



Example: 5-Step Marketing Plan for Recruiting Girls for CTE Classes

- 1) Create class brochures and posters. Market your class in a way that counteracts stereotypes and myths about trades industries, jobs, and workers.
- 2) Host interactive workshops on Parent's or Open House Nights. Educate parents about the living wage careers in the trades and inform them of your interest in recruiting girls.
- 3) Celebrate the successes of your female students in the school newspaper and seek local media attention.
- 4) Consider having a class or open house for girls only. Call on successful graduates and past students to act as mentors and to answer the questions of incoming female students.
- 5) Build a good relationship with your school's counseling office. Counselors should know that you offer a fantastic class and actively welcome young women as well as young men.