





In fact, parents and students engaged in CTE have higher levels of satisfaction across nearly all aspects of their educational experience compared to parents and students not engaged in CTE. **About nine in 10 parents of CTE students find satisfaction with their career support, while just five in 10 parents of non-CTE students do.**



#ParentalSatisfaction

College and "College" and "careers" are a top priority for parents of CTE students, but communication is key.

For example, eight in 10 parents of CTE students agree that "college" is important, and as many agree it's important to communicate with their child about college and career options.

Eight in 10 parents of CTE students agree that college is the ultimate goal, with college as a means to achieving that goal.



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Area Strength/ Area of Concern	All	Current CTE Parents	Prospective Parents	Current CTE Students	Prospective Students
<i>passionate about is important to me</i>	93%	94%	93%	92%	94%
<i>The more job experience I gain/my child should increase</i>	88%	92%	85%	90%	
<i>It's important to me that I have/my child</i>	87%	87%	82%		

selected by 44 percent of prospective parents and students, fairly compared to just eight percent of high-achieving students. Among high-income parents, 46 percent income earners ranked the program as one of the most important factors in their choice.

Rounding out the top choices of prospective students and parents was “CTE programs have partnership with employers and industry organizations” and “CTE programs provide training opportunities in high-demand careers, networking and even internships.” In fact, 75 percent of parents chose this as one of the three most important elements of CTE.

One potentially surprising finding throughout the survey was the consistency of responses across race/ethnicity, education level, income level and geographic distribution. For example, the fact that CTE allows students to gain real-world skills was equally popular across these categories. One notable exception of the “three most important factors” was that parents of students from the population surveyed. For a few groups – such as parents of students who are Black, Hispanic and/or parents who live in urban settings – the fact that the program provides hands-on learning was a key element of CTE.

CTE Has an Awareness Challenge

The term “Career Technical Education” has been in use for almost two decades, but in many ways is still relatively new. For example, only 47 percent of students report having ever heard the term “Career Technical Education.” A slightly higher percentage of prospective parents and students had heard the term “vocational education.”

When asked what they think of CTE, 71 percent of students and 73 percent of parents responded that it is a good thing. However, when prompted a number of barriers to learning more about CTE were raised – such as *When are classes offered?* *How long do they last?* *What are the costs?* *Do they cost money for students?* This was one of the primary reasons for not enrolling in CTE.

CTE Needs Champions and Messengers

Given the dual challenges of outdated perceptions and low awareness, having someone with a strong understanding of CTE is crucial.

Parents and students need to understand how CTE works and what it looks like within their schools. This can be done through a variety of ways, including in-classroom activities, career fairs, and workshops. Parents and students also need to know where to go for more information. This can be done through career counselors, school websites, and social media. It is important to have someone who can help parents and students understand how CTE works and what it looks like within their schools.

As far as how to reach parents and students, parents prefer in-person and online contact. Forty-eight percent of parents prefer in-person contact, while 42 percent prefer online contact. For students, 48 percent prefer in-person contact, while 42 percent prefer online contact.

Who Trust for Information on CTE?	Prospective Parents	Prospective Students
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want to get information on CTE directly from counselors, 44 percent through an open house at a local CTE center, 46 percent through a direct mailing. Only 21 percent said they would be interested in receiving information on CTE and 23 percent would find a direct email from a school or principal useful.

Quality Must Still Be the Top Priority

There is no question that the results of this survey are exciting for CTE advocates and leaders. With interest in CTE on the rise, it is important to ensure that the quality of CTE programs remains high. Success. Yet, it is critical to remember that no message or talking point can overcome a program that is not

It is only

through the leadership of educators to advocate for them. It is only through the leadership of educators that we will ensure more students have the opportunity to realize the true value and promise of Career Technical Education.

Methodology