

# CTE DIRECTIONS

## Career and Technical Education News and Information Student Edition

March 2011

### Message

Career and Technical Education (CTE) provides you with a pathway from a K-12 education to significant postsecondary training through certificates and associate degrees. Often this pathway results in higher wages in occupations that are currently in high demand in the labor market. Making sure you are aware of and can make a choice to take one of these pathways to success must be a focus.

Through participation in a CTE Pathway you have the opportunity to receive a *Secondary Pathway Completer Recognition Award*. By concentrating in a CTE Pathway and successfully completing the required foundation courses and/or suggested elective courses, you will earn the distinction of being recognized by the state of Utah, your school district, and your high school.

Through your hard work and dedication in successfully completing a CTE Pathway you will have an advantage as you pursue further education and/or begin your career. The hands-on training you acquire and the skills you develop in a CTE Pathway, will not only prepare you for college and career, but will be assets to you throughout your life.

Talk to your school counselor about qualifying for the *Secondary Pathway Completer Recognition Award* and visit [www.UtahCTE.org](http://www.UtahCTE.org). *Get started!*



### Career Highlight – Careers in Advertising, Marketing, Promotions, Public Relations

...and Sales Management. In small firms, these jobs might all be performed by the same person – often the business owner – but larger firms can afford to have different workers specialize to perform discrete job tasks. Workers in these jobs are often under pressure to meet deadlines, and may work long hours. They may also travel to meet with clients or with representatives of communications media (e.g., TV, Internet news services). Here is a snapshot of these occupations in Utah (Workforce Information, Utah Department of Workforce Services):

- **Sales Manager** – “5-Star” job, growing at 2.7 percent/year (3,253 currently employed), and hourly median salary of \$42.13 (\$87,620/year).
- **Marketing Manager** – “5-Star” job, growing at 2.4 percent/year (1,265 currently employed), and hourly median salary of \$42.94 (\$89,310/year).
- **Public Relations Specialists** – “3-Star” job, growing at 3.3 percent/year (2,917 currently employed), and hourly median salary of \$22.65 (\$47,120/year).
- **Advertising & Promotions Manager** – “2-Star” job, growing at 0.7 percent/year (258 currently employed), and hourly median salary of \$38.00 (\$79,030/year).

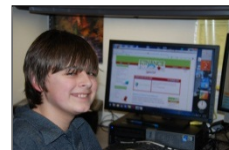
### CTE Month Highlights

Wow, what a FABULOUS month! Below are some highlights:

- **National Groundhog Job Shadow Day:** Throughout the state students participated in job shadows in various areas of business. For example, thirty Utah businesses hosted students from Canyons School District, where students spent the morning shadowing workers in various roles, within various industries, including government. In Tooele School District all seventh grade students participated in a job shadow.



Bailey Neil



Tyson Nicholes



Canyons Students



Tanner Kussee



Lara Dobson

- **Student Blogs:** Students submitted blogs telling about their CTE experience. You can read the blogs at [www.UtahCTE.org](http://www.UtahCTE.org). You still have an opportunity to write and [submit a blog](#) to be posted on UtahCTE.org, so tell us about one of your CTE experiences. We look forward to hearing from you!
- **CTE Social Media Day** was Thursday, February 17. Did you participate? Every day should be advocacy for CTE, via the social media networks, highlighting the critical role CTE plays in developing a qualified workforce and preparing you to be college and career ready. Read the social media messages ACTE has provided at <http://www.acteonline.org/content.aspx?id=15440>.



Brighton High School



Box Elder High School



Mountain High School



Jordan High School



Timpview High School

### Calendar



**March 3-4:** Utah DECA State Career Development Conference at Davis Conference Center.

**March 10-12:** Utah FFA Association State Convention at Utah State University.

**March 10:** ProStart students from across the state will showcase their talents, skills, and abilities at the state competition at the University Park Marriott Hotel. Student will compete for a spot at the National ProStart Invitational on April 21-25 in Kansas City.

**March 15:** Utah TSA State Conference at the Jordan Applied Technology Center.

**March 24-25:** Utah SkillsUSA Leadership and Skills Conference at Salt Lake Community Conference.

**March 30:** Virtual Healthcare Interactive live broadcast in cooperation and support of Intermountain Healthcare. This is an opportunity for you to view a surgery telecast live, and speak to surgeons/physicians using real-time technology. For more information about watching the live broadcast talk to your Health Science Education teacher.

**March 31- April 1:** FBLA Spring Leadership Conference at Davis Conference Center.

Career and Technical Education: *Giving Students the Edge*  
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