Support By the Numbers

500+ State policies passed since 2013

50 states +DC passed policies related to Career Technical Education in past four years

405 U.S. Representatives voting to reauthorize Perkins (unanimously!)

4x media mentions of “CTE” since 2013
Why So Much Career Pathway Activity?

• Balance college and career readiness
• Desire for more real-world skills among parents and students
• Cost of college – and increasing uncertainty in college degrees
• Strong message from business/industry
• Politically popular and bi-partisan
• Focus on quality
CTE Delivers

www.careertech.org/recruitmentstrategies

82% of CTE students say their education gives them the ability to learn real-world skills, compared to only 51% of non CTE students.

Students in CTE programs and their parents are more than twice as likely to report they are 'very satisfied' with their education compared to students and parents not involved in CTE.

93%
High school graduation rate for CTE concentrators, compared to 82% average rate

78%
CTE concentrators enrolling in postsecondary education, full time, within two years of graduation.

84%
adult CTE concentrators placed in further education or employment within six months of completing their program.
Competing Challenges

Quality
- Pathways
- Credentials
- Industry-Aligned

Scale
- Access
- Equity
- Industry-Supported
✓ Every Student Succeeds Act
✓ Carl D. Perkins CTE Act
✓ Workforce Innovation & Opportunity Act
✓ Higher Education Act