

**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			
<b>Goal 1:</b> 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. <b>Evidence of Success:</b> Increased enrollment in each course by 15% <b>Staff Responsible:</b> All Staff	Formative			Summative
	Nov	Feb	June	June
<div><div><div></div>No Progress</div><div><div></div>Accomplished</div><div><div></div>Continue/Modify</div><div><div></div>Discontinue</div></div>				

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