



2021 New Mexico School Counselors' Community Conference

Career Guidance Messaging for Today's Workforce Needs

Bobbie Eichhorst

11:00 a.m.

Who do we trust to learn about Career and Technical Education (CTE) and what messaging matters?

A Siemens Foundation funded survey revealed that school counselors and teachers are the most trusted source of information about CTE for students and parents. Yet it seemed that school counselors did not necessarily know how to speak about CTE and how to message this to students and parents.

While CTE is a pathway into many high-wage, in-demand careers, too many students and parents don't see CTE as an option for themselves, or their child due to outdated perceptions. In Siemens' home country of Germany, CTE is a top choice for parents and students and the company regularly works with high school aged students through apprenticeships and pathways. Siemens Foundation recognized the need to find out more about how students and parents feel about CTE in the U.S., and what would motivate them, or discourage them from considering CTE programs.

This session will provide the resulting nationally developed guide and connect to our NM-specific resources such as:

- [Career Clusters Guide](#)
- [Guía de los Grupos de las Carreras](#)
- [CareerPathways-NM](#)
- [Career Solutions](#)
- [Why I Work](#)

About Bobbi Eichhorst



Bobbi Eichhorst
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Bobbi Eichhorst is the Deputy Director in the College & Career Readiness Bureau of the NM PED. She has worked in the Roswell, Hondo, Gadsden, and Las Cruces school districts as an agriculture education teacher/FFA advisor, science teacher and in professional development. She has also served as the state SkillsUSA Director, and the HOSA-Future Health Professionals and Technology Student Association state advisor.