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.