



CTE Letter of Intent Signing Day!

Setting the Bar High!

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The Need!

- **Aging workforce**
- **The mindset that everyone must go to college**
- **Businesses wanted to help but didn't know how**
- **The idea that success is only defined one way**
- **Careers are something you think about after college**
- **Changing the mindset that a career pathway is not a straight line**

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- What are the 3E's

- Enrolled

- Enlisted

- AND/or

- Employed

Not just College and Career Ready!

**Making the
Shift:
*The 3E's***

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Letter of Intent Signing Day

- **How the idea of the CTE Letter of intent signing day came about:**
 - **Asking seniors about their plans after graduation always got the same answers.**
 - **Celebrating college and the military commitments**
 - **Finding a way to get the students and parents to value the choice of joining the workforce**
 - **Valuing the decision to join the workforce – comparable to student athletes committing to a colleges**

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The Impact!



Aftermath of Year One!

- **Huge success!**
 - More business involvement
 - More opportunities for students
 - More public awareness
 - More parent questions
 - Workshops for students not just career days

Opening the doors for business partnerships!



- **Businesses reaching out wanting to partner!**
- **Back to school business appreciation dinner filled in less than 24 hours**
- **Calls continue from businesses to learn more about partnering with HCPS**
- **Visits to classrooms by businesses increased**
- **“Hand shake, not hand out” motto**
- **Businesses from around the country continue to call**

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Opening the
doors for
business
partnerships!



- **Life Ready Expo**
 - **Changing the narrative!**
- **Getting the message to the parents.**
- **Discussion about careers, not jobs.**
- **Understanding the “value and cost” of a decision.**
- **More than a “job fair” it was a life planning opportunity!**

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Thank you

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