



NSD

**NATIONAL CTE LETTER OF INTENT
SIGNING DAY**

2020

PLAYBOOK



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Setting the Scene: Video overview of National Signing Day



<https://youtu.be/li76bTCOgDU>



Why National Signing Day?

- NC3's National CTE Letter of Intent Signing Day mirrors the NCAA's National Signing Day for athletes who commit to play sports in college
- National Signing Day honors students who are making a commitment to pursue a technical education
- National Signing Day both elevates technical education and recognizes it as a choice that leads to gratifying and well-paying careers
- National Signing Day celebrates the dignity of work



A Message from NC3 and Washburn Tech

Please join us in what is becoming a revolutionary event in career and technical education! National CTE Letter of Intent Signing Day 2020 is scheduled for Thursday, February 20.

The event, which began in 2014 at Washburn University Institute of Technology, is a celebration of technical education. Just as we value athletes who commit to play a college sport, the signing day ceremony is designed to honor students who are entering a technical field and emphasize the importance of their career choice.

By signing new recruits, we are telling them that a place has been reserved for them and that they are valued. Technical education will prepare them for a strong career and builds families, sustains communities and grows a highly-skilled workforce.

Join the movement! As educators, it is incredibly rewarding to watch the smiles of incoming students, the hugs they receive from family and the interaction they have with business and industry leaders. Committing to a technical career is a big deal. Together, we can spread that message throughout the country.

Roger Tadajewski
Executive Director
NC3

Clark Coco
Retired Dean
Washburn Tech



How You Can Get Involved

Technical and Community Colleges

Take the Playbook home to your colleagues and start a movement. Commit to a Signing Day event at your school on February 20, 2020

High Schools

Promote the value of technical education. Attend local Signing Day events. Contact your local college to see how to get involved

Business and Industry

Help to validate this event by participating in Signing Day events at schools where you have a relationship. Afford students and their family the opportunity to learn more about excellent careers in high-demand areas



2019 Signing Day College Participants



60+ Locations Around the Country



2019 Signing Day College Participants

- BLACKHAWK TECHNICAL COLLEGE
- CEDAR VALLEY COLLEGE
- CHIPPEWA VALLEY TECH COLLEGE
- DAKOTA COUNTY TECHNICAL COLLEGE
- EASTERN MAINE COMMUNITY COLLEGE
- GATEWAY TECHNICAL COLLEGE
- LINCOLN TECH
- LINN BENTON COMMUNITY COLLEGE
- METRO TECH, BUSINESS CONF. CTR.
- METRO TECH, SOUTH BRYANT
- MIRAMAR COLLEGE
- NORTHEAST COMMUNITY COLLEGE
- NORTH IOWA AREA COMMUNITY COLLEGE
- OLIVE-HARVEY COLLEGE
- PIERCE COLLEGE
- PIMA COMMUNITY COLLEGE
- PINELLAS TECHNICAL COLLEGE
- PITT COMMUNITY COLLEGE
- RANKEN TECHNICAL COLLEGE
- RARITAN VALLEY COMMUNITY COLLEGE
- RICHARD DALEY COLLEGE
- SOUTH CENTRAL COLLEGE, N. MANKATO
- SOUTH CENTRAL COLLEGE, FARIBAULT
- TARRANT COUNTY COLLEGE SOUTH
- TARRANT COUNTY COLLEGE NW
- TENNESSEE COLLEGES OF APPLIED TECH
- TRUCKEE MEADOWS COMMUNITY COLLEGE
- UMPQUA COMMUNITY COLLEGE
- WALLACE STATE COMMUNITY COLLEGE
- WASHBURN TECH
- WAUBONSEE COMMUNITY COLLEGE
- WAYNE COMMUNITY COLLEGE
- WEST-MEC CENTRAL
- WEST-MEC NORTHEAST
- WEST-MEC SOUTHWEST
- WEST-MEC NORTHWEST
- WSU TECH



2019 Signing Day Industry Partners





Washburn Tech 2019 Signing Day Video



<https://youtu.be/2V9qgYXdMDc>



Sample Talking Points

- When a school signs incoming students to Letters of Intent, that school is telling those students that a place has been reserved for them and that they are valued
- Signing Day provides a great opportunity to involve your new students, their families, your faculty, your local business and community leaders and your corporate partners
- Signing Day started in 2014 at Washburn Tech and has gained national attention in just six years



Sample Agenda for Signing Day

- | | |
|---------------|--|
| 8am | Registration |
| 8:35am | Meet with Instructors, Business and Industry |
| 9:30am | Keynote Speakers |
| 9:45am | Flight of Signees |
| 11am | Closing Remarks |



Best Practices: Planning Your Event

- Start early...planning begins in September!
- Include faculty, staff, members of your administration and board in planning for Signing Day
- Create a planning committee. This event is a team effort
- Purchase necessary items such as hats, pens, nametags and tablecloths
- Get creative in your use of space on campus and use of staff help
- Communication is key. Make sure business and industry, media, students, faculty, high schools and the community understand what Signing Day is and its importance



Best Practices: Planning Your Event

- Utilize one person to be in charge of business and industry and assist in invitations, RSVPs, setup and day-of duties
- IT and Building and Grounds staff are key players who will assist in setup for the day, including live streaming of the event
- Make sure the day is about the students. They should feel valued, above all other goals for the day
- Snacks and hospitality should be considered
- Practice, practice, practice



Best Practices: Media and Marketing

- Submit news releases to local media outlets including newspaper, radio and TV stations
- Add the date, February 20, 2020 to your website
- Book media appearances early
- Send VIP invitations separately
- Set up the live stream of your event, and provide the link on web and social media outlets (NC3 will assist you)
- Hire a photographer or designate a photographer for the day



Best Practices: Social Media

- Use the NC3 countdown clock to create hype, and place the link on all channels
- Take photos of the students - be sure to include everyone
- Let students tag themselves and friends in the photos
- Tag community organizations, businesses, schools and supporters
- Follow businesses, schools and supporters and retweet posts
- Link live stream on all channels



Sample Documents

- Invitation
- Calendar
- Event Logo
- Backdrop Banner Design
- Program Sample
- What to Expect for Students
- Certificate Template
- Business Invitation Template
- News Release Sample
- Checklist
- Table Tents



Contact For Updates and Information

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