CTE Momentum

*Series Launch | Communications Toolkit*

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# Series launch overview

The U.S. Department of Education (the Department) has launched [CTE Momentum](https://www.ctemomentum.com), an annual challenge series to prepare high school students for rewarding careers and increase access to career and technical education. Each school year, the Department will invite educators and high school students to participate in a new challenge focused on a topic of national importance.

The Department expects to commence the series early this spring with the launch of the Your Place in Space Challenge, which will inspire high school students to envision and pursue careers in the space industry. The Department will invite high schools to submit designs for a product or service that will contribute to space missions and exploration.

**Help share this opportunity with your networks:**

We encourage you to share this opportunity from your social media accounts, blog, newsletters and listservs; this document provides sample content for these digital channels.

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# Sample social media

**Challenge hashtag:** #CTEMomentum

**Challenge web presence:** CTEMomentum.com

[***Download social media graphics***](https://www.dropbox.com/sh/71uvpv5yz6bv0ep/AAA6f7yGYrK99TbBhix_lqDMa?dl=0)

*See below for sample messages to share from your social media channels. To help amplify CTE Momentum, you can also look for posts from the following accounts to like and retweet/share:*

* **Ed Prizes:** [Twitter](https://twitter.com/EdPrizes)
* **U.S. Department of Education:** [Twitter](https://twitter.com/usedgov), [LinkedIn](https://www.linkedin.com/company/usedgov/), and [Instagram](https://www.instagram.com/usedgov/)
* **Department of Defense STEM:** [Twitter](https://twitter.com/DoDstem/), [Facebook](https://www.facebook.com/DoDSTEM), [LinkedIn](https://www.linkedin.com/company/dodstem/), and [Instagram](https://www.instagram.com/dodstem/)
* **NASA:** [Twitter](https://twitter.com/nasa), [Facebook](https://www.facebook.com/NASA/), [LinkedIn](https://www.linkedin.com/company/nasa/), and [Instagram](https://www.instagram.com/nasa/)
* **NASA STEM:** [Twitter](https://twitter.com/NASASTEM)

*Sample tweets*

*Option #1*

JUST LAUNCHED: @usedgov’s #CTEMomentum is an annual challenge series to prepare #highschool students for rewarding #careers and increase access to career and technical education. This #CTEMonth, learn how you can get involved:

https://www.ctemomentum.com?utm\_source=validators&utm\_medium=social-short&utm\_campaign=series-announcement

#CTE #CareerTechEd

*<insert CTEMomentum\_Launch.png>*

*Option #2*

#CTE programs can help students connect hands-on learning to in-demand #careers. That’s why @usedgov has launched #CTEMomentum — an annual challenge series to increase access to career and technical education. Sign up to learn more:

https://www.ctemomentum.com?utm\_source=validators&utm\_medium=social-short&utm\_campaign=series-announcement

#CTEMonth

*<insert CTEMomentum\_Launch.png>*

*Option #3*

Expanding access to #CTE will equip more #highschool students with #skills for success — that’s why @usedgov has launched the #CTEMomentum challenge series.

Teachers: sign up this #CTEMonth to help students connect classroom learning to #careers:

https://www.ctemomentum.com?utm\_source=validators&utm\_medium=social-short&utm\_campaign=series-announcement

*<insert CTEMomentum\_Launch.png>*

*Sample Facebook and LinkedIn posts*

*Option #1*

JUST LAUNCHED: #CTEMomentum is a new @U.S. Department of Education annual challenge series to prepare #highschool students for rewarding careers and increase access to career and technical education. Stay tuned for more about the inaugural #YourPlaceinSpace Challenge, which will inspire students to envision and pursue careers in the #space industry.

This #CTEMonth, subscribe for all updates on the challenge series:

https://www.ctemomentum.com?utm\_source=validators&utm\_medium=social-long&utm\_campaign=series-announcement

*<insert CTEMomentum\_Launch.png>*

*Option #2*

#CTE programs can help students connect hands-on learning to in-demand #careers. That’s why the @U.S. Department of Education has launched #CTEMomentum — an annual challenge series to increase access to career and technical education. .

