



MICHIGAN DEPARTMENT OF  
**LABOR & ECONOMIC  
OPPORTUNITY**

**EMPLOYMENT  
& TRAINING**



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**Career & Technical Education Month  
Promotional Toolkit for Partners  
February 2025**



## Career & Technical Education (CTE) Month Toolkit for partners to help promote

The Michigan Department of Education's Office of Career and Technical Education and the Michigan Department of Labor and Economic Opportunity's Office of Employment and Training are proud to provide resources for local schools, educators, students, and communities to celebrate CTE Month!

Below are resources that CTE Month advocates may use to help promote this month-long effort.

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### Sample Website Language

*The following language may be used, with modification, to promote CTE Month.*

February is Career and Technical Education (CTE) Month! CTE provides opportunities for high school and college students to explore careers, gain real-world skills, and find a path to a career they are passionate about. Check out some [CTE videos](#) that highlight various programs throughout Michigan.

Did you know? Students enrolled in CTE programs are more engaged, graduate from high school at higher rates, earn industry-recognized credentials, and have rewarding and family-sustaining careers.

Help your student get a jump start on their postsecondary education. Head to [MiSchoolData.org](#), the State of Michigan's official source for pre-K, K-12, postsecondary, and workforce data, and make an informed decision about your student's success.

###

Today, 54% of jobs in Michigan require some skills training or certificate – more than a high school diploma but less than a four-year degree. If your job of interest falls into this category, explore your options with Career and Technical Education (CTE) programs.

CTE programs provide hands-on training and are offered in high-wage, in-demand fields like healthcare, information technology, advanced manufacturing, hospitality, and more. Explore careers and find your passion at [Pathfinder.MiTalent.org](#).

###

February is Career and Technical Education (CTE) Month! CTE programs are offered at high schools, colleges, and some universities throughout Michigan and help prepare you for high-skill, high-wage, and in-demand careers.

CTE programs provide students the opportunity to explore careers and gain real-world skills. Individuals who are enrolled in a CTE program also earned more than their peers at every level of educational attainment.

Locate CTE programs near you at [MiSchoolData.org](#). You can also explore career options, training, wages, and projected job openings at [Pathfinder.MiTalent.org](#).

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## Sample Email Language

*The following email messages may be used, with modification, to promote CTE Month to various secondary and postsecondary audiences.*

### Secondary –

February is Career and Technical Education (CTE) Month! CTE programs provide Michigan students with hands-on training that can be applied to real-world, in-demand college, training, and career pathways. Students will also:

- Acquire specific skills to pursue their career passion while also building a foundation for lifelong learning.
- Start their path toward a career while earning valuable experience, college credits, and more.
- Be prepared for college success.

Help Michigan students get a jump start on their postsecondary education. Head to [MiSchoolData.org](https://mischooldata.org), the State of Michigan's official source for pre-K, K-12, postsecondary, and workforce data, and make an informed decision about your student's success. Or check out the [CTE student and family webpage](#) for more information on Career and Technical Education, Early Middle College, CTE Month, Michigan Career Exploration, and more!

###

Is your student thinking about life after high school? Consider a state-approved secondary career and technical education (CTE) program! Michigan has 2,173 CTE programs that prepare high school students with the academic and technical skills to enter, compete in, and advance in their education and career fields. [Watch some videos](#) that highlight various CTE programs throughout Michigan.

During the 2022-23 school year, 95.95% of students who were CTE concentrators graduated from high school. That's compared to Michigan's high school graduation rate of 81.01%. These programs contribute to Michigan's [Sixty by 30](#) postsecondary education attainment goal. View the [2022-23 Michigan Facts Brochure](#) for more facts and figures, such as enrollment, performance measures, achievements, student leadership, and more!

This CTE month, set your students up for future success by exploring the CTE program that's right for them. Head to [MiSchoolData.org](https://mischooldata.org), the State of Michigan's official source for pre-K, K-12, postsecondary, and workforce data, to explore your student's options.

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### Postsecondary –

February is Career and Technical Education (CTE) Month! CTE offers college students, including adults seeking a career change, hands-on training that can be applied to real-world training and career pathways. This month, explore the variety of programs across the state that prepare you for successful career entry, advancement, and/or continuing education.

Michigan's postsecondary institutions offer 1,572 unique CTE programs leading to a certificate or associate degree. In the 2023-2024 school year, 122,062 students were enrolled in these programs across the state.

