

## MEMORANDUM

**To:** Career & Technical Education Committee  
**From:** Doloris E. Vest  
**Date:** 1/23/2008  
**Re:** Meeting Notes

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**Key Issue:** Not enough people are choosing technical and trade careers

### Why?

- The jobs are (often mistakenly) seen as dirty jobs with less prestige despite income and opportunities
- Lack of accurate information about
  - Skills required
  - Training available
  - Working conditions
  - Rate of pay

### Board's goals:

- Improve perception of these job opportunities through more accurate information and communication
- Increase the number of individuals entering these careers
- Increase training opportunities

### Questions to consider

What other efforts toward goals already exist?

Does the area have the capacity to meet the needs of those wanting training in high school or later?

Are employers, others willing to invest in making a change?

Who can get the message out?

### Possible Tasks

- Identify high demand occupations for our market
- Inventory of groups working on CTE
- Inventory of training available in high demand jobs
- Other groups promoting CTE

Address the information disconnect with **Key messages to key audiences**

<b>Audience: Message:</b>	<b>College non- completers</b>	<b>Young People</b>	<b>Parents</b>	<b>Guidance counselors</b>	<b>Employers</b>	<b>General Public/Career Changers</b>	<b>"Movers and shakers"</b>
Good, High Paying Jobs	✓	✓	✓			✓	
Employment training that is often free or low cost	✓	✓	✓	✓		✓	
CTE is a good starting point for a career in many areas	✓		✓	✓		✓	
Faster Start to A career			✓ X				
If college is not for you then consider CTE	✓	✓	✓ X	✓		✓	✓
We're in trouble if we don't				✓	✓		✓