



### **Statewide Email**

**DATE SENT:** July 13, 2022

**FROM:** Kevin O'Farrell, Ph.D., Chancellor, Career, Technical & Adult Education

**TO:** District Technical Center Directors  
FCS Workforce Administrators

**Via:** [Chancellor2@fldoe.org](mailto:Chancellor2@fldoe.org)

**SUBJECT:** New Action Toolkit – Get There Resources

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Dear colleagues,

Since the release of the Get There campaign in September of 2020, we have seen success in promoting Career and Technical Education (CTE) offerings available at Florida's state colleges and technical centers/colleges. I want to thank you all for your continued support and effort in championing workforce education.

As a result of Florida's policies to support workforce education, the state currently has more than 772,000 K-12 CTE students—the highest in the state's history—more than 338,000 postsecondary CTE students, and over 15,000 registered apprentices engaged in workforce education.

We encourage you to continue to spread the message that CTE is a viable and modern approach to education. To do that, we have created [a new Action Toolkit](#) for the Get There campaign with key messages, sample social media posts and graphics for use on your social channels.

We also included a marketing resources guide that includes free-to-use resources to help you navigate the many social media channels available, schedule social media posts and utilize graphic design tools, while including other helpful resources that will help you reach your audiences through various communication methods.

The new Action Toolkit includes:

- Social Media Assets and Copy.
- English Flyer.
- Spanish Flyer.
- Example Events and Event Brief.
- Sample messaging broken up for:

- o High Schools.
- o Colleges.
- o Adult Education.
- o Special Populations Outreach.

Exciting news! Assets will be available in Magenta Studio—a program designed to give you the ability to customize your organization’s logo and program-specific information. **Magenta Studio is available to you by invitation only—please email [Samantha.Dunaway@fldoe.org](mailto:Samantha.Dunaway@fldoe.org) to set up your account.**

If we can be of any assistance in using these materials, please contact the Director of Outreach and Recruitment for the Division of Career, Technical and Adult Education, [Samantha.Dunaway@fldoe.org](mailto:Samantha.Dunaway@fldoe.org), or visit us at [GetThereFL.com](http://GetThereFL.com).

Press on!

**Kevin O'Farrell, Ph.D.**

Chancellor

Career, Technical & Adult Education

**Florida Department of Education**

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