



CTE/CBI Program Design Workbook

✓ CREATING A STRONG CTE/CBI IDENTITY

PROGRAM VISION AND PURPOSE

What is your school's mission or core vision?

How do you want CTE or CBI to support this mission?

What outcomes are you hoping to achieve for students?

PROGRAM OPTIONS

Which Ohio-approved programs are a good fit (e.g., CBI, CTE Pathways, credential programs)?

Which grade levels will be served?

What delivery model works best (in-person, virtual, hybrid)?

✓ FIND YOUR NICHE

DESIGNING WITH PURPOSE

What industries or career fields are in demand in your area?

What industries have a strong presence or demand in our area?

What certifications, skills, or training are valued by local employers?

What careers or industries are students expressing interest in?

What are the biggest needs or gaps for students in terms of career readiness?

CTE IDENTITY AND BRANDING

What would make your program attractive to students and families?

What existing strengths can we build upon?

How will you market or promote your new or growing program?

IMPLEMENTATION PLAN

What staff will you need (CTE teachers, CBI coordinators or even just a TOR)?

What facilities, materials, or equipment are required?

FUNDING AND SUSTAINABILITY

How will you ensure long-term sustainability?

What will you require funds to be used for?

COMPLIANCE AND QUALITY ASSURANCE

What state regulations or approval steps must you follow?

How will you track progress and document program success?

NEXT STEPS

What are your immediate next steps after today's session?

Who will be involved in finalizing your plan?

What is your ideal timeline for launching or growing your program?



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