



STATE OF NEW JERSEY

DEPARTMENT OF EDUCATION

A Memo from the New Jersey Department of Education

Date: February 3, 2021
To: Chief School Administrators, Charter School and Renaissance School Project Leads
Route To: High School Principals, Supervisors of Career and Technical Education (CTE), CTE Teachers
From: Lisa J. Gleason, Ed.D., Assistant Commissioner
Division of Academics and Performance
Deadline: Submission of Activities CTE Month by February 15, 2021 – Deadline Extended

Career and Technical Education (CTE) Month Events and Activities

The New Jersey Department of Education (NJDOE) has planned several events and activities in February to celebrate Career and Technical Education Month®, or CTE Month®. CTE Month is a public-awareness campaign that takes place each year to celebrate the value of CTE and the achievements and accomplishments of CTE programs across the country¹.

CTE is an educational option that provides learners with the opportunity to earn industry-valued credentials, college credit, and workplace experiences incorporating a rigorous academic core coupled with a high-level technical curriculum. CTE prepares students for a range of career options through the 16 Career Clusters® and 79 career pathways. In New Jersey, there are currently 76,743 secondary students participating in CTE career pathways aligned to New Jersey's key industries, such as Construction & Energy, Finance, Health Care, Technology, Manufacturing, and Transportation, Distribution & Logistics.

In recognition of CTE Month, the NJDOE will feature the following events and activities:

- **DOE Digest** – The DOE Digest is a podcast produced by the NJDOE that focuses on statewide issues in education. The upcoming podcast, scheduled for release on February 11, 2021, will highlight CTE best practices in schools throughout the state, amplify the voices of CTE educators, and put a spotlight on students in CTE programs. It will be hosted by the [Office of Professional Learning Network](#). [Subscribe on Apple Podcasts](#) or wherever you find podcasts.
- **#NJEdPartners Twitter Chat** – The chat will feature the work of CTE educators from around New Jersey and is scheduled for February 16, 2021 at 8:30 p.m. It will be hosted by the NJDOE and moderated by Kenneth Bond, Ed.D., Acting Director of the NJDOE's Office of Professional Learning Network. To join the Twitter chat, complete the following steps:
 1. Log in to your [Twitter](#) account before 8:30 p.m. on February 16, 2021;
 2. Access the Twitter chat by typing the hashtag #NJEdPartners in the Twitter search bar and select "Latest" or follow the [@NewJerseyDOE](#) Twitter feed;
 3. Participate in the chat by responding to questions and other users using the hashtag #NJEdPartners after your tweets;
 4. Answer corresponding questions (for example, question 1 will be "Q1:" and your tweet should start with "A1:" if you are responding to that question); and
 5. Stay on topic and ask for clarification if needed.

- **CTE Logo Contest** – This contest provides students in state-approved Graphic Arts CTE programs with an opportunity to develop a statewide logo for all CTE-related communications from the NJDOE. The logo will appear on the NJDOE website, social media, and other communication materials.
- **CTE Twitter Posts** - Throughout February, student success stories, CTE educator spotlights, and other CTE information will be posted on the NJDOE's [Twitter](#).
- **CTE Survey** – As first announced in the NJDOE's December 23, 2020 [Broadcast](#), this is an opportunity to share creative accomplishments by the CTE students in your school. Please complete this survey by the extended deadline of February 15, 2021, providing specific details about student success stories, school events, and/or presentations your district will be planning during CTE Month. The NJDOE will share school-based achievements on the NJDOE website and social media accounts.

If your school district is interested in developing CTE programs, please contact the [Office of Career Readiness](#).

Thank you for your commitment and dedication to increasing the opportunities for all students to participate in a CTE program. We look forward to celebrating CTE Month with you.

c: Members, State Board of Education
Angelica Allen-McMillan, Ed.D., Acting Commissioner of Education
NJDOE Staff
Statewide Parent Advocacy Network
Garden State Coalition of Schools
NJ LEE Group

ⁱ [Association for Career & Technical Education, \(2020\). CTE Month](#)