testimonials of three CTE graduates who have found success in their fields.
4. **Digital** - Will target high school students to reinforce the TV spot messages. Pre-roll and mid-roll video (:15 spots) and static or animated display ads will target media outlets based on social, geographic, behavioral, geo-behavioral, TV viewership, and contextual insights of our target market. Websites and apps to be targeted will vary widely.
5. **Outdoor** - Will reinforce the other campaign tools.



Area businesses need qualified skilled workers with industry credentials, and Career-Tech Education can provide those workers. The five CTE Connects schools have contributed funds to launch a regional marketing campaign. But in order to implement an effective and sustainable campaign, additional financial support is needed.

The success of the regional marketing campaign will rely on support from local Chambers of Commerce as well as regional businesses that want to develop a growing talent pool of skilled workers.

We ask your organization to making a financial commitment to supporting the CTE Connects "Students. Education. Careers." Regional Marketing Campaign. For more information, contact:

**Ronald Matter, Superintendent**  
Penta Career Center  
419-661-6360  
rmatter@pentacc.org

Endorsed by:



For more information about Career-Tech Education (CTE) programs at one of the five schools comprising CTE Connects, please contact us!



[CTEconnects.org](http://CTEconnects.org)



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# WE CAN BUILD YOUR TALENT BASE





# THE SKILLS GAP

## ROADBLOCKS TO RECRUITMENT

### DISCOURAGE

There are a variety of reasons why a student may choose to not participate in CTE. One major reason is that our society encourages high school graduates to go to college, get a degree and start a career. That has led to some misperceptions about CTE schools and programs and the type of students who attend them. It ultimately has a negative impact on the skilled labor pool.

### ENCOURAGE



# CTE CONNECTS: WHO WE ARE

## WHERE WILL WE FIND WORKERS?

It is no secret there is lack of skilled workers in northwest Ohio and across the country. It is estimated that over the next 10 years, U.S. manufacturers will need to fill 3.5 million jobs, but due to the skilled labor shortage 2 million of those jobs will not be filled. This lack of talent adversely affects businesses and negatively impacts the region's ability to attract new business and industry.

## WE ARE HIRING

### SKILLED WORKERS WANTED

ALL POSITIONS  
ALL SHIFTS

## THE SOLUTION



## THE SKILLS GAP AWARENESS

Parents and students are aware of the skills gap, but they are unable to project how they will be personally affected by the lack of skilled workers in the future. They don't fear the long-term consequences of not having auto mechanics, carpenters, plumbers, electricians, and other skilled workers to do the work they cannot do. The lack of skilled workers, therefore, is not an incentive for students to go into CTE.

## THE 1:2:7 RATIO



**For every 1 job requiring a Master's degree or higher ...**

**There are 2 jobs requiring a Bachelor's degree ...**

**And 7 jobs requiring technical skills obtained through a certification program or 2-year degree!**

This 1:2:7 ration existed in 1950, 1990 and will continue to exist in 2020.

**1960**

20% of jobs required a 4-year degree or greater

20% of jobs required technical skills

60% of jobs were unskilled

**2018**

33% of jobs require a 4-year degree or greater

57% of jobs require technical skills

10% of jobs are unskilled

Source: Harvard University

The potential talent is here in the region in the form of area high school students who must decide what they want to do with their lives after high school. A Career-Tech Education is one viable choice. If more high school students were to enter into a CTE program, the result would be a growing talent pool of skilled workers who would gain the skills and credentials to step into jobs after high school. That training lies in the Career-Tech Education (CTE) programs offered at area schools.

# 582

high school sophomores currently attend the five CTE Connects Schools

# 83%

of these sophomores will enroll in a CTE program

“ We need to change the conversation in this country - at our dinner tables and in our schools - about education and training, both during and after high school. For too many young people the only message they hear in the media, from their peers, from their parents, from their counselors and teachers, and from political leaders is that a four-year degree is the only path to success. At Penta Career Center and across the region, we know that belief could not be further from the truth. I believe training beyond high school can, and should, look different for all adults - depending upon what it is they want to do and what training/education is there for them. ”

- Ronald Matter, Superintendent, Penta Career Center

CTE Connects is a non-profit organization consisting of five northwest Ohio school districts that offer Career-Tech Education (CTE) to students in their districts. While the schools are different from one another, they all have a similar goal: to attract high school students into the Career-Tech programs they offer in order to help fill the skills gap in northwest Ohio.

**There are five participating schools that comprise CTE Connects:**

- Clay High School Career Tech
- Penta Career Center
- Sylvania Schools
- Toledo Public Schools
- Whitmer Career & Technology Center

These five schools offer more than 100 Career-Tech training programs for high school students covering numerous fields.







