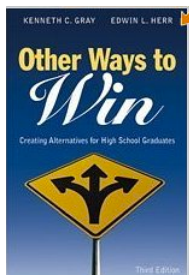


How to Convince Your Superintendent Your CTE Program is Worthwhile

A Summary of Superintendent Jay Plese's presentation at IACTE Conference, 2014

- Realize your Superintendents are making difficult decisions
- Educate the folks that make decisions regarding programs. Your Superintendent, Principal, and Curriculum Director may not be familiar with your CTE/Vocational Education programs. Their frame of reference may be coming from their understanding of programs from when they were in high school. We all know our programs are not even similar to what they were 25 years ago. Explain the new certifications, licensures, and opportunities for your students that exist.
- Invite your Superintendent, Principal, and Board to your students' competitions or to project culminations. Your stakeholders enjoy seeing your students showcasing the skills they have obtained in your program.
- Student Organizations are important. Students are your ambassadors.
- Ask your Superintendent to present your program at a board meeting. Have your students do the presentation. Always address your board with your Superintendent's knowledge and permission. In other words, know your board members, but don't go behind your Superintendents back.
- Get your Politicians in and give them P.R. in your local media
- Stay Progressive – Modernize the Program
- Have your graduates come back and speak with your Guidance Counselors about their successes (and often very impressive income) as a result of your program.
- Provide data and information to highlight the value of your program and the impact it is having on your program.
- Know the Facts – Defend your program and public education. Private schools and charter schools do not outperform public education.
- Develop a relationship with your Superintendent. Following the above suggestions will go a long way in developing a relationship and understanding of your programs.



Mr. Plese recommends the book *Other Ways to Win* by Kenneth Gray and Edwin Herr. It speaks to some of the challenges and misconceptions in the American educational system.