# Module 6 Activity Handouts

## Activity 1: Opening Self-Reflection

**Purpose:** This exercise lays the groundwork for the activities included in this training module.[[1]](#footnote-2) It can help you begin to outline your effort to communicate what you have learned regarding the career and technical education (CTE) program(s) at your site.

**Directions:** Think about the CTE program(s) at your site and the benefits they offer. If you had the opportunity to make an appearance on national television, what would you want to say? Follow the prompts below to focus your thinking.

1. What outcomes about your CTE program(s) do you consider most interesting or exciting?
2. Do you have research to support your beliefs about your CTE program(s)? If so, list two to three examples below. If not, explain what you would tell listeners to convince them of your claims.
3. Why is this research finding compelling? That is, why is it important that people be made aware of it?

## Activity 2: Sharing Research

**Purpose:** This exercise can help you begin thinking about potential audiences and what they might like to know about your career and technical education (CTE) research findings.[[2]](#footnote-3)

**Directions:** Look back at the research findings that you identified in Activity 1 relating to your CTE programming. Using one of the data or research findings you listed to organize your thoughts, answer the following questions in the space provided.

1. What research finding did you identify that you would like to communicate?
2. Who is the intended audience for this information?
3. How might you tailor your research finding to appeal to this group’s interests? In the space below, list two to three ways that you might message this finding to generate excitement.

## Activity 3: Audience Self-Reflection

**Purpose:** This exercise will help you to begin the process of honing a key message to communicate with the public about your career and technical education (CTE) program.[[3]](#footnote-4)

**Directions:** Now, knowing what you do about communication approaches, you may want to think about how you might tailor your message to address the public’s needs. Answer the following questions in the space provided.

1. Think about the many CTE stakeholders that exist in your education community. Based on your knowledge of these audiences, which might be the most difficult for you to communicate with and why?
2. Given what you know about the audience you identified above, what is one research finding or message about your CTE program that you would like them to know?
3. Based on the information provided in this module, choose a communication tool/approach that you feel would be most effective to get your message across to this audience. What did you choose and why?
1. Facilitator note: If doing this activity with a group, consider making this a 10-minute think-pair-share, with the individuals working taking 5 minutes to brainstorm and 5 minutes to share with another person. This can help to outline your effort to communicate what you have learned regarding the CTE program(s) at your site. [↑](#footnote-ref-2)
2. Facilitator note: If doing this activity with a group, consider making this a 15-minute exercise, with the individuals working independently for 5 minutes to complete the activity. Next, group-pair individuals and ask them to take 5 minutes to share their messaging approaches. As a concluding activity, ask each group to share their research finding, audience, and approach they would use to generate excitement within this group. [↑](#footnote-ref-3)
3. Facilitator note: If doing this activity with a group, consider making this a 10-minute think-pair-share, with the individuals working taking 5 minutes to brainstorm and 5 minutes to share with another person. This can help to hone a key message to communicate with the public. [↑](#footnote-ref-4)