Colleges and some universities across Michigan offer CTE programs that are aligned with high-skill, high-wage, and in-demand careers in fields such as information technology, healthcare, hospitality, manufacturing, and more.

If you're interested in exploring career options, training, wages, and projected openings, visit Michigan's free online career exploration tool, [Pathfinder](#), at [Pathfinder.MiTalent.org](#).

###

More than half of all jobs in Michigan require skills training—more than a high school diploma but less than a four-year degree. Career and Technical Education (CTE) programs may be the perfect fit to begin your training.

CTE programs prepare you for employment in current or emerging fields and help you obtain a high-skill, high-wage, and in-demand career. These programs are offered at colleges and some universities for the attainment of a certificate and/or associate degree in fields like healthcare, information technology, hospitality, manufacturing, and more.

This February, explore career options, training, and wages at [Pathfinder.MiTalent.org](#). You can find more information about CTE programs under the "Career and Technical Education" summary at MI School Data at <https://www.mischooldata.org/cte-landing-page>.

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### Sample Social Media Messages

*The following social media messages may be used, with modification, to promote CTE Month. Also enclosed are graphics for use on social media.*

February is CTE Month! CTE students earn real-world skills while building a foundation for lifelong learning. In 2022-2023, there were 108,874 students enrolled in secondary CTE programs throughout Michigan. Learn more at [bit.ly/3IHnWvC](https://bit.ly/3IHnWvC). #CTEMonth #CTEMonth2025

February is CTE Month! Find a program near you via @MISchoolData at <https://bit.ly/3PeBmLa>. #CTEMonth #CTEMonth2025

Early Middle Colleges (EMC) are on the rise in Michigan! In 2023-2024, 15,905 students were enrolled in an EMC. Of those, 1,794 students were enrolled in CTE EMC programs. Learn more at <https://bit.ly/42apBNF>. #CTEMonth #CTEMonth2025

Approximately 96% of high school students who were CTE concentrators graduated during the 2022-23 school year. That's compared to Michigan's graduation rate of 81%. View more facts and figures in the 2022-23 Michigan CTE Facts Brochure at <https://bit.ly/3Vz5411>. #CTEMonth #CTEMonth2025

This CTE Month, learn about the current labor market, wage and institutional data & metrics to help students create an individualized career roadmap with Pathfinder, Michigan's free online career exploration tool at [Pathfinder.MiTalent.org](#). #CTEMonth #CTEMonth2025

Youth and adult learners in CTE programs are more engaged, graduate from high school at higher rates, earn industry-recognized credentials, and have rewarding and family-sustaining careers. #CTEMonth #CTEMonth2025

CTE gives students a jumpstart on earning in-demand credentials at no charge to the student in most cases. Watch some videos that highlight various CTE programs throughout Michigan at <https://bit.ly/3ZSryLG>. #CTEMonth #CTEMonth2025

Information about CTE is easy to access online. Check out the CTE students and families webpage at [bit.ly/3IHnWvC](https://bit.ly/3IHnWvC) for more information on CTE, Early Middle College, CTE Month, Michigan Career Exploration & more! #CTEMonth #CTEMonth2025

CTE students in Michigan earn credentials of value! In 2022-2023, 7,442 CTE students attained postsecondary recognized credentials! → [bit.ly/3IHnWvC](https://bit.ly/3IHnWvC). #CTEMonth #CTEMonth2025

It's Career and Technical Education Month! CTE prepares students for college and career success in high-skill, high-wage, and high-demand careers in fields like health care, IT, advanced manufacturing, and more! Learn more at [bit.ly/3IHnWvC](https://bit.ly/3IHnWvC). #CTEMonth #CTEMonth2025

Michigan high school students enrolled in a CTE program are more engaged, graduate from high school at higher rates, earn industry-recognized credentials, and have rewarding and family-sustaining careers. Learn more at <https://bit.ly/3Vz5411>. #CTEMonth #CTEMonth2025

Students enrolled in state-approved CTE programs have an opportunity to acquire skills that prepare them for successful career entry, advancement, and/or continuing education. Watch some videos that highlight various CTE programs at <https://bit.ly/3ZSryLG>. #CTEMonth #CTEMonth2025

Participation in CTE has been linked to improved academic performance among students with disabilities. Learn more at <https://bit.ly/4gUE0kP>. #CTEMonth #CTEMonth2025

