

CTE Month Weekly Theme Communication Content Outline

NOTE: This content outline is simply suggested content for your consideration as you develop communication each week of CTE Month for your legislators about your CTE programs.

Social Media: use #WhyCTEMatters, #ORCommCollegeCTE, #CTEMonth

Week 1: Business/Management/HR/Arts/Info/Communication

FOCUS: Community colleges are committed to filling high-demand jobs in their communities with the skills and training necessary for success in industries such as cybersecurity

PROGRAMS: Select 2-3 programs to highlight, including photos – about, # of students, completion data, impact on local industries, business partners

STUDENT HIGHLIGHT: Student in one of highlighted programs, including photo

FACULTY HIGHLIGHT: Faculty member from one of the highlighted programs, including photo

BUSINESS PARTNER HIGHLIGHT: Business/Industry partner from one of highlighted programs, including photo and testimonial

ALUMNI HIGHLIGHT: Alumnus from one of the highlighted programs and how they have found success thanks to education/training at your college, including photo and testimonial

Week 2: Agriculture/Food/Natural Resources

FOCUS: Community college programs support essential sectors such as food and agriculture to help build rural economies and protect Oregon's natural resources.

PROGRAMS: Select 2-3 programs to highlight, including photos – about, # of students, completion data, impact on local industries, business partners

STUDENT HIGHLIGHT: Student in one of highlighted programs, including photo

FACULTY HIGHLIGHT: Faculty member from one of the highlighted programs, including photo

BUSINESS PARTNER HIGHLIGHT: Business/Industry partner from one of highlighted programs, including photo and testimonial

ALUMNI HIGHLIGHT: Alumnus from one of the highlighted programs and how they have found success thanks to education/training at your college, including photo and testimonial

Week 3: Health/Biomedical Sciences

FOCUS: Community colleges train workers for healthcare and biomedical industries that are critical in Oregon's response to healthcare worker shortages.

PROGRAMS: Select 2-3 programs to highlight, including photos – about, # of students, completion data, impact on local industries, business partners

STUDENT HIGHLIGHT: Student in one of highlighted programs, including photo

FACULTY HIGHLIGHT: Faculty member from one of the highlighted programs, including photo

BUSINESS PARTNER HIGHLIGHT: Business/Industry partner from one of highlighted programs, including photo and testimonial

ALUMNI HIGHLIGHT: Alumnus from one of the highlighted programs and how they have found success thanks to education/training at your college, including photo and testimonial

Week 4: Industrial Engineering/Transportation/Apprenticeship

FOCUS: Community colleges work with local industries to stay current on the latest technology needed to keep Oregon's manufacturing and transportation industries running efficiently and effectively, including semiconductor programs.

PROGRAMS: Select 2-3 programs to highlight, including photos – about, # of students, completion data, impact on local industries, business partners

STUDENT HIGHLIGHT: Student in one of highlighted programs, including photo

FACULTY HIGHLIGHT: Faculty member from one of the highlighted programs, including photo

BUSINESS PARTNER HIGHLIGHT: Business/Industry partner from one of highlighted programs, including photo and testimonial

ALUMNI HIGHLIGHT: Alumnus from one of the highlighted programs and how they have found success thanks to education/training at your college, including photo and testimonial