

The I Choose to Teach CTE series, produced by the Maryland State Department of Education (MSDE), highlights the inspiring journeys of diverse educators who have chosen to teach Career and Technical Education (CTE). This series showcases how CTE teachers across Maryland prepare students with real-world skills, industry certifications, and career-ready experiences. A common misconception is that CTE teachers are disconnected from the industries they teach and unfamiliar with the business community. In reality, they are experts in their fields, often with years of industry experience before transitioning into education. Whether in healthcare, IT, construction, culinary arts, or engineering, these educators bring firsthand knowledge of industry standards, evolving technology, and workforce demands, ensuring students receive relevant, hands-on training. This campaign targets students, parents, industry experts and business leaders. For students, it highlights the exciting career opportunities available through CTE and the educators who help them succeed. For parents, it provides insight into the benefits of CTE education, including industry certifications and career readiness. For industry experts and business leaders, it reinforces the critical role CTE teachers play in developing a highly skilled workforce, helping industries grow and thrive. To engage younger audiences, the series incorporates short-form video content, including Instagram and Facebook Reels. These dynamic clips provide quick, engaging insights into the daily lives of CTE teachers, their impact on students, and the exciting opportunities within CTE fields. By leveraging social media, I Choose to Teach CTE makes career exploration more accessible and relatable, encouraging high school and college students to consider a future in CTE instruction. The series also highlights the importance of diverse teachers in the classroom educators from different backgrounds and experiences who reflect the students they serve. These teachers bring unique perspectives, fostering inclusive learning environments that inspire and prepare all students for success. I Choose to Teach CTE emphasizes the benefits of becoming a CTE teacher, including professional growth opportunities, industry connections, and the ability to make a lasting difference. CTE educators bridge the gap between education and industry, ensuring students graduate with the knowledge, skills, and confidence needed to succeed in today's workforce. Ultimately, I Choose to Teach CTE aims to inspire the next generation of educators by showcasing the value and impact of

teaching CTE in Marylandusing modern digital storytelling to make that message resonate.