Objectives

- Create a universal information source that students, parents and high school counselors can reference when exploring the district’s STEM/Career and Technical Education (CTE) options
- Promote STEM/CTE programs in a way which encourages students to consider programs as means to careers
- Equip students with career field information to help them choose the paths that fit their post-secondary goals
- Ensure STEM/CTE information is available in English and Spanish
- Create recognizable branding for STEM/CTE program(s)
**Career & Technical Education: Programs & Pathways**

**Business, Hospitality & Education**
- Alternative Cooperative Education (ACE)
- High School of Business
- National Restaurant Association ProStart
- Teacher Cadet

**Health Sciences**
- Certified Patient Care Technician*
- Certified EKG Technician*
- Certified Phlebotomy Technician*
- Biomedical Science - Project Lead The Way
- Sports Medicine

*Allied Health Certificate pathway

**Skilled Trades & Technical Sciences**
- Agriculture
- Automotive
- Careers In Construction
- Small Engine Technology
- Welding

**Engineering, Technology & Media Arts**
- Audio/Video Production
- Commercial Photography
- Graphic Design
- Information Technology
- Computer Science - Project Lead The Way
- Engineering - Project Lead The Way
- Technical Theatre
- Yearbook
Biomedical Science - Project Lead The Way

What will I do?
Biomedical careers perform tests to analyze bodily substances, investigate disease patterns, conduct research and study human health, design medical equipment, and analyze evidence of crimes.

Which careers could I have?
- Biomedical engineer
- Lab technologist
- Forensic science technician
- Epidemiologist
- Exercise physiologists
- Medical scientist
- Microbiologist

What’s the future of the field?
10% projected growth 2020-2030

Salary Range:
- Entry: $45,000
- Average: $74,000
- Experienced: $121,000

Industry Certification:
PLTW Biomedical Course Sequence

Graduation Demonstration:
English and Math

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Program summary information was presented in the format of questions students are most likely to ask/find helpful. The format and content were developed using feedback from school counselors and district post-secondary readiness staff.

English and Spanish flyers were created for each program.
Additional Program Sheet Examples

In total, the branding package consisted of 44 project sheets in English and Spanish. The sheets will be made available to school counselors, students and parents in print—as a catalog and individual program flyers—and via school and district websites.