



## **Virginia ACTE *Building Awareness Campaign Grant***

Virginia Association for Career and Technical Education (Virginia ACTE) is providing two \$500 grants to CTE teachers for the development of an awareness campaign for parents, stakeholders, and/or policymakers about their class, department, school, or school division's CTE programs or career pathways.

Grant criteria include the following:

1. Develop a written comprehensive campaign to increase awareness of CTE program(s) for the 2017–2018 school year.
2. Include intended objectives, target audience, strategies, activities, implementation dates, and budget.
3. Budget should address consumables, resource costs, materials, and equipment (does *not* include computers, laptops, or tablets).
4. Budget may not be used for stipends or travel.
5. This is a reimbursement grant, which requires valid receipts or purchase orders upon reimbursement request.
6. A final report must be submitted within two (2) weeks of the campaign closing date and signed by teacher(s) and an administrator.
7. The final report should be three (3) pages or less and include the audience for and effectiveness of the intended campaign objectives and how the campaign achieved the desired outcomes. The report should include activities, events, and/or strategies used to achieve objectives; and it should include artifacts (e.g., brochures, posters, press releases, tweets).
8. Applicant(s) must be a current member of Virginia ACTE.
9. The deadline to apply is January 15, 2018.
10. Notification of the grant award will be announced by January 25, 2018.
11. Grantee must give permission for Virginia ACTE to share campaign information on its website and through its social media channels.
12. After completing the application, save and email (preferred) to Dr. Brenda D. Long, [brendalong73@gmail.com](mailto:brendalong73@gmail.com), OR print and send to Dr. Brenda D. Long, Executive Director, Virginia ACTE, 420 Stonegate Dr., Blacksburg, VA 24060.

## Grant Application

### School

Name:

Address:

Telephone Number:

### Contact Person

Name:

Title:

Email:

Phone Number:

Signature of Contact Person

Provide a digital signature *or* print the form and sign it here:

Date:

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### School Administrator or CTE Administrator approving this activity

Name:

Title:

Email:

Administrator Signature

Provide a digital signature *or* print the form and sign it here:

Date:

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List departments, teachers, parents, industry partners, and others participating in the campaign:

List at least three objectives for the campaign:

Identify campaign activity target audience:

Provide detailed strategies and desired outcomes for the campaign:

List activities aligned with campaign strategies:

List resources needed to implement the campaign:

Provide an itemized budget for the campaign (Alternately, you may email a budget with the application; if doing so, please indicate that in the space provided here.):

Provide campaign implementation dates:

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