Celebrate #CTEMonth by signing up for series alerts:

https://www.ctemomentum.com?utm\_source=validators&utm\_medium=social-long&utm\_campaign=series-announcement

*<insert CTEMomentum\_Launch.png>*

*Option #3*

#Highschool students need more opportunities to build #skills for today’s in-demand careers — that’s why the @U.S. Department of Education has launched #CTEMomentum, an annual challenge series to increase access to career and technical education.

Learn more about the series and how to get involved:

https://www.ctemomentum.com?utm\_source=validators&utm\_medium=social-long&utm\_campaign=series-announcement

#CTEMonth #CareerTechEd

*<insert CTEMomentum\_Launch.png>*

*Sample Instagram posts*

*Option #1*

This #CTEMonth, @usedgov launched #CTEMomentum — an annual challenge series to prepare high school students for rewarding #careers and increase access to career and technical education.

Stay tuned for more about the inaugural #YourPlaceinSpace Challenge, which will inspire students to envision and pursue careers in the #space industry.

To learn more, visit ctemomentum.com.

#CTE #CareerTechEd

*<insert CTEMomentum\_Instagram\_Launch.png>*

*Option #2*

#Highschool students need opportunities to build specialized #skills for today’s #careers — that’s why @usedgov has launched #CTEMomentum to empower #teachers with resources and inspiration as they help students prepare for future success.

Celebrate #CTEMonth: Learn more and sign up for news at ctemomentum.com.

*<insert CTEMomentum\_Instagram\_Launch.png>*

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# Sample blurb

*See below suggested copy for inclusion in digital channels, such as newsletters.*

**U.S. Department of Education launches CTE Momentum to help increase access to career and technical education**

This CTE Month, the U.S. Department of Education has launched [CTE Momentum](https://www.ctemomentum.com?utm_source=validators&utm_medium=newsletter&utm_campaign=series-announcement), an annual challenge series to prepare high school students for rewarding careers and increase access to career and technical education (CTE). Each school year, the Department will invite educators and high school students to participate in a new challenge focused on a topic of national importance.

The Department expects to commence the series early this spring with the launch of the Your Place in Space Challenge, which will inspire high school students to envision and pursue careers in the space industry. The Department will invite high schools to submit designs for a product or service that will contribute to space missions and exploration.

To learn more about CTE Momentum and receive updates on future challenges, [visit CTEMomentum.com](https://www.ctemomentum.com?utm_source=validators&utm_medium=newsletter&utm_campaign=series-announcement) and [sign up for the series newsletter](http://eepurl.com/iiLRJn).

# Sample web content

*See below suggested language for a website feature.*

**U.S. Department of Education launches annual challenge series to increase access to career and technical education**

This CTE Month, the U.S. Department of Education launched [CTE Momentum](https://www.ctemomentum.com?utm_source=validators&utm_medium=newsletter&utm_campaign=series-announcement), an annual challenge series to prepare high school students for rewarding careers and increase access to career and technical education (CTE). Each school year, the Department will invite educators and high school students to participate in a new challenge focused on a topic of national importance. Drawing upon public and private collaboration, this annual series will empower educators with resources and inspiration to help American schools become centers of innovation and possibility.

**Increasing access to CTE and careers in growing industries**

Many careers require specialized skills — and students need new opportunities to build them. CTE programs are uniquely positioned to meet this need because they offer students hands-on opportunities to apply knowledge and skills that they learned in classroom settings. By expanding access to CTE, high schools can equip students with the skills required for in-demand careers with promising pathways for advancement.

**Launching soon: Your Place in Space Challenge**

The Department expects to commence the series early this spring by launching the Your Place in Space Challenge, which will inspire high school students to envision and pursue careers in the space industry. The Department will invite high schools to submit designs for a product or service that will contribute to space missions and exploration.

**Sign up to learn more**

To learn more about CTE Momentum and receive updates on future challenges, [visit CTEMomentum.com](https://www.ctemomentum.com?utm_source=validators&utm_medium=newsletter&utm_campaign=series-announcement) and [sign up for the series newsletter](http://eepurl.com/iiLRJn).

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