CTE programs play a crucial role in preparing students with disabilities for the transition from high school to postsecondary education or the workforce.  
#CTEMonth #CTEMonth2025

Engaging in CTE allows students with disabilities to acquire vital employability skills, such as problem-solving, teamwork and effective communication. Learn more at <https://bit.ly/3DwdSP0>.  
#CTEMonth #CTEMonth2025

In Michigan, more than 50% of jobs require skills training or certificates. This CTE Month, explore options that don't require a four-year degree via @MISchoolData at <https://bit.ly/3PeBmLa>.  
#CTEMonth #CTEMonth2025

CTE programs provide real-world skills that can be applied to in-demand career paths. Find a program near you via @MISchoolData at <https://bit.ly/3PeBmLa>. #CTEMonth #CTEMonth2025

February is Career & Technical Education Month! Postsecondary CTE students earn real-world skills in high-wage, in-demand careers. During the 2023-2024 school year, there were 122,062 students enrolled in postsecondary programs in the state. Explore CTE careers at [Pathfinder.MiTalent.org](https://Pathfinder.MiTalent.org).  
#CTEMonth #CTEMonth2025 #PathfinderMI

### **Social Media Messages for Students**

Calling all CTE students! Do you participate in CTE or CTE Early Middle College? Share your story on Instagram using the hashtags #MICTESTory #CTEMonth2025

Did your CTE program help you get a job? Share your story on Instagram using the hashtags #MICTESTory #CTEMonth2025

Did you earn college credits or industry-recognized credentials in high school through your CTE program? Share your story using the hashtags #MICTESTory #CTEMonth2025

Did your CTE program encourage you to enroll in postsecondary education? Share your story using the hashtags #MICTEStory #CTEMonth2025

How did your CTE program integrate reading, math, or science to improve your academic performance? Share your story! #MICTEStory #CTEMonth2025

Did you participate in work-based learning or a youth apprenticeship program? Share your story on Instagram! #MICTEStory #CTEMonth2025

Help us celebrate #CTEMonth by sharing a fun CTE memory! Share your story on Instagram using the hashtags #MICTEStory #CTEMonth2025

### **Social Media Messages for Business**

CTE prepares students with the skills they need for fulfilling careers in vital, in-demand industries and occupations. CTE is good for students, good for business, and good for the community! #CTEMonth #CTEMonth2025

Did you know? 96% of employers who had heard of CTE had a favorable view, and 63% held a VERY favorable view! #CTEMonth #CTEMonth2025

Postsecondary CTE programs lead to careers in high-wage, high-skill, and in-demand occupations! About 77% of employers report hiring an employee in part because of knowledge and skills gained from their CTE experience. #CTEMonth #CTEMonth2025

More than 50% of employers report actively recruiting entry-level candidates through CTE channels, including high school and college CTE programs and career and technical student organizations. #CTEMonth #CTEMonth2025

### **Social Media Messages for Parents**

Learners in CTE are career and college ready! About 85% of families participating in CTE expected their learner to pursue some level of postsecondary education. → [bit.ly/3IHnWvC](https://bit.ly/3IHnWvC). #CTEMonth #CTEMonth2025

Finding a career passion was highly ranked as a benefit and outcome of CTE by families—ranking above finding a well-paying job, earning college credit, and having experiences that stand out on college and job applications. #CTEMonth #CTEMonth2025

Did you know? 88% of families currently enrolled in CTE were satisfied with their overall education experience, compared to 75% of families considering CTE. View more stats at <https://bit.ly/4iCsrAs>. #CTEMonth #CTEMonth2025

Help your student get a jump start on their postsecondary education by enrolling in a secondary CTE program. Find program near you at MI School Data at <https://bit.ly/3PeBmLa>. #CTEMonth #CTEMonth2025

## **Social Media Messages in Spanish**

¡Febrero es el mes de CTE! Los estudiantes de CTE adquieren habilidades del mundo real mientras construyen una base para el aprendizaje permanente. En 2022-2023, había 108.874 estudiantes matriculados en programas de CTE secundarios en todo Michigan. Para más información visite [bit.ly/3IHnWvC](https://bit.ly/3IHnWvC). #CTEMonth #CTEMonth2025

Este mes de CTE, conozca los datos y métricas actuales del mercado laboral, los salarios y las instituciones para ayudar a los estudiantes a crear un plan profesional individualizado con Pathfinder en <https://bit.ly/4gtsLQL>. #CTEMonth #CTEMonth2025.

