

Continuing the Momentum: Local and Digital Advocacy Strategies

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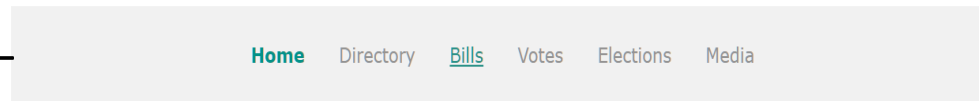
Ways to advocate

- **Written and digital communications**
 - Emails, letters, social media, blogs, videos
- **Verbal communications**
 - Calls, virtual and in-person meetings
- **Public forums**
 - Town halls, community events
- **News media**
 - Op-eds, media interviews, Letters to the Editor
- **School Opportunities**
 - Guest speakers, school/district newsletters and papers

ACTE's Action Center

- ACTE has an [Action Center](#) tool that is a great resource to help you start building relationships with your policymakers. It is a one-stop-shop to finding the information you need to send email messages and Tweets to your policymakers, find your Members of Congress, and locate media professionals to conduct media outreach.

TAKE ACTION



Action Alerts

Co-sponsor the JOBS Act of 2023!

Ask your Members of Congress to support expanding Pell Grants to high-quality, short-term CTE programs!

TAKE ACTION



361 SUPPORTERS

CTE Policy Watch Blog

Take Action

ACTE Policy Agenda

Advocacy Resources >

Events

National Policy Seminar 2023

March 19 @ 8:00 am – March 22 @ 5:00 pm

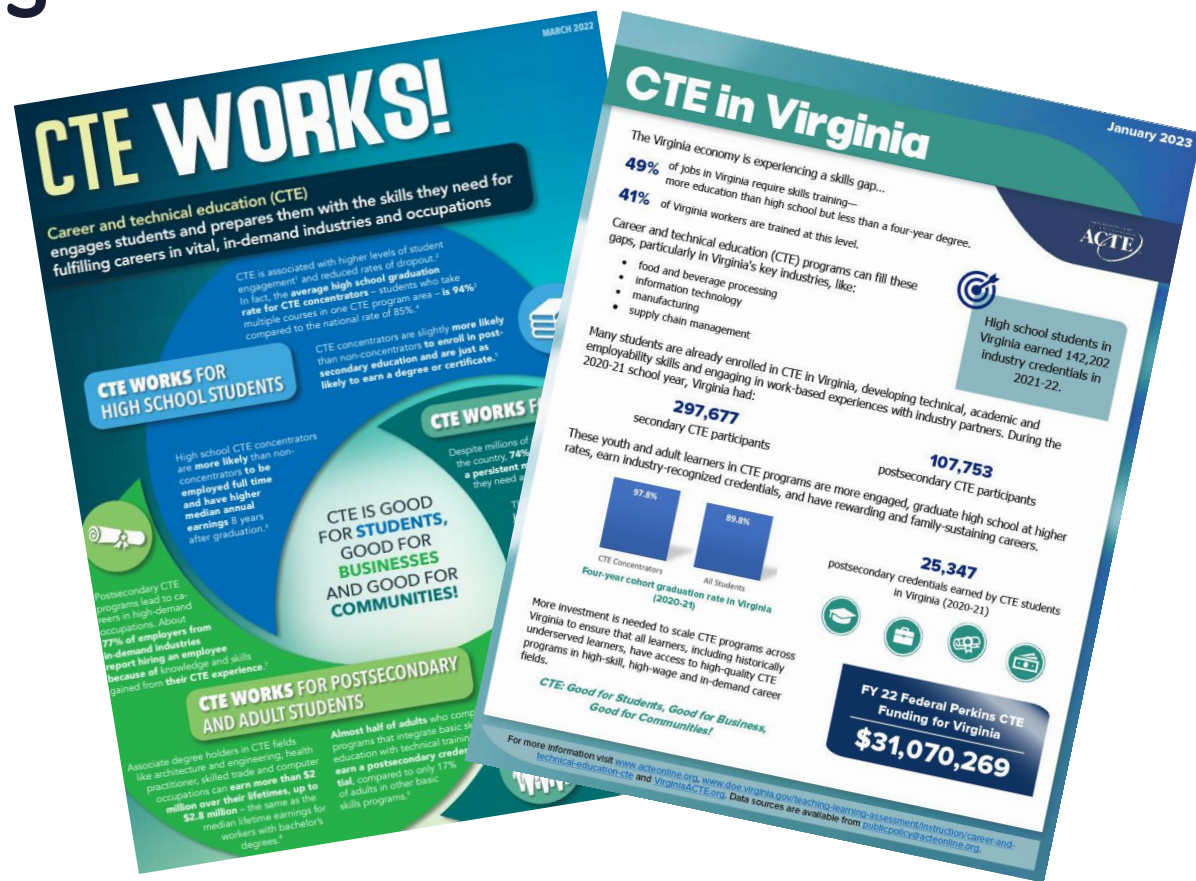
Region IV

Communication tips

- **Know your officials:**
 - Who are your federal, state and local policymakers?
- **Identify yourself:**
 - You are a CTE student, their constituent.
- **Be prepared:**
 - Know the impact of the issue on your school, state, etc.
 - Always be polite and offer constructive solutions, even in disagreement.
- **Be specific:**
 - What action(s) would you like the policymaker to take?
- **Follow-up:**
 - Send a detailed thank-you.
 - Leave or send a fact sheet after an in-person or virtual meeting.
- **Continue the conversation:**
 - Congratulate, thank, share information!

ACTE Advocacy Resources

- State Policies Impacting CTE: Year in Review
- Sector Sheets
- State Profiles
- State Fact Sheets
- “Advocacy 101” Toolkit
- ACTE's Legislative Alerts
- CTE Policy Watch Blog (subscribe by email!)
- [@ACTEpolicy](#) on Twitter



What do you do after NPS?

- **Follow-up:**
 - Send a detailed thank-you
 - Leave or send a fact sheet after an in-person or virtual meeting
- **Continue the conversation:**
 - Congratulate, thank, share information!
- **Invite them to visit your programs.**
- **Complete a [Hill report form](#).**

Keeping the conversation going

- Continue to share news and resources about CTE with the policymakers you meet with, and as new ones enter office, introduce yourself to them.
