

CTE Month Weekly Theme Communication Content Outline – February 2025

OVERALL THEME: “Community colleges work for Oregon”

WEEKLY THEMES:

- **Week 1 (Feb. 3-7):** Industrial Engineering/Transportation/Apprenticeship
- **Week 2 (Feb. 10-14):** Health/Biomedical Sciences
- **Week 3 (Feb. 17-21):** Business/Management/HR/Arts/Info/Communication
- **Week 4 (Feb. 24-28):** Agriculture/Food/Natural Resources

SOCIAL MEDIA: Be sure to tag your legislators & use the following hashtags

- #WhyCTEMatters
- #ORCommCollegeCTE
- #CTEMonth
- #OregonWorksWithCCs
- #CCsWorkForOregon

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 to be posted on college social media platforms and/or college publications.

For each week:

FOCUS: Community colleges are committed to filling high-demand jobs in their communities with the skills and training necessary for success in industries. Community colleges are strong partners to local business and industry, utilizing workforce professionals to guide programs through advisory committees.

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

STUDENT HIGHLIGHT: Student in one of the 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