Every year Cayuga-Onondaga BOCES, along with the other Career and Technical Education organizations throughout the country, celebrate CTE Month in February. Part of the goal to promote our 19 CTE programs was to work on strategies to best convey statistical information to our audience. The primary audience we were aiming to reach were potential CTE students, as well as our component districts who could facilitate our campaign to students. I worked with PR Assistant Coordinator Paul Griser to research and provide the statistical data for the series. Portraying the data in an interesting and engaging manner was a major objective of the design challenge.

The solution was the “Did You Know?” series, showing the information in an infographic style with visual elements to connect back to the data. Using infographics on social media is an effective method to show “complex information in a compact way” (Bicen, Baheshti, 2017) and help the viewers discern the important information from a bombardment of peripheral information around it.

For example, the fourth graphic in the series states, “An estimated 29 percent of the current construction workforce will retire by 2026, resulting in a shortage of one million craft professionals in the construction industry,” (Congressional Career and Technical Education Caucus). To visualize this the graphic shows a bar portraying 29 percent out of 100 percent indicated by color and labeling, paired with the tools art to connect the information to the construction industry. Other information in the series was provided from Applied Educational Systems.

The “Did You Know?” graphics were posted twice a week, and were staggered within the other features occurring for CTE Month. The graphics were praised by both students and staff as being a fun and innovative way to promote CTE programs.
Works Cited