 - Not only are you building relationships, but this subtly reminds them that you are keeping an eye on them in office!
- Thank them for taking action on CTE issues if/when they do so.
- Reiterate your willingness to serve as a resource to them as circumstances arise.
- Patience is key! Advocacy requires persistence and often, flexibility.

What does “digital advocacy” mean to you?

What are the benefits of digital advocacy?

- Reach many people quickly
- Adaptable to your needs
- Opportunities for follow up
- “On the go” nature of the online world means you can engage in digital advocacy, anytime, anywhere
- Able to edit messages before sending
- Low (or lower) cost
- Ability to receive feedback and analytics almost instantly

Four key components of any digital advocacy exercise:

- Explain the problem
- Describe the solution
- Share testimonials/make a connection to your audience
- Have a call to action

How can I engage in digital advocacy for CTE?

- Traditional social media platforms:
 - Twitter, Facebook, Instagram, LinkedIn
- Videos and audio recordings:
 - Film a video of your students and programs in action – have a graphic design class? Recruit them to film and edit!
 - Create a video/podcast about your program, post it to YouTube and share it through Twitter or Facebook
 - Ideas could include student showcases and live demonstrations, instructor interviews or facility tours
- Blogs, online news, newsletters...including paid media
- Advertisements – varies by style/policies/budget
- Note: Make sure all students appearing in photos and videos have permission to be photographed!

Social Media Quick Tips

- Use your own "voice"
- Use photos, GIFs and other graphics
- Be truthful and positive
- Be social
- Share successes/appreciation
- Ask questions
- Keep your eyes on the prize!

Social Media – Facebook

- Post a short story of your CTE program or student success on yours or your institution's Facebook page. Use your post to ask your friends questions or ask them for feedback. Facebook Live also provides a great opportunity to feature live content from your organization or institution. You may be able to provide virtual mini-tours, interviews with students and educators and more!
- Share your CTE posts on your legislator's Facebook page and on the ACTE Facebook page. You can also tag the policymaker's Facebook page to get their attention.
- Ask your followers to share your content through their personal or institution's Facebook page.
- Share content from the [ACTE Facebook page](#) and from ACTE's [CTE Policy Watch](#) blog.

