

Frisco Independent School District

Career and Technical Center (CTE)

2025-2026 Focus Areas/Key Questions/Goals



Focus Area 4: Differentiated Instruction and Assessment

Key Question 3: Are we growing and cultivating our students' knowledge, talents, and abilities?

Initial Status: Minor Change

Goal 1 Details	Reviews			
	Formative		Summative	
Nov	Feb	June	June	
<p>Goal 1: The CTE Center will increase student enrollment in each course by 15% for the next school year by implementing targeted outreach efforts, including presentations, social media campaigns, and partnerships with local businesses.</p> <p>Evidence of Success: Increased enrollment in each course by 15%</p> <p>Staff Responsible: All Staff</p>				
 No Progress  Accomplished  Continue/Modify  Discontinue				

Strategy 1: Collaborate with school counselors, teachers, and industry professionals to promote the benefits of CTE courses through career fairs, classroom visits, and success stories from alumni.

Resources: Marketing resources

Communication Plan: Flyers, attendance at career fairs, classroom visits

Collaborating Departments: All CTE Departments

Staff Responsible: All CTE Staff

Evidence: Increased number of marketing events attended

Strategy 2: Develop communications/marketing plan

Resources: Marketing plan template (google doc)

Staff Responsible: Administration, Counselor, Social Media Representative

Evidence: Working Communication Plan

Strategy 3: Update CTE Center Virtual Tour Page on Website

Resources: Marketing documents from each pathway

Staff Responsible: All CTE Staff