

A Little PR Can Make A BIG Impact

Tips for promoting your Technology and Engineering Education Programs



It's not easy to be your own public relations manager because it can be uncomfortable to boast of your own or your students' accomplishments in or outside of the classroom. As a result, much of what you do to integrate common core into the T&E curriculum, meet individual student needs, and improve student achievement often goes unnoticed or is undervalued by people who do not understand what we do.

NYSTEEA has developed a "Technology Education is..." PR card, which is located below. It provides key phrases to help communicate with others about what we teach, the learning environment, and the benefits of Technology and Engineering Education in preparing students for college and careers. Additional copies can be downloaded and printed from our site, www.NYSTEEA.org. Pass them out to students, parents, guidance counselors, administrators, and business leaders in your community.

First-get to know your local newspaper staff writers. They are always looking for great stories about kids, especially when they are learning by doing through hands-on activities. Most writers are willing to visit schools, take photos and even complete the article.

However, you too can easily author an article. Here are some relatively simple PR strategies to help you transition into a PR manager for your Technology & Engineering Education classes.

1. Identify and Target Your Audience: Appeal to students, parents, counselors, administrators, and the community
2. Create the Message: Develop a consistent story about what students do and learn. Identify a few advantages of taking the specific class, such as developing career and college readiness skills such as problem solving, managing resources, or using specific tools and equipment.
3. Choose the Media: Utilize school announcements, newsletters, website or posters/flyers; local newspapers, TV and/or radio; local community, industry or business

newsletters.

4. Create Story and Photo Opportunities: Invite professionals from local business and industry into your classroom to help evaluate student projects or to speak with students about careers. Encourage students to present their projects to other classes. Hold competitions in public locations outside the classroom. Present a T&E Education PR challenge to your students such as the NYSTEEA sponsored Video Challenge. Visit NYSTEEA.com for more information.

When developing a press release, include photos of students who are designing, creating, displaying, presenting or evaluating projects. Eager smiling faces let the audience know that the students are enjoying learning. Be sure to

- *Illustrate the fact that T&E Ed is inclusive by showing a diverse group of students.*
- *Confirm that all students have signed photo releases.*

Cut, fold and carry T&E Ed is card

"Technology education is the study of the human-made world.

Students learn the process of designing and engineering solutions in a hands-on, minds-on environment of invention and innovation."



**The New York State
Technology and
Engineering
Educators' Association**

www.NYSTEEA.org

Sample Middle School Press Release

Technology and Engineering Education- An Environment of Invention and Innovation

What is Technology?

People often think of technology only as computers and other similar electronic devices. However, the origin of the is from the Greek word *technologia* (*techne*, "art, skill, cunning of hand"; and *logia*). Merriam-Webster defines technology as: the use of science in industry, engineering, etc., to invent useful things or to solve problems: a machine, piece of equipment, method, etc., that is created by technology.

What is Technology education?

Technology education is the study of the human-made world where students learn the process of designing and engineering solutions in a hands-on, minds on environment. It is a systems-based approach to problem solving that guides students in the understanding, design and development of systems, devices and products to serve human needs and wants.

Technology and Engineering Education...

- ◆ Provides real-life learning opportunities.
 - ◆ Encourages the use of appropriate technology and resource management.
 - ◆ Supports abstract ideas and concepts that develop the ability to identify and solve problems.
 - ◆ Nurtures creative and innovative thinking.
 - ◆ Develops the ability to solve problems.
 - ◆ Creates lifelong learners with 21st century skills and promotes college and career readiness.
 - ◆ Is essential to STEM education because STEM without technology and engineering is just more science and math.
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For possible inclusion in a MS press release.

New York State mandates that all students are to receive one full unit or 160 hours of technology education instruction between grades 5 and 8. It is important that parents and community ask their local school if they have certified T&E teachers providing the mandated instruction, and if not, encourage the school make every effort to do so.

For possible inclusion in a HS press release.

Technology and Engineering Education-Real Life Learning for Real Life Success

Although there is not currently a state mandate for high school technology education, the newly established Pathways to Graduation will require schools to provide all students an opportunity to select one of several different programs of study specific to a college and career goal. This includes Career and Technical Education (CTE) programs such as Business and Technology as well as Science, Technology, Engineering and Math (STEM) programs such as Technology and Engineering Education.

According to the Association for Career and Technical Education (www.acteonline.org) 81% of high school dropouts say relevant, real-world learning opportunities would have kept them in school. Also, 80% of secondary CTE graduates who had earned a postsecondary credential or were still enrolled in college two years later. There are over 1,000,000 open jobs in manufacturing, trade, transportation, and utilities waiting to be filled by our graduates.

Technology and Engineering Education provides students an opportunity to investigate well-paying careers and to develop the problem-solving and other vitals skills that will help them be successful in college and career.



www.nysteea.org