La participación en CTE se ha relacionado con un mejor rendimiento académico entre los estudiantes con discapacidades. Para más información visite <https://bit.ly/4gUE0kP>. #CTEMonth #CTEMonth2025

## **Social Media Message for Students in Spanish**

¡Llamando a los estudiantes de CTE! ¿Participa en CTE o CTE EMC? ¡Comparte tu historia en Instagram! #MICTEStory #CTEMonth2025

¿Su programa de CTE le ayudó a conseguir un trabajo? ¡Comparte tu historia en Instagram! #MICTEStory #CTEMonth2025

¿Ganó créditos universitarios o credenciales reconocidas por la industria en la escuela secundaria a través de su programa CTE? ¡Comparte tu historia en Instagram! #MICTEStory #CTEMonth2025

¿Tu programa CTE te animó a matricularte en la educación postsecundaria? ¡Comparte tu historia en Instagram! #MICTEStory

¿Querrías compartir una memoria divertida de CTE? ¡Comparte tu historia en Instagram! #MICTEStory #CTEMonth2025



## CTE Month Social Media Graphics

These graphics are available for download from the [CTE Month webpage](#).



Happy  
**Career &  
Technical  
Education**  
Month

February 1-28


#MiCareerTechEd #CTEMonth



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#MiCareerTechEd #CTEMonth



## CTE Month Infographics

The images below are available for download from the [CTE Month webpage](#).

### ENHANCED ACADEMIC OUTCOMES



According to the Youth Policy Lab at the University of Michigan, Students with Disabilities who participate in CTE are 48% more likely to graduate high school compared to students with disabilities who never enroll in CTE.

Source: U of M Education Policy Initiative


### INCREASED EMPLOYMENT OPPORTUNITIES



CTE participation has been associated with higher employment rates and better wages for students with disabilities. In two thirds of the states, 75% or more CTE students with disabilities had a secondary placement after high school.

Source: Education Resources Information Center and Center for Public Education

### IMPROVED Postsecondary



Integrating CTE into transition planning helps students build necessary skills for adulthood, facilitating a smoother shift to post-school activities.

Source: National School Boards Association

### TRANSITION

### DEVELOPMENT of Employability



Engaging in CTE allows students with disabilities to acquire vital employability skills, such as problem solving, teamwork, and effective communication.

Source: National School Boards Association

### SKILLS

¡Febrero es el Mes de la Educación Técnica y Profesional (CTE)!



#CTEMonth2025



Fuente: MDE OCTE

Los programas CTE preparan a los estudiantes para tener éxito en la universidad y en ocupaciones de alta demanda y altos salarios, como atención médica, la informática, manufactura avanzada y más.

## CALLING ALL CTE STUDENTS!

Do you participate in a CTE or CTE EMC program in Michigan? Has CTE shaped your high school and post-secondary experience for the better? Want to share a fun CTE memory? Share your CTE Story with us for a chance to be featured on social media!

#MCTEStory CTE Month 2025

Source: MI School Data

## DID YOU KNOW?

EMCs in Michigan are on the rise! For the 2022-2023 school year, 15,076 students were enrolled in EMCs. Of those students, 1,590 were enrolled in CTE EMC programs.

Learn more on the [MDE EMC official website!](#)

## CTE Month Flyer

View and download the one-page flyer from the [CTE Month webpage](#).

# February is Career and Technical Education (CTE) Month ¡Febrero es el mes de la CTE!

CTE programs provide opportunities for high school and college students to explore careers, gain real-world skills, and find a path to a career they are passionate about.



## Celebrate With Us

FIND CTE STUDENT STORIES OR  
SHARE YOUR CTE STORY!  
#MICTESTORY OR #MIHISTORIACTE

CELEBRATE TODAY,  
OWN TOMORROW!

**START YOUR PATH TOWARD A CAREER WHILE EARNING VALUABLE EXPERIENCE, COLLEGE CREDITS AND MORE!**

Explore career options, training and wages at [Pathfinder.MiTalent.org](https://Pathfinder.MiTalent.org).

Learn more about CTE programs on the  
CTE Students and Families webpage at

<https://www.michigan.gov/mde/services/octe/students>

Find CTE programs near you on [MiSchoolData.org](https://MiSchoolData.org).

CTE Month is a national public awareness campaign championed by the Michigan Department of Education and the Michigan Department of Labor and Economic Opportunity!