Social Media – Twitter

- Tweet at [@ACTEpolicy](https://twitter.com/ACTEpolicy).
- Link to press releases, photos or other information to provide more information and context to your Tweets.
- Run a Twitter poll or ask for replies to get feedback from your followers.
- Tweet directly to your policymaker or members of the media to make sure your message is seen by the intended audience.
- Reply to and engage with others' Tweets in the CTE sphere to build the conversation on Twitter.

Social Media – Twitter

- Tweet the action you want your Members of Congress to take, such as more robust support for CTE, or to visit your program.
- Link to [ACTE's policy positions](#) on key CTE related issues on the ACTE website.
- Use the CTE community's hashtags to be a part of the broader CTE conversation, including:
 - #CareerTechEd, #PerkinsCTE, #PerkinsV, #CTEMonth, #STEM#SkillsGap, #WkDev, #workforcedevelopment, #Comm_College
- Every so often, perform a few searches on Twitter for “career and technical education,” “workforce development,” “skills gap,” “Perkins,” and other CTE-related topics.

Social Media – LinkedIn

- You can also engage with ACTE’s [LinkedIn page](#), and use hashtags to share your content with a broader audience.
- On either the ACTE page or your personal page, post a CTE article or success story and briefly summarize what you would like your fellow educators to learn from the piece while encouraging discussion on any unresolved questions.
- Discuss CTE classroom strategies, innovative teaching techniques or creative classroom projects.
- Post information about a current CTE public policy issue, such as a specific piece of legislation or CTE funding debate. Ask your professional colleagues for their thoughts on this news and how it affects their schools. Thank them for sharing their thoughts.
- Keep the information on your LinkedIn account up to date, as it establishes you as a CTE educator and experienced professional in your field.

Social Media – Instagram

- Take photos at CTE events and share with your peers. Be sure to tag [@actecareertech1](https://www.instagram.com/actecareertech1) to be featured.
- Feature programs at your school
- Be descriptive in your Instagram captions and have fun with them.
- Use hashtags and tag locations

Blogging

- Educators and Administrators
- Business Leaders
- Students
- Distribute to students, parents and staff via newsletter!

Site Visits & Media Tours

- Great way to bring policymakers and potential advocates to see your programs
- Film, Tweet and take photos at the site visit
- Offer to promote on local, digital and social media
- If you have policymakers in attendance, have them take photos with students and grab some pictures of them interacting with one another!
- Invite local media to the site visit, but give any policymakers in attendance a heads up

Media Tours

- National, state and local media are invited to tour a series of CTE programs in a state or region; policymakers invited too
- They write news articles, take photos and film videos of the tour stops
- Opportunities to showcase programs at the school using your own students and resources to guide the tours
- Film the media tour stops and use the footage and photos to promote your programs in recruitment materials, websites, advertisements, etc.

Digital Media Outreach

- Remember...the squeaky wheel gets the grease!
- May include opportunities to speak with reporters virtually/remotely or as a part of a podcast or radio recording, which are often posted online
- Sending pitches via social media/email (use discretion)
- Sending pitches to relevant online news shows/YouTube channels
- Preparing op-eds and letters to the editor for digital publications
- Inviting media from online publications to media tours
- Public Service Announcements



The Senate Career and Technical Education Caucus
in conjunction with the **Association for Career and
Technical Education (ACTE)**, the **National Association of
Home Builders** and the following organizations:

Business Professionals of America (BPA)
DECA

Family, Career, and Community Leaders of America (FCCLA)

Future Business Leaders of America (FBLA)

HOSA-Future Health Professionals

National FFA Organization

SkillsUSA

Technology Student Association (TSA)

Invite you to attend:
CTE Success:
Student Leaders in Action

When: Tuesday, March 21, 2023
5:00-7:00PM

Where: Hart Senate Office Building Room 902

Please join us for a reception featuring Career and Technical Student Organization (CTSO) students as they share the leadership and skill-building opportunities they gain through high-quality CTE and participation in their respective CTSOs.

Invited for Remarks:

Senator Tim Kaine, Senator Todd Young,
Senator Tammy Baldwin,
Representative Glenn "GT" Thompson
and Representative Suzanne Bonamici

Please RSVP to Jori Houck
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Contact Me

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