

The Career & Technical Education Center's (CTEC) Program Guide is an important marketing piece in a public relations campaign designed to encourage student interest and increase enrollment. Each year, photographs of each program are taken and placed into this publication along with in-depth course descriptions. CTEC guidance counselors then distribute the publication to students throughout our 12 component school districts during annual visits. The target audience of the CTEC Program Guide is high school students in grades 9 and 10 in the component districts, as well as their families. The program features large, colorful, engaging photographs and fun, clear, easy-to-read typefaces for its course descriptions to catch and hold the attention